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THE EFFECT OF SIZE AND POLICY ON IMPLEMENTATION POLICY THROUGH THE ATTITUDE OF THE IMPLEMENTERS

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Abstract:- This study aims to determine the effect of size and policy objectives, on the implementation of Mayor Regulation Number 15 of 2014 concerning Non-Smoking Areas (KTR) in the Mayor's Office in 2019 through the attitude of the implementers. This research is a quantitative study using a survey method with a Cross Sectional approach. The sample used was 116 civil servants based on total sampling. Research data were analyzed using Path Analysis with the help of SPSS version 22 software. The results showed that the size and objectives of the policy had a significant effect on policy implementation through the attitude of the implementers.
Keywords: policy size and objectives, attitude of implementers, implementation of policies, areas without smoking.

INTRODUCTION:-

The smoking habit at the place has become a common thing from smoking in markets, public transport, offices, places of worship, educational institutions and some other public places. Smoking behavior is an activity to burn cigarettes and then suck it and exhale it out and cause smoke which can be sucked by people around it (Ismariani, 2014).

The data of smokers in Indonesia in the population of 15 years and above is still volatile from 2013 at 36.3%, then declined in 2016 which was 32.8% and increased again in 2018 to 33.8%. Male smokers obtained 62.9% and female smokers were 4.8%. The prevalence of smokers in the population in Indonesia aged 10-18 years was found to experience a significant increase where in 2013 it was 7.2% up in 2016, which amounted to 8.8% then rose again in 2018 which was 9.1%. The RPJMN targets the prevalence at 5.4%, which means that almost half of the RPJMN target has special attention from the government in reducing the prevalence (Riskesdas, 2018). This shows the high prevalence of Indonesians who smoke every day. The total number of smokers in Indonesia is estimated at 66% of men, which can be assumed that two out of three men over the age of 15 in Indonesia are smokers (Indonesian Health Profile, 2016).

The Maluku Provincial Health Office in 2018 found that the number of active smokers in Maluku reached 300,000 in 2016. The majority were male smokers who according to the data were quite significant because they reached 64.9%. BPS data shows that the average number of cigarettes smoked in Maluku is 12.0 cigarettes per day with the highest number of cigarettes smoked by people in Ambon City is 15.1

cigarettes and in East Seram (SBT) as much as 14.3 sticks. The Ambon City Health Office also found that there was an increase in the prevalence of novice smokers, which initially amounted to 11% in 2017, increasing in 2018 by 14%. And 23.5% of Ambon City residents still smoke inside their homes (Ambon City Health Service, 2018).

From the observations the researchers found that there was a lack of implementation of the implementation of this regulation in the Ambon City Office environment so that it could hamper Ambon City Perwali policy goals No. 15 of 2014 concerning Non-Smoking Areas to reduce the number of smokers in Ambon City. The success of the KTR regulation depends largely on the compliance of each region and the support of various related sectors. Support and implementation by managers of each region is one of the keys to successful enforcement of KTR Regional Regulation (IWG Artawan Eka Putra, 2018).

One model of policy implementation was developed by Van Meter and Van Horn. In the theory they describe there are variables that can determine the success of the implementation of a policy, namely communication between organizations and implementing activities, size and policy objectives, sources of policy, socio-political economic environment, attitude of executors, and characteristics of implementing agencies (Van Meter & Van Horn, 1974).

A public policy must have clear size and objectives and will be effective if implemented and have positive benefits for community members, in other words, human actions or actions as members of the community must be in accordance with what the government or the state wants. So that if their behavior or actions are not in accordance with the wishes of the government or state, then a public policy is not effective, Winengan (2017). Found that the implementation of non-smoking regional policies in Ambon City did not go well. While a number of constraints, namely lack of socialization, lack of commitment to implementing policies, lack of community compliance, and not enforced the rules of sanctions that have been set. Therefore, there needs to be an increase in supervision and performance of policy makers, so that they are committed to implementing the policy.

The attitude of acceptance or rejection from executing agents will greatly affect the success or failure of the performance of public policy implementation. According to Ekowati (2017), the factor that has a role in implementing KTR is the commitment of the regional government. consistent law enforcement, routine supervision, stakeholder compliance, positive support from the education sector and the tourism sector, as well as the active role of community organizations.

LITERATURE REVIEW:-

Implementation Policy
The definition of implementation according to Van Meter and Van Horn (1975) is that actions are carried out either by individuals, officials or government or private groups directed at achieving the objectives outlined in the policy decision. These actions include efforts to convert decisions into operational actions in a certain period of time or in the context of continuing efforts to achieve large and small changes that have been determined by policy decisions (Suratman, 2017).

Attitudes of Implementers
The attitude of acceptance or rejection from executing agents will greatly affect the success or failure of the performance of public policy implementation. This is very possible because the policy implemented is not the result of the formulation of local residents who know the problems and problems they feel. But the policy that the implementor will carry out is the policy of "from above" (top down) which is very likely that the decision makers never know (even unable to touch) the needs, desires, or problems that citizens want to solve.

Policy Size and Objectives
The performance of policy implementation can be measured if-and-only success rates - if the size and objectives of the policy are indeed realistic with socio-culture that is at the level of policy implementers. When the size of a policy or policy goal is too ideal (even too utopian) to be implemented at the community level, it will be difficult to realize public policy to the point that it can be said to be successful.

RESEARCH METHODS:-

This research is a quantitative study using a survey method with a Cross Sectional approach where data involving independent variables and dependent variables will be collected and examined at the same time. Population is the whole of the object to be studied. The population in the study was civil servants at the Mayor's Office in Ambon. The population in this study was 116 people. The sample is the object under study and is considered to represent the entire research population. This study used a total sampling of 116 people. Data collection techniques in this study use primary data and secondary data. Primary data is data obtained directly from the results of interviews and observations from respondents. While secondary data is data obtained through documents in the form of reports on the number of employees in the Ambon Mayor's Office and the Results of the 2018 Riskesdas. Data analysis was performed using version 22 of the SPSS program (Statistical Package for Social Sciences). The method of analysis carried out using path analysis. Path analysis is used to describe and test the model of the relationship between the independent variable and the dependent variable. In addition, path analysis is used to determine the magnitude of the effect between the independent variables and the dependent variable.

RESULTS:-

Testing of Validity and Reliability

Validity tests are used to measure the validity or validity of a questionnaire. A questionnaire is declared valid if the question or statement on the questionnaire is able to reveal something that will be measured on the questionnaire. Testing validity using Pearson Correlation. If the Pearson correlation value (r) is greater than the r-table, indicating that the item is valid and eligible to be included in the next stage. Conversely if the Pearson correlation value (r) is smaller than the r-table value indicates the item is invalid. The r-table value for sample 116 is 0.181.

In addition to the validity test, the reliability test was carried out in this study. The reliability test in this study was carried out statistically by calculating the amount of Cronbach's Alpha. Reliability tests were used to measure a questionnaire used as an indicator of variables. If the alpha coefficient produced is ≥ 0.6, then the indicator is said to be reliable or reliable.

The results of testing validity and reliability can be seen in the following table.

Table 1 Validity and Reliability Test Results

Variable	Item	Correlation	Information	Cronbach's Alpha	Information
Policy Size and Objectives	X1.1	0,394	Valid	0,838	Reliable
	X1.2	0,453	Valid		
	X1.3	0,394	Valid		
	X1.4	0,453	Valid		
	X1.5	0,394	Valid		
	X1.6	0,394	Valid		
	X1.7	0,453	Valid		
	X1.8	0,382	Valid		
Attitudes of Implementers	Y.1	0,434	Valid	0,802	Reliable
	Y.2	0,454	Valid		
	Y.3	0,487	Valid		
	Y.4	0,494	Valid		
	Y.5	0,456	Valid		
	Y.6	0,457	Valid		
	Y.7	0,552	Valid		
Implementation Policy	Z.1	0,514	Valid	0,722	Reliable
	Z.2	0,741	Valid		
	Z.3	0,516	Valid		
	Z.4	0,730	Valid		
	Z.5	0,522	Valid		
	Z.6	0,351	Valid		
	Z.7	0,775	Valid		
	Z.8	0,262	Valid		
	Z.9	0,552	Valid		

Source: data processed, 2019

Table 1 shows the correlation value of all question items on the questionnaire for the overall indicators and items worth above 0.181 (> 0.181), so it can be concluded that all items statement on the

instrument are valid. Table 1 also shows that the cronbach's alpha value of all variables is greater than the standard value of alpha coefficient 0.6. This means that the instruments used in this study are reliable.

Path Analysis

The effect of policy size and objectives (X) on the implementation of KTR Perwali (Z) through the attitude of implementers (Y) using path analysis is presented in the following table:

Table 2 The Effect of Measures and Objectives of Policies on the Implementation of Early KTR in the Mayor's Office of Ambon in 2019 through the Attitude of the Implementers

Variable	B	p-Value	Information
Policy Size and Objectives (X) → *Attitudes of Implementers* (Y) → *Implementation Policy* (Z)	0,148	0,0129	Significant

Source: data processed, 2019

Analysis of the effect of size and policy objectives (X) on the implementation of KTR (Z) through the attitude of the implementers (Y) obtained the value of p indirect effect of 0.148. This value is significant because the probability value is 0.0129 < 0.05 so it can be concluded that indirectly there is a significant influence between the size and policy objectives on the implementation of KTR through the attitude of the implementers.

DISCUSSION:-

The Effect of Size and Policy Objectives on Implementation Policy Through Attitudes of Implementers

Based on the results of the path analysis test, it was found that the size and purpose of the policy influenced policy implementation through the attitude of the implementers. This indicates that the better the size of the policy objectives and can influence the better the attitude of the implementers so that the impact on policy implementation is also better.

The findings of this study are consistent with the theory of Van Meter and Van Horn (1975) which states that implementers' understanding of the size and purpose of policies greatly determines the success of the implementation process supported by the attitude of executors in carrying out their duties and responsibilities as implementing policies based on discipline. This is done because it can affect the success of policy implementation, each policy implementing agency must feel ownership of their respective tasks based on a predetermined plan.

The findings of this study are consistent with the research conducted by Reza Monica and Argo Pambudi (2017) who found that the size and objectives of the policy effect to implementation policy through the attitude of the implementers.

CONCLUSION:-

From the results of research and discussion, the research conclusions can be stated as the measures and policy objectives affect policy implementation through the attitude of the implementers. This indicates that the better the size of the policy objectives and can influence the better the attitude of the implementers so that the impact on policy implementation is also better. The findings of this study are consistent with the theory of Van Meter and Van Horn (1975) which states that implementers' understanding of the size and purpose of policies greatly determines the success of the implementation process supported by the attitude of executors in carrying out their duties and responsibilities as implementing policies based on discipline. This is done because it can affect the success of policy implementation, each policy implementing agency must feel ownership of their respective tasks based on a predetermined plan.

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