

The Influence of Compliance Gaining Message toward Obedience Attitude in Agricultural Quarantine Report

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Abstract - Free trade nowadays increases the entry of traffic flow of goods from one country to another, one of which is agricultural commodities. This increases the threat to animal and plant diseases. This study aims to determine the effectiveness of persuasive messages that contain elements of compliance requests including reciprocity, commitment and consistency, social proof, likes, authority and scarcity towards the agricultural quarantine reporting attitude among travelers. Data was collected using questionnaires from respondents who saw the agricultural quarantine message at Soekarno Hatta Airport. This study uses a quantitative approach using regression analysis. Based on the results of the study, the compliance messages had a positive effect on the attitude of the agricultural quarantine report by 19.7%. The influence is classified as very weak states that the theory used is less supportive and there are still many other factors that need to be further investigated such as involvement in issues, motivation and knowledge.

Keywords - Compliance Gaining Message, Effectiveness of Persuasive Messages, Attitude Change, Obedience, Agricultural Quarantine Report.

I. INTRODUCTION

Indonesia is a country that is rich in living natural resources. But abundant natural wealth can actually be a threat because there are other parties who target it. Therefore protection of Indonesia's natural wealth is important.

Meanwhile globalization in the framework of international trades, encourages the increasing flow of goods traffic and decreases tariff barriers in trade including agricultural products between countries. This inter-country trade in agricultural commodities raises a variety of threats, one of which has a large potential is the occurrence of disease traffic in animals and plants from country to country and between domestic regions. This situation encourages each country to tighten the requirements for health insurance, quality and security of agricultural products as instruments for controlling trade between countries.

The problem faced by agricultural quarantine in an effort to protect the living natural resource wealth at this time is the level of public compliance with efforts to protect biosafety is still lacking. This can be seen from the statistics

of the results of quarantine actions in 2016 which were recorded at 5,068 activities, including acts of detention (2,374 times), rejection (1,214 times) and acts of extermination (1,480 times) against carriers of animal and plant diseases. These statistics increased by 56.86 percent compared to 2015, which was 3,231 times.

Community disobedience to government regulations is still found in Indonesia. Regulations that are difficult to understand and lack of socialization become one of the factors of non-compliance. So is in the field of agricultural quarantine. There were many cases of violations committed by the community because of ignorance of the regulations. Although many laws and regulations have been made regarding agricultural quarantine, these regulations are less popular with the community because they only contain rules and sanctions.

To improve public compliance and understanding of the threat of the spread of animal and plant diseases, agricultural quarantine packs persuasive messages in the form of messages that touch the emotional aspects of the community with the aim of making the community inevitably have to comply with agricultural quarantine rules.

This research is based on the peripheral lines of the Elaboration Likelihood Model (ELM) theory. To see how the traveler behaves towards persuasive communication signals conveyed by agricultural quarantine so that they have a positive attitude towards quarantine report behavior. This peripheral pathway will be analyzed using six persuasion strategies by Robert Cialdini (1993), consisting of reciprocation, commitment and consistency, social proof, liking, authority and scarcity. These persuasion strategies touch the emotional aspects of the audience and are intended to target the peripheral aspects of the audience (Dainton&Zelley, 2014: 111).

II. LITERATURE REVIEW

In everyday life human behavior is characterized by obedience. Usually people tend to follow other people's requests or orders that are considered to have power. Obedience is a type of social influence, where one obeys and adheres to the requests of others to conduct certain behaviors because of the power elements (Baron, Brascombe and Byrne, 2008 in Sarwono and Meinarno, 2009). According to Brehm&Kassin (1993) stated that compliance can be created by making specific requests to other people, so that other people can display obedient behavior. To create obedient behavior requires a certain strategy so that other people can obey the requests submitted to them. The strategy that will be used to create obedient behavior depends on several factors, namely: the level of knowledge of the other person, status in a relationship with others, personality type, culture, and the nature of the request submitted.

Communication to get compliance or approval is a form of persuasion, which, in turn, is a form of influence. In getting compliance and refusal to obey is usually seen as part of persuasion that involves intentional efforts to change the behavior of others (Littlejohn & Foss, 2016). This study uses six Cialdini persuasion strategies which consist of reciprocation based on giving help to others (called pre-giving) and then asking for more help from that person, commitment and consistency centered on someone's desire to maintain a psychological consistency between beliefs, attitudes and behavior, social proof comparing themselves with others and imitating other people's behavior, authority relies on factors such as credibility, liking based on friendly behavior, warm and attractive and scarcity associated with increasing the value of something due to reduced supply.

The attitude is basically our tendency towards something. Attitude is our liking or disliking something. According to Rachmat (2004) suggests that attitudes are the

tendency to act, perceive, think and feel in objects, ideas, situations or values. Attitude is not behavior but is a tendency to behave in certain ways towards the object of attitude. Attitude is a form of evaluation / reaction to an object, taking sides / impartial which is a certain order in terms of feelings (affection), thought (cognition) and predisposition of action (conation) of someone towards an aspect in the surrounding environment (Saifudin, 2005).

One approach to understanding the persuasion process that illustrates the stages of decision making towards changes in attitudes, beliefs and attitudes is the Elaboration Likelihood Model-ELM model. ELM is a multiple message processing model because it identifies two types of levels where the audience evaluates information (Littlejohn & Foss, 2011). Sometimes we evaluate messages through elaborations, use critical thinking and sometimes we do it simply and less critically. Someone is said to be on the central route to persuasion. In a state of low involvement, consumers are said to be on the peripheral route to persuasion. (Mowen and Minor, 2001)

III. METHODOLOGY

This study uses a quantitative approach that is research that describes or explains a problem whose results can be generalized (Kriyantono, 2006). The study was conducted to determine the effect of reciprocal compliance messages, commitment and consistency, social proof, liking, authority and scarcity on the attitude of the traveler reporting luggage in the form of animal products and plants in agricultural quarantine. This study focuses on how a traveler acceptance on a persuasive message in the form of peripheral compliance delivered by agricultural quarantine so that the traveler complies with the agricultural quarantine report rules. This type of research is descriptive research that seeks to describe a symptom, events and incidents that occur at the moment where researchers try to photograph events that are the center of attention for later described as they are (Sudjana& Ibrahim, 1989)

Data retrieval is done by survey method. The sample of this study was 100 people who traveled by plane at Soekarno Hatta Airport, taking samples using non-probability sampling techniques, while the data analysis in this study used regression analysis.

IV. RESULTS AND DISCUSSION

a. Result

Based on the results of the regression analysis of this study are as follows:

Table 4.1 Output of Correlation Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.444 _a	.197	.189	.90073684

Sumber : Primary Data Analysis, 2018

The table above explains the value of correlation / relationship (R) which is equal to 0.444 and explains the percentage of the contribution of independent variables towards the dependent variable called the coefficient of determination which is the result of the quadratic of R. From the output above, the coefficient of determination (R²) of 0.197 is obtained, which means that 19.7% of the quarantine report variable can be explained by the source credibility variable, while the rest is explained by other factors outside the model.

Table 4.2 Output of Linear Regression Test Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	19.490	1	19.490	24.022	.000 _b
Residual	79.510	98	.811		
Total	99.000	99			

Source :Primary Data Analysis, 2018

Table 4.3 Output of Linear Regression Test Results

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	8.475E-16	.090		.000
	Zscore: Compliance Message	.444	.091	.444	.000

Source :Primary Data Analysis, 2018

In the table above in column B the constants value (a) is 8.475E-16 while the compliance message value (b) is 0.444 so the regression equation can be written as: $Y = a + bX_2$ or $8.475E-16 + 0.444 X_2$

The equation can be translated:

The hypothesis zero (Ho1) in the study is that there is no influence between the compliance message with the attitude of quarantine reporting and the alternative hypothesis (Ha1) is that there is an influence between the compliance message with the quarantine report attitude.

In the table above, the calculated F value is 24,022 with a significance level of $0,000 < 0,05$, so Ho is rejected and Ha is accepted. Thus it can be concluded that the regression model can be used to predict the quarantine reporting attitude variable.

The hypothesis zero (Ho1) in the study is that there is no influence between the compliance message with the attitude of quarantine reporting and the alternative hypothesis (Ha1) is that there is an influence between the compliance message with the attitude of quarantine reporting.

In the table above obtained a value of significance of $0,000 < 0,05$ and t count of 4,901, meaning that the compliance message variable affects the attitude of quarantine reporting variable. So that the hypothesis states that there is an influence between the of compliance message with changes in attitude can be accepted (Ha accepted).

- Constants amounting to 8.475E-16 states if the compliance message is zero then the value of attitude change is 8.475E-16
- Coefficient regression X_1 of 0.444 states that every addition to one value of compliance message, the value

of the level of changes in attitude increases by 0.444. The coefficient is positive, meaning that there is a positive relationship between the compliance message and changes in attitude, the higher the compliance message, the higher the level of changes in attitude.

b. Discussion

Based on statistical data analysis, the correlation coefficient value (r_{xy}) = 0.444 and has a positive sign, meaning that the relationship is unidirectional so that there is a tendency if the compliance messages are well understood then produce a good quarantine reporting attitude. In other words the higher the understanding of the compliance messages the higher the attitude of quarantine reports. While the determination coefficient of R^2 = 0.197 which implies that 19.7% of the variation in the variables of compliance messages affect the attitude of quarantine reports. This figure shows a very weak degree of influence (between 0% - 19.99%). The remaining 80.3% is explained by other factors besides compliance messages. These factors can be in the form of background from respondents such as education level, knowledge, motivation and level of involvement with agricultural quarantine issues.

The results of this study are not as expected, the influence of the messages of compliance in research is very weak, not in accordance with theoretical expectations. This shows that the agricultural quarantine problem is a complex problem. The results of research by Burn and De Vere (1982), showed that the compliance gaining variable used in the study was not effective in influencing people in terms of gas conservation, and suggested that persuasion be carried out through public policy.

V. CONCLUSION

The results showed a determination coefficient of 0.197 can be concluded that there is an influence of the compliance messages with the attitude of the agricultural quarantine report of 19.7%. So that it can be said that there is a tendency if the compliance messages increase then it produces a good attitude to agricultural quarantine reporting. In other words, the higher the compliance messages that are conveyed the higher the attitude of the agricultural quarantine reporting. This means increasing the quality and

quantity of compliance messages increases the attitude of the agricultural quarantine reporting.

This study only examines the peripheral pathways in the elaboration likelihood model theory, so that it does not get comprehensive results about the process of persuasive messages reception by respondents. Henceforth, it is better to examine both the central and peripheral pathways to obtain more accurate results.

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