



# Satisfaction P4GN Program of Narcotics National Agency and its Implication of Trust Students in DKI Jakarta

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Received: 25 June 2019

Accepted: 28 August 2019

DOI: <https://doi.org/10.32479/irmm.8535>

## ABSTRACT

The prevention program for eradicating illicit abuse and circulation of drugs by the national narcotics agency in 7 (seven) Private Universities in the special capital region of Jakarta has shown consistency with performance indicators supporting efforts to eradicate drug abuse. The purpose of this study is to improve satisfaction (strategic satisfaction) as a strategic step taken to increase trust in students in the special capital region of Jakarta. And the need to improve integrated marketing communications (IMCs), perception service quality and image. The research method used is descriptive survey and explanatory survey. The type of investigation in this study is causality, which is the type of investigation which states that there is a correlation between the independent variables namely IMC, service quality and image on satisfaction and its implications for trust in students based on causal relationships. While verification research is to test hypotheses through data collection in the field. The results of data analysis with statistical tests state that IMC, perception service quality and image together have a positive and significant effect on satisfaction with a joint contribution of 72%.

**Keywords:** Integrated Marketing Communications, Perception Service Quality, Image, Satisfaction and Trust

**JEL Classifications:** M21, M31, Z33

## 1. INTRODUCTION

The threat of narcotics crimes in Indonesia is a form of crime that is latent, dynamic, and has a transnational dimension that is a challenge for the Indonesian nation in the future. Moreover, Indonesia is a very open archipelago with a land area of Indonesia reaching 1,922,570 km<sup>2</sup> and having a population of more than 250 million people, making the nation of Indonesia a very vulnerable country as the target of illicit drug trafficking. And the coastline of Indonesia is the second longest in the world after Canada with a length of 99,093 km (Dukeshire et al., 2016).

The development of abuse and illicit trafficking in narcotics and illegal drugs (Narcotics) which hit the world also affected the country. Narcotics have spread throughout the country and targeted various layers of Indonesian society without exception. Circulation of narcotics and drugs in ASEAN countries from year

to year continues to show an increasing trend. In 2008-2014 the number increased rapidly, as well as evidence that showed failure in dealing with drug cartels.

The trend of the development of the circulation of narcotics and drugs in ASEAN countries which continues to increase and never once in the 7-year period has decreased. This proves that this problem is a problem that continues to threaten the life and continuity of the younger generation of ASEAN countries. The level of development is that Indonesia ranks first in the ranks by Thailand. While the country with the smallest drug distribution rate is Brunei Darusallam.

The target of drug trafficking is not only nightclubs, but has spread to residential areas, campuses, schools, boarding houses and even in the household and children's environment. The number of drug users in Indonesia until November 2016 reached 6.4 million, most of them using methamphetamine and ecstasy.

The misuse and illicit circulation of narcotics and narcotics precursors is an extraordinary crime that threatens the world and can be used as one of the weapons in the proxy war to cripple the power of the nation. Therefore, this crime must be eradicated and handled comprehensively and comprehensively. As a country that is one of the biggest targets in the illicit circulation of narcotics and narcotics precursors controlled by national and international networks, Indonesia has taken decisive steps in the face of this form of modern warfare.

The threat of drug abuse according to (Yi and Gong, 2013) is multi-dimensional in nature, including health, economy, social, education, security and law enforcement. Viewed from the health dimension, drug abuse can destroy and damage human health, both physical health and spiritual health. It is seen from the economic dimension that it requires large costs. Viewed from the social and educational dimensions can lead to changes towards immoral and anti-social behavior. Whereas from the security and law enforcement dimensions can encourage the occurrence of actions that disturb the community and other violations of the law. Whereas according to (Production et al. 2010) the health dimension states that the effects of drug abuse, among others, increase the likelihood of developing liver cirrhosis, pancreatic cancer, brain memory disorders, and increasing the risk of accidents.

Based on the results of a survey conducted by the BNN in collaboration with the University of Indonesia Health Research Center (Millage and Carraher, 2013) the prevalence of drug abusers in the group of students and students was 1.9% or 2 out of 100 students and students abusing drugs. The misuse and illicit circulation of narcotics and narcotics precursors in the community shows an increasing tendency with widespread victims, especially among children, adolescents, the younger generation, state civil servants, TNI soldiers, members of the police, regional heads to Islamic boarding schools.

Indonesia's geographical condition that is open is an opportunity for international narcotics syndicates to make Indonesia a market share of illicit narcotics and narcotics precursors. They can enter Indonesia because of the many illegal routes and the length of coastal routes in Indonesia, so that many international drug syndicates use the sea lane. Indonesia's large population, especially in the productive age, is the target of the illicit narcotics and narcotics precursor market in Southeast Asia.

In order to support law enforcement efforts in eradicating drugs, the National Narcotics Agency has armed its members with more modern weapons and added 50 K9 troops along with 100 K9 BNN task force. But that is not enough because international syndicates have far more sophisticated tools in the field of communication that the National Narcotics Agency is still lagging behind in the field of technology.

In addition to cooperating with law enforcement officials in handling narcotics eradication, the National Narcotics Agency has also built synergies related to the prevention of drug abuse and illicit trafficking, both nationally and internationally. In the national scope, BNN collaborates with 64 government agencies

and 72 with community components. Among others, LKBN Antara, Financial Transaction Analysis and Transaction Center (PPATK), Bank Indonesia, PT. Citilink Indonesia and PBNU. While in the international sphere, the BNN builds cooperation with various countries, including Colombia and Thailand.

Throughout the year drug abuse cases in Indonesia have increased and successfully revealed BNN including the number of suspects, especially Indonesian citizens. In order to reduce the number of drug abuse by running the program P4GN, BNN in collaboration with stakeholders (stakeholders) to organize the anti-drug development program attingkat party and both public and private areas. In an effort to protect the nation's generation from drug crimes, the National Narcotics Agency is increasingly active in taking preventive measures aimed at providing immunity, resulting in increased public immunity from narcotics abuse.

According to (Upadhyaya et al., 2013), brand image (brand image) can be considered as a type of association that appears in the minds of consumers when remembering a particular brand. Brand image is measured from 3 things, namely: a attribute, benefits and overall evaluation.

Throughout 2016, the National Narcotics Agency has carried out tasks in the field of demand reduction in the form of advocacy, socialization and the "Stop Narcotics" campaign of 12,566 activities involving 9,177,785 people from various circles, both community groups, workers, and students. As many as 894 government and private agencies, as well as 834 community groups and the educational environment, were encouraged by the National Narcotics Agency to care about narcotics problems, until finally having anti-drug development policies in their respective environments.

Rehabilitation is a process of integrated care for abusers liberate an and or drug addicts from their dependence and recovery both physically, mentally and socially, in order to re-implement a social function in society. Continuous rehabilitation is a series of processes that include medical, social and post-rehabilitation rehabilitation carried out continuously in a single unit of rehabilitation services. To support the implementation of integrated rehabilitation services, the National Narcotics Agency provides several rehabilitation centers both at the central and regional levels in the central office, rehabilitation center and BNN Rehabilitation Workshop and rehabilitation of BNN/BNNP/BNN K clinics in 33 provinces in Indonesia. Based on the paradigm of a newly rehabilitated drug abusers.

National Narcotics Agency (BNN) to convey information on P4GN program implementation activities to the community, including collaborating with both print, electronic and online media and making pages [www.bnn.go.id](http://www.bnn.go.id) to see the development of information at the National Narcotics Agency. Activities in the community while conducting a "Stop Narcotics" campaign.

Integrated Marketing Communication (IMCs) that gives the right message and must choose the best way in order to achieve the

stated goals, This is included in the characteristics of the IMC according to (Akroush et al., 2016) that affects behavior, starting from customers and prospective customers (prospect), using one or all ways to “contact,” trying to create synergy and establish relationships.

The study was conducted in the Jakarta area on the grounds that the location of the Jakarta area was included and included in the region where the prevalence of the number of drug abusers had been used, the last 1 year used in the top 10 provinces in Indonesia. This is based on a survey conducted by the BNN in collaboration with the University of Indonesia’s Health Research Center (Puslitkes) in 2016. A total of 350 thousand residents or 3.5% of Jakarta’s population are indicated using drugs (He et al., 2013).

## 2. LITERATURE REVIEW

### 2.1. Effect of IMC on Satisfaction

Based on the results of the study of Zuliatin (2016), the influence of personal selling, direct selling and public relations significantly affected customer satisfaction at BMT UGT, Kanogoro, KCP. The results of the study show that personal selling, direct selling and public relations together have a significant effect on customer satisfaction. The results of the calculation using the t-test are known that personal selling variables have a positive and significant effect on customer satisfaction with the Sig. 0.000. Direct selling variable has a positive and not significant effect on customer satisfaction at BMT UGT Sidogiri KCP Kanigoro Blitar with Sig. 0.423 and the public relations variable has a positive and not significant effect on customer satisfaction at BMT UGT Sidogiri KCP Kanigoro Blitar with the value of Sig. 0.247.

The same research was conducted by (Delgado-Ballester et al., 2012). This study was designed to investigate satisfaction with marketing communications among all participants in dental laboratory activities. Satisfaction from dentists with the marketing communication aspects of dental laboratories was 47.39% (n = 127), negative responses were also given by respondents of 22.76% (n = 61) respondents. Most were satisfied by dental technicians (75.91%, n = 104) with communication marketing aspects in dental/dentist treatment centers, while 29.85% (n = 80) were not satisfied. Studies from the world claimed to be satisfied with the communication in students showed that 60.42% (n = 116) of them were satisfied and the lack of satisfaction with communication was reported by 1.56% (n = 3) of respondents. Among them were 81.55% (n = 84) were satisfied with the communication carried out at the dental clinic and 8.74% (n = 9) patients were not satisfied. Ahmed et al. (2018) measure the internal service quality dimensions and patients satisfaction at the Agha Khan University Hospital, Karachi whereas service quality is defined as what the customer pays accordingly, he/she gets service. The results of the study show that tangibility and professionalism (H1a) and feedback and guidance (H1d) affect the patients’ satisfaction whereas reliability and responsiveness (H1b), assurance and empathy (H1c) and affordability (H1e) do not affect patients’ satisfaction.

### 2.2. Influence Perception of Service Quality on Satisfaction

The research was conducted by (Kassim et al., 2009), the final conclusion of this study is (1) There is a positive influence between service quality and customer satisfaction, amounting to 0.659, (2) There is a positive influence between service quality and consumer trust, amounting to 0.731 (3) There is a positive influence between satisfaction and trust, amounting to 0.731 (4) There is a positive influence between customer satisfaction and loyalty, amounting to 0.386 (5) There is a positive influence between customer trust and loyalty, amounting to 0.509. From the results of this study, the loyalty of executive railroad users can be formed, if the quality of services around the station and inside the railroad car can provide user satisfaction. Then after satisfaction is formed, trust will arise. Similar research was conducted by (Haryati and Oly, 2011). This study shows to study the impact of the dimensions of service quality on satisfaction and the effect of satisfaction on repurchase intentions and word of mouth communication for outpatients in Turkey. This study examines the significant relationship between variables and provides statistical evidence. The main purpose of conducting this study is to assess satisfaction influenced by the dimensions of satisfaction using a research model. And shows that the two dimensions of service quality (empathy and assurance) are important antecedents on the dimensions of satisfaction, and found the satisfaction dimension is very influential on the dimensions of WOM communication and repurchases.

### 2.3. Effect of Image on Satisfaction

According to Hidayat and Firdaus (2014), the influence of service quality on corporate image is shown by the CR value of  $4.473 > 2$  and the P value of  $*** < 0.05$ . Thus H1 is accepted. The influence of service quality on customer satisfaction is indicated by a CR value of  $-0.098 < 2$  and a P value of  $0.922 > 0.05$ . Thus H2 is rejected. The effect of service quality on trust is indicated by the CR value of  $1.218 < 2$  and the P value of  $0.223 > 0.05$ . Thus H3 is rejected. The effect of price on customer satisfaction is indicated by a CR value of  $-0.46 < 2$  and a P value of  $0.65 > 0.05$ . The effect of price on trust is indicated by a CR value of  $-0.921 < 2$  and a P value of  $0.357 > 0.05$ . Thus H5 is rejected. The influence of company image on customer satisfaction is indicated by a CR value of  $6.97 > 2$  and a P value of  $*** < 0.05$ . Thus H6 is accepted. The effect of customer satisfaction on trust is indicated by a CR value of  $6.261 > 2$  and a P value of  $*** < 0.05$ . Thus H7 is accepted. The influence of service quality on customer loyalty is indicated by a CR value of  $1.533 < 2$  and a P value of  $0.125 > 0.05$ . Thus H8 is rejected. The effect of price on customer loyalty is indicated by a CR value of  $-2.548 < 2$  and a P value of  $0.011 < 0.05$ . Thus H9 is accepted with a negative influence. The influence of company image on customer loyalty is indicated by a CR value of  $-1.182 < 2$  and a P value of  $0.237 > 0.05$ . Thus H10 is rejected. The effect of customer satisfaction with customer loyalty is indicated by a CR value of  $2.725 > 2$  and a P value of  $0.006 < 0.05$ . Thus H11 is accepted. The influence between trust and customer loyalty is indicated by a CR value of  $-0.213 < 2$  and a P value of  $0.831 > 0.05$ . Thus H12 is rejected. Meanwhile research conducted by (Assaker et al., 2015) this study justifies a research model that attracts image destinations, tourist satisfaction and loyalty in gender and age. It is ensured that predictions of significant satisfaction have a direct and indirect relationship to loyalty.

#### 2.4. The Influence of IMC, Perception Service Quality and Joint Image on Satisfaction

The research was conducted by (Siswantini et al., 2014) based on the results of research namely Hypothesis 1: states that marketing communication is significantly related to the image, where the t-statistic of marketing communication relations with images is 3.550, this value is greater than the t-table value of 1.96 for a significant level of 5%. Hypothesis 2: states that experience has a significant effect on recreational images at (loading  $0.365 > 0.197$ ) with t-statistics of 6.606 (greater than t-table 1.96).

Hypothesis 3: states that service quality is significantly related to image. Service quality has the most dominant influence on images compared to experience and communication (loading  $0.389 > 0.365 > 0.197$ ). With a statistical value of the relationship of service quality with an image of 6.227, this value is greater than the value of t-table 1.96. Hypothesis 4: states that service quality is significantly related to satisfaction with the t-statistic value of service quality relationship to satisfaction of 9.929, this value is greater than the t-table value of 1.96 for a significant level of 5%.

Hypothesis 5: states that service quality is significantly related to loyalty, where the t-statistic value correlates with quality quality to loyalty at 0.017, this value is smaller than the t-table value 1.96 for a significant level of 5%, the hypothesis is rejected. Hypothesis 6: states that the image is significantly related to loyalty with a t-statistic value of 1.686 image relationship to loyalty, this value is smaller than the t-table value 1.96 for a significant level of 5%, then the hypothesis is rejected. Hypothesis 7: states that the image is significantly related to loyalty, with the t-statistic value of the image to loyalty relationship of 1.686, this value is smaller than the t-table value of 1.96 for a significant level of 5%, then the hypothesis is rejected.

#### 2.5. Influence Perception of Service Quality on Trust

Research conducted by (Riorini and Widayati, 2015) conclusions that can be delivered, as a result of the research conducted are: (1). Service quality and brand image have a simultaneous influence on customer trust in the BNI Main Branch Taplus debit card users, so the hypothesis states that it is assumed that service quality variables and brand image are simultaneously influential the trustworthiness of the customers of the BNI Taplus debit card from BNI is acceptable. (2). Quality of service, partial effect on customer confidence debit card users Taplus BNI BNI Main Branch Manado, so the hypothesis that the alleged quality of service, partially affect the confidence of customers the debit card Taplus BNI can be received. (3) Brand image has a partial effect on the trust of customers of BNI Taplus debit card from BNI Manado Main Branch, so that the hypothesis stating that it is assumed that brand image, partially influences the trust of customers of BNI Taplus debit card, can be accepted.

#### 2.6. Effect of Image on Trust

Such as the research conducted by (Wang and Yang, 2010) from the results of the study can be taken as follows: (1) Partially brand image variables consisting of product attributes and brand personality of consumers Primagama Malang tutoring institution. On the sub variable brand personality does not have a positive and significant effect on trust. Unlike product attributes, brand

personality has a positive and significant influence on trust. (2) Simultaneously there is a positive and significant influence between the variable brand image which consists of product attributes and product personality towards the trust in consumers of the Malang Primagama tutoring institution.

#### 2.7. Influence Satisfaction on Trust

The research was conducted by (Coelho and Henseler, 2012). The results of the study show the relationship between service quality and the trustworthiness of Sharia Financial Services Cooperative customers in the Wonosobo region. Whereas based on the results of ab multiplication, it can be used to calculate the statistic of the influence of mediation because  $t \text{ arithmetic} = 1.703$  is greater than t table with a significance level of 0.05 that is 1.66, it can be concluded that the mediation coefficient is significant and means that there is a mediating effect on service quality in relation to satisfaction customer to customer trust.

#### 2.8. Influence of IMC, Perception Service Quality, Image and Joint Satisfaction - Against Trust

The research was conducted by (Madhavaram et al., 2005). The results of hypothesis 1 analysis state that there is a direct and positive relationship between the quality of service to customer satisfaction. Hypothesis 2 states that there is a direct and positive relationship between service quality and brand image.

Hypothesis 3 states that there is a direct and positive relationship between advertising to brand image. Hypothesis 4 states that there is a direct and positive relationship between customer satisfaction and trust. Hypothesis 5 states that there is a direct and positive relationship between customer satisfaction and repurchasing interest. The results of the analysis of hypothesis 6 state that there is a direct and positive relationship between brand image and repurchase interest. Hypothesis 7 states that there is an indirect and negative relationship between trust and repurchase interest.

### 3. METHODOLOGY

The research method used is descriptive survey and explanatory survey. The type of investigation in this study is causality, which is the type of investigation which states that there is a relationship between the independent variables namely IMC, service quality and image on the P4GN BNN satisfaction program and its implications for trust in students based on causal relationships.

In this study to obtain an overview of the relationship of IMC, service quality and image to the satisfaction of the BNN P4GN program and its implications for trust in students. While verification research is to test the hypothesis through data collection in the field, where in this study will be tested whether IMC, service quality and image affect the satisfaction of the BNN P4GN program and its implications for trust in students.

The duration of this study is time horizon which is a cross section that is information from a portion of the population (respondents sample) collected directly on the scene empirically, with the aim of knowing the income of a portion of the population of the object under study, as proposed (Sekaran, 2010).

## 4. RESULTS AND DISCUSSION

Questionnaires of 400 questionnaires to students for the program S1 and S2 in seven PTS in Jakarta that as respondents. After collecting the results of filling out the questionnaire by the respondents all returned collected and valid (valid) as many as 395.

Based on the results of data collection through questionnaires to S1 and S2 program students on seven PTS in DKI Jakarta that were made as respondents, it can be seen the characteristics of each respondent in the hope that this information can be used as input for S1 and S2 programs at seven PTS in DKI Jakarta.

### 4.1. Research Analysis and Hypothesis Test

#### 4.1.1. IMC positively and significant on satisfaction

Based on the analysis of respondents' perception of the variable picture IMC program P4GN BNN to students in Jakarta, showed that the rate of IMC at high category with a score of 4.42 are in the range 4.33-5.15 or in the high category.

This shows that the program P4GN BNN to students in Jakarta have had integrated marketing communication relatively well, especially on indicators - indicators such as level of interest in the display program P4GN on media advertising in print, electronic and online, the rate ketertahuan on tagline and logo "Stop Narcotics," the level of the P4GN program published, the level of intensification of implementing the P4GN program. The results of the data analysis with statistical tests proved that integrated marketing communication positive and significant impact on satisfaction program P4GN BNN to students in Jakarta 0.25 path coefficient indicates that the magnitude of the contribution the effect of IMC directly to the satisfaction of  $(0.25)^2 = 0.0625$  or 6.25%, while the indirect effect of IMC on satisfaction with contributions is 0.1375 or 13.75%, so that the total effect of IMC on satisfaction with a contribution of 20%.

The element IMC most dominant is the interactive marketing dimensions as measured by indicators knowing P4GN program by BNN of media social. This indicated that the integrated marketing communication would be better if the program P4GN BNN to students in Jakarta attention to interactive marketing is through knowing the program P4GN by BNN of media social, so it will have an impact on increasing satisfaction on the program P4GN BNN on students DKI Jakarta, especially on the dimensions of attributes related to purchase, which is measured predominantly by indicators BNN officers have a good reputation and the National Narcotics Agency is able to run and provide explanations for the P4GN program.

### 4.2. Perception Service Quality has Positive and Significant Effects on Satisfaction

Based on the results of the analysis of respondents' perceptions of the variable perception service quality P4GN BNN program on students in DKI Jakarta, it was shown that the level of perception service quality was in the high category with a score of 4.44 in the range 4.33-5.15 or in the category high. This shows that the program P4GN BNN to students in DKI Jakarta has its own perception of service quality is relatively good, especially on

indicators - indicators such as level ability BNN in providing information services, the level of response BNN to complaints and public criticism, BNN responsiveness in serving community, the National Narcotics Agency has technical capabilities in counseling, BNNs are quick and precise in dealing with problems. The National Narcotics Agency provides good service, the National Narcotics Agency responds to complaints, the National Narcotics Agency shows the results of its prevention performance, the National Narcotics Agency shows results in eradication, BNN has good quality in combating drug abuse and BNN has good quality in preventing drug abuse.

However, there are some indicators perception of service quality that should get attention and improvements to the program P4GN BNN to students in Jakarta as the level of interest in the officer BNN eradication, the level of engagement officer BNN facilitate service program P4GN, Officer BNN reliable in eradicating drugs, P the BNN duty facilitates the service of the P4GN program, the level of the BNN's ability to uncover cases of drug abuse and the BNN provides services without discrimination.

Results of data analysis statisti test k proved that the perception of service quality positive and significant effect on satisfaction in the program P4GN BNN to students in DKI Jakarta was 0.23 path coefficient indicates that the magnitude of the effect is directly perceived servqual to the satisfaction of  $(0.23)^2 = 0.0529$  or 5.29%, while perceived servqual's indirect effect on satisfaction with contributions is 0.1271 or 12.71%, so that the total effect of perceived servqual on satisfaction with a contribution of 18%.

The most dominant element of perception service quality is the responsiveness dimension that is measured dominantly with the BNN indicator responsive in serving the community. This shows that perception service quality will be better formed if the BNN P4GN program for students in DKI Jakarta is responsive, namely through responsive BNN in serving the community, so that this will have an impact on increasing satisfaction on the BNN P4GN program for students in DKI Jakarta, especially on the dimensions of attributes related to purchase that are measured predominantly by indicators BNN officers have a good reputation and the National Narcotics Agency is able to run and provide explanations for the P4GN program.

### 4.3. Image has a Positive and Significant Effect on Satisfaction

Based on the results of the analysis of respondents' perceptions of the image variable image on the BNN P4GN program on students in DKI Jakarta, the level of image is in the high category with a score of 4.46 in the range 4.33-5.15 or in the high category. The results of data analysis with statistical tests proved that the image has a positive and significant effect on satisfaction on the BNN P4GN program on students in DKI Jakarta at 0.54 the path coefficient shows that the amount of contribution directly influences the image of satisfaction at  $(0.54)^2 = 0.2916$  or 29.16%, while the indirect effect of image on satisfaction with contributions is 0.3284 or 32.84%, so that the total effect of image on satisfaction with a contribution of 62%.

The most dominant image element is the personal dimension that is measured dominantly by the BNN indicator to communicate well and the National Narcotics Agency eradicates misuse professionally and measurably. This shows that a good image will be formed if the BNN P4GN program on students in DKI Jakarta has BNN indicators delivering good socialization and BNN eradicating misuse professionally and measurably, so that this will have an impact on increasing satisfaction on the P4GN BNN program on students in DKI Jakarta, especially on the dimensions of attributes related to purchase, which is measured predominantly by indicators BNN officers have a good reputation and the National Narcotics Agency is able to run and provide explanations for the P4GN program.

#### **4.4. IMC, Perception Service Quality and Image Together have Positive and Significant Effects on Satisfaction**

The results of data analysis with statistical tests state that IMC, perception service quality and image together have a positive and significant effect on satisfaction with a joint contribution of 72%, while 28% are influenced by variables other than IMC, perception service quality and image. But partially the effect variable on satisfaction on the BNN P4GN program on students in DKI Jakarta for the IMC variable, perception of service quality and image is 24.96%.

The most dominant variable influencing satisfaction is the image variable with a path coefficient of 0.54. Based on the results of data analysis, the most dominant IMC variable is the interactive marketing dimension, the most dominant perception service quality variable is the responsiveness dimension and the most dominant image variable is the personal dimension. This shows that the better the interactive marketing to support the IMC and supported the better responsiveness to support the perception of service quality and supported by improvements in the personal in order to support the image of the program P4GN BNN to students in Jakarta, it will result in increased satisfaction in BNN P4GN programs for students in DKI Jakarta, especially on the dimensions of attributes related to purchase, which are measured predominantly by indicators BNN officers have a good reputation and the National Narcotics Agency is able to run and provide explanations for the P4GN program.

#### **4.5. IMC Has a Positive and Significant Impact on Trusts.**

Based on the analysis of respondents' perception of the variable picture integrated marketing communication program P4GN BNN to students in Jakarta, showed that the rate of integrated marketing communication at high category with a score of 4.42 are in the range 4.33-5.15 or in the high category. The results of the statistical tests proved that IMC had a positive and significant effect on the BNN P4GN program trust in DKI Jakarta students at 0.44 this path coefficient showed that the contribution of the direct influence of IMC on trust was  $(0.44)^2 = 0.1936$  or 19.36%, while the indirect influence with the contribution of IMC on trust was 0.1264 or 12.64%, so that the total effect of IMC on trust with a contribution of 32%.

#### **4.6. Perception of Service Quality has Positive and Significant Impact on Trusts**

Based on the results of the analysis of respondents' perceptions of the variable perception service quality P4GN BNN program on students in DKI Jakarta, it was shown that the level of perception service quality was in the high category with a score of 4.44 in the range 4.33-5.15 or in the category high. This shows that the program P4GN BNN to students in DKI Jakarta has its own perception of service quality communication relatively well, especially on indicators - indicators such as tingkat ability Officers BNN in providing information services, the level of response BNN to complaints and public criticism, BNN responsiveness in serving the community, the National Narcotics Agency has technical capabilities in counseling, BNNs are quick and precise in solving problems. The National Narcotics Agency provides good service, the National Narcotics Agency responds to complaints, the National Narcotics Agency shows the results of its prevention performance, the National Narcotics Agency shows results in eradication, BNN has good quality in combating drug abuse and BNN has good quality in preventing drug abuse.

The results of statistical tests proved that perception service quality had a positive and significant effect on the BNN P4GN program trust in DKI Jakarta students at 0.19, the path coefficients showed that the contribution of service quality perception to trust was  $(0.19)^2 = 0.0361$ , or 3.61%, while the indirect influence of the contribution of perceived servqual to trust amounted to 13.39%, so the total effect of perceived servqual to trust with a contribution of 17%. Thus, perceived servqual proved to have a positive and significant effect on trust.

Based on the results of the analysis of perception service quality variables which are the most dominant, namely the responsiveness dimension measured by the BNN indicator responsive in serving the community. This shows that it would be better if perceptions of service quality on the BNN P4GN program on students in DKI Jakarta pay attention to responsiveness through responsive BNN in serving the community, so that it will have an impact on increasing trust in the BNN P4GN program for students in DKI Jakarta, especially those measured in dimensions integrity as measured by indicators dominant BNN provides awareness t Entang dangers of drug abuse and BNN serve with good information to the public.

#### **4.7. Image has a Positive and Significant Effect on Trust**

Based on the results of the analysis of respondents' perceptions of the image variable image on the BNN P4GN program on students in DKI Jakarta, the level of image is in the high category with a score of 4.46 in the range 4.33-5.15 or in the high category. The results of the statistical test prove that the image has a positive and significant effect on the BNN P4GN program trust in DKI Jakarta students at 0.31, the path coefficients show that the direct contribution of the image to the trust is  $(0.31)^2 = 0.0961$  or 9.61%, while the indirect influence of the contribution of the image to the trust of 0.0839 or 8.39%, so the total effect of the image on the trust with a contribution of 18%. Thus the image proved to have a positive and significant effect on trust.

The most dominant image element is the personal dimension that is measured dominantly by the BNN indicator to communicate well and the National Narcotics Agency eradicates misuse professionally and measurably. This shows that a good image will be formed if on the BNN P4GN program on DKI Jakarta students there are indicators that the National Narcotics Agency delivers good information and the National Narcotics Agency eradicates misuse professionally and measurably, so that this will increase trust in the P4GN BNN program for students in Jakarta mainly on the dimensions of the integrity of the dominant measured by indicators BNN provides awareness t Entang dangers of drug abuse and BNN serve with good information to the public.

#### **4.8. Satisfaction Positively and Significant Against Trust**

Based on the results of the analysis of respondents' perceptions of the variable picture of satisfaction on the BNN P4GN program on students in DKI Jakarta, the level of satisfaction is in the high category with a score of 4.47 in the range of 4.33-5.15 or in the high category. Results with proven statistical tests that satisfaction has a positive and significant effect on BNN P4GN program trust in students in DKI Jakarta of 0.97 this path coefficient shows that the contribution of direct satisfaction to trust influence is  $(0.97)^2 = 0.9409$  or 94.09%, while the indirect effect of the contribution of satisfaction to trust is 3.64%, so the total effect of satisfaction on trust with a contribution of 97.73%. Thus satisfaction is proven to have a positive and significant effect on trust.

Based on the results of variable satisfaction analysis on the BNN P4GN program on students in DKI Jakarta, especially on the dimensions of attributes related to purchase, measured predominantly by indicators, BNN officers have a good reputation and the BNN is able to run and provide explanations for the P4GN program. This shows that it will be better if satisfaction on the BNN P4GN program on students in DKI Jakarta pays attention to attributes related to purchase, namely through indicators that BNN officers have a good reputation and BNN is able to run and provide P4GN program explanations, so that this will increase trust on the BNN P4GN program for students in DKI Jakarta, especially on the dimension of integrity measured predominantly by the BNN indicator, provides awareness about the dangers of drug abuse and the BNN serves information well to the public.

#### **4.9. IMC, Perception Service Quality, Image and Joint Satisfaction - Both have a Positive and Significant Impact on Trusts**

The results of data analysis with statistical tests state that IMC, perception service quality, image and satisfaction together have a positive and significant effect on trust, with contributions together - equal to 87%, while 13% are influenced by variables other than IMC, perception service quality, image and satisfaction. But partially variable on trust in the BNN P4GN program on students in DKI Jakarta for the variable IMC, perception service quality, image and satisfaction is 40.55.

The most dominant variable on trust is satisfaction variable with path coefficient of 0.97. Based on the results of data analysis, the most dominant IMC variable is the interactive marketing

dimension, the most dominant perception service quality variable is the responsiveness dimension, the most dominant image variable is the personal dimension and the most dominant satisfaction variable on attributes related dimensions to purchase.

This shows that the better the interactive marketing to support IMC and the better the responsiveness to support perception service quality is then supported by the better personal to be able to support the image and supported the better attributes related to purchase to support satisfaction on the BNN P4GN program on student in Jakarta, it will result in increased trust in the program P4GN BNN to students in Jakarta, especially on the dimension of the integrity of the dominant measured by indicators BNN provides awareness t Entang dangers of drug abuse and BNN serve with good information to the public.

## **5. CONCLUSION**

After conducting this research, based on the empirical findings obtained, the final part of the writing of this dissertation, the researcher conveyed several suggestions in an effort to improve the BNN P4GN program trust in students in DKI. The recommendations based on research and discussion are as follows:

Increasing the satisfaction of BNN's P4GN program on students in DKI is influenced predominantly by improving the image, especially on the personal dimension, so it is suggested by the BNN to improve the image of the P4GN program. As for the indicators of the BNN P4GN program image that are recommended to be considered and improved, the National Narcotics Agency (BNN) must communicate well and eradicate misuse professionally and measurably.

Likewise with the P4GN program image indicator that must be improved by the National Narcotics Agency, the P4GN Program succeeded in reducing drug abuse cases, the P4GN program succeeded in reducing the number of victims, the P4GN Program was considered successful, the BNN succeeded in the P4GN program socialization and the BNN succeeded in partnering with stakeholders.

Trust in the BNN P4GN program for students in DKI is influenced predominantly by satisfaction, especially on attributes related to purchase, so the BNN P4GN program is recommended for students in DKI to increase satisfaction. As for some of the indicators of satisfaction program P4GN BNN suggested to be noticed and improved is petugas BNN has a good reputation and BNN able to run and provide an explanation P4GN program. Likewise with the P4GN satisfaction program indicators that must be improved by the National Narcotics Agency, namely service officers reduce drug abuse and distribution cases, the extent to BNN's facilities in running the P4GN program, BNN provides services with accurate data and knows prevention by the BNN through advertisements.

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