
THE INFLUENCE OF INFORMATION SERVICES AND EDUCATIONAL STRATEGIES ON THE PUBLIC'S UNDERSTANDING OF DRUGS

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ABSTRACT

This study aims to examine and analyze the influence of information services and educational strategies at the level of understanding with social media as a moderating variable. The population in this study used a sample of 238 respondents who were people from North Jakarta through sub-districts, namely, Cilincing, Koja, Kelapa Gading, Pademangan, Penjaringan, and Tanjung Priok. Data collection techniques by distributing research questionnaires in the form of Google Forms through social media. The data processing method in this study uses SmartPLS software which is used to test the hypothesis. The results of this study show that information services have a positive and significant effect on the level of understanding. Educational strategies have a positive and significant effect on the level of understanding. Social media has a positive and significant effect on the level of understanding. Social media weakens but influences and can moderate between information services at the level of understanding. Social media can reinforce and moderate educational strategies to the level of understanding. The research is recommended if BNN Kota North Jakarta wants to increase the level of statements, it is suggested that it can improve service quality and ensure that all content creation processes follow increasing trends and there are educational values in the content.

Keywords: information service, social media, education strategy, understanding level.

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INTRODUCTION

Information technology is a part that always experiences development every day and has an impact on human life. Technology plays a very important role in supporting every activity of human life and facilitating every need for everyday human life. The internet is one of today's technological advances and electronic media which is intended as a means of communication, educational processes, information, and so on. The digital platform is the influence of the impact of advances in information communication technology in society. The social culture of communication in society is changing from the use of conventional devices towards high end technology (Pravitasari dkk., 2022).

Based on the results of a survey by the Association of Indonesian Internet Service Providers (APJII, 2023), internet users in Indonesia reached 215.63 million people in the 2022-2023 period. This number increased by 2.67% compared to the previous period which was 210.03 million users. The development of internet technology and social media gave birth to a new trend in the process of mass communication. Social media is a digital application that allows users to create and exchange information and resources, where this is the result of social interaction via the internet.

"Information service is a service that seeks to meet the individual's lack of information they need and then processed and used by individuals for the benefit of life and development as a basis for decision making" (Simamora & Umry, 2020). The importance of providing information services

according to research namely equipping individuals with various environmental knowledge needed to solve the problems they face, enabling individuals to determine the direction of their lives, and each individual is unique. In essence, service expectations by customers occur if a company or institution provides a desired service level of service related to the fulfillment of customer expectations (Hidajat & Diandaru, 2020).

This study wants to test and analyze the effect of information services and educational strategies on the level of understanding. The object of this research focuses on the social media of the North Jakarta City BNN and the research subjects of the people of North Jakarta who follow information about drugs through the North Jakarta City BNN social media. In previous research, there was no placement of social media objects as a moderating variable for the effect of information services and educational strategies on the level of understanding. This will be the latest discussion in this study and will complement previous research, so it is hoped that this research will make a significant contribution. Seeing that information services are one of the appropriate services to convey information about education and about how the level of public understanding of the dangers of drugs is through information services by raising the title "Moderation of Social Media BNN North Jakarta City on the Influence of Information Services and Education Strategies on the Level of Public Understanding Regarding Drugs".

METHODS

This study uses research samples from Instagram, Facebook, Twitter, Tiktok, and Website users. The number of samples taken was 238 respondents. The number of indicators of the variables studied is 19. This study has two independent variables (X), one dependent variable (Y), and one moderating variable (Z). First, the information service variable (X_1) which consists of four indicators namely simplicity, clarity, openness, efficiency, and fairness Restu (Merry, 2022). Second, the educational strategy variable (X_2) is an educational statement or also known as education, which is all planned efforts to influence other people, whether individuals, groups, or society so that they do what is expected of educational actors (Ihsani & Santoso, 2020). Third, social media variable (Z) is social media, which is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users and form social bonds virtually (Puspitarini & Nuraeni, 2019). And one dependent variable is the level of understanding (Y) which consists of 4 variables, namely, relationships, communication, post-understanding interactions, information formats (Wulandari, 2020). In this research, the approach used by the researcher is a quantitative approach whose analysis emphasizes numerical data (numbers) and is then processed using statistical methods. The results obtained are the significance of the relationship between the variables studied.

The data collection technique used was a questionnaire, in which the researcher submitted a number of statements according to the indicators of each variable studied using a Likert scale of 1 to 5 to respondents whose criteria had been determined. This study uses smartPLS SEM (Partial Least Square – Structural Equation Modeling) Software to process data and prove the research hypothesis. In this study, exogenous and endogenous latent variables are needed. The PLS – SEM model consists of two models, namely the measurement model (outer model) which is used to test convergent validity, convergent validity, discriminant validity, and reliability testing. The convergent validity test

parameters are loading factor > 0.7; AVE > 0.5; communality > 0.5. The parameter of the discriminant validity test is that the AVE root is greater than the variable correlation; cross loading > 0.7 in one variable. Reliability test with two methods, namely Cronbach's alpha and composite reliability > 0.7 although a value of 0.6 is still acceptable. Then the structural model (inner model) is evaluated with R², path coefficient values or t-values for each path to test the significance between constructs. The R-square (R²) value of 0.67 is classified as a strong model, 0.33 is classified as a moderate model and 0.19 is classified as a weak model. The path coefficient score indicated by the t-statistic value must be above 1.96 for the two-tailed hypothesis and above 1.64 for the one-tailed hypothesis.

RESULTS AND DISCUSSION

This study used a selected sample of 246 respondents from North Jakarta City BNN information service users through social media with 125 female respondents (50.8%) and 121 male respondents (49.2%). With 26% of respondents coming from Cilincing sub-district, 17.1% coming from Kelapa Gading sub-district, 13.4% coming from Koja sub-district, 10.2% coming from Pademangan sub-district, 12.6% coming from Penjaringan sub-district, 20.7% came from Tanjung Priok sub-district. Testing the quality of the data in this study used Partial Least Square (PLS) analysis, which is an equation model of the Structural Equation Model (SEM) with an approach based on variance or component based structural equation modeling. The software used is SmartPLS (Partial Least Square).

Table 1. Construct Reliability and Validity

	Cronbach's alpha	rho_a	Composite reliability	AVE	Decision
X1	0.838	0.843	0.878	0.507	Accepted
X2	0.750	0.751	0.833	0.500	Accepted
Y	0.707	0.707	0.819	0.532	Accepted
Z	0.718	0.723	0.824	0.540	Accepted
Z x X1 -> Y	1,000	1,000	1,000	1,000	Accepted
Z x X2 -> Y	1,000	1,000	1,000	1,000	Accepted

Source: SmartPLS Processed Data, 2023

Based on the table above, the results of the validity test which was carried out by comparing the square root of the average variance extracted (AVE) had a result greater than 0.5, which means that the validity test met the criteria and was declared good. So the indicators used in this study are valid and have met convergent validity. The results also show that the Cronbach's Alpha and composite reliability scores are greater than 0.7, which means that the reliability test is declared reliable and meets the criteria. The structural model test or inner model shows the relationship or strength between constructs used using 3 criteria, namely R-Square, F-Square, and Estimation for Path Coefficients. The R-square results are robust. The result of the F-Square value for the educational strategy independent variable (X₂) is 0.099, it can be concluded that latent variables have a strong influence at the structural level. Furthermore, the results of the Estimation for Path Coefficient which are used to see the significance of the influence between variables have significant results for all hypothesis testing. The following are the results of testing the research hypothesis:

Table 2. Hypothesis Testing

	Original Samples	Sample Mean	Standard Deviation	T Statistics	P Values	Decision
X1 -> Y	0.269	0.251	0.108	2,480	0.013	Accepted
X2 -> Y	0.290	0.305	0.100	2,902	0.004	Accepted
Z -> Y	0.324	0.318	0.086	3,776	0.000	Accepted
Z x X1 -> Y	-0.258	-0.224	0.089	2,872	0.004	Accepted
Z x X2 -> Y	0.229	0.191	0.105	2,187	0.029	Accepted

Source: SmartPLS Processed Data, 2023

Based on the results of the hypothesis testing above, it can be described as follows, the hypothesis results from hypothesis one (H₁) the data analysis above shows a T-statistics value of 2.480 or more than the t table value of 1.96. So it is stated that information services have a significant positive effect on the level of understanding. That is, the better the quality of online services provided, the more understanding from consumers will increase. The results of this study are in line with research (Farhan & Dewi, 2023; Jannah dkk., 2017; Luthfiansyah dkk., 2021), which shows that information services have a positive and significant effect on the level of understanding, so it can be concluded that the first hypothesis (H₁) is accepted.

Proof of the second hypothesis (H₂), the educational strategy proved to have a positive and significant effect on the level of understanding with a T-statistics value of 2.902. This shows that the better the educational strategy perceived by consumers, the higher the level of consumer understanding in knowledge about drugs. Thus, the evidence of this study is in line with research conducted by (Jabar dkk., 2021; Mintawati & Budiman, 2021; Prasetyo, 2022), who said that the educational strategy had a positive and significant effect on the level of understanding. So it can be concluded that the second hypothesis (H₂) is accepted.

Proof of the third hypothesis (H₃), customer satisfaction has a positive and significant effect on repurchase intention with a T-Statistics value of 3.776. When consumers read and feel satisfied in obtaining knowledge about drugs that are in accordance with expectations, the level of consumer understanding will increase. The results of this study support and complement previous research conducted by (Febriani, 2020; Mardiana, 2018; Sulthan & Istiyanto, 2019), which shows that social media has a positive and significant effect on the level of understanding. So it can be concluded that the third hypothesis (H₃) is accepted.

Proof of the fourth hypothesis (H₄), shows that the original sample value is -0.258 and the sample mean is -0.224 so that it is stated as a negative value, then social media moderation weakens but significantly the effect of information services on the level of understanding. So it can be stated that there is a negative relationship between social media and information services on the level of understanding. This negative influence can be explained that the greater the level of knowledge in social media, it will probably cause a decrease in the level of understanding. Directly, social media has a very important role in determining consumer behavior, so that consumers can increase understanding by providing good service so that consumer understanding will increase. Thus, the evidence of this study can support and complement previous research conducted by (Blut, 2016; Rainy & Widayanto, 2020; Wiryana & Erdiansyah, 2019). So it can be concluded that the fourth hypothesis (H₄) is accepted.

Proof of the fifth hypothesis (H₅), social media moderation has a significant effect and can moderate the effect of educational strategies on the level of understanding. Someone's interest in

increasing understanding returns to the same place from social media which is able to moderate educational strategies towards the level of understanding. Thus, the evidence of this study can support and complement previous research that has been conducted by (Aini & Aulia, 2022; Candra, 2022; Wibowo, 2019). So it can be concluded that the fifth hypothesis (H_5) is accepted.

The results of this study deserve discussion related to the results of the coefficient of determination. The coefficient of determination is usually used as the basis for determining the effect of the independent variable on the dependent variable. The formula used is: $KD = R^2 \times 100\%$. Based on data processing in this study, R^2 was obtained, namely 0.673. The coefficient of determination (R^2) is 0.673, which means that information services and educational strategies contribute 67.3% to the level of understanding, while the remaining 32.7% is influenced by other factors outside this study. The conclusion that what is meant by consumer behavior is a number of concrete actions of individuals (consumers) that are influenced by internal and external factors that direct them to assess, choose, obtain and use the goods and services they want.

CONCLUSION

This study provides evidence regarding the effect of information services and educational strategies on the level of understanding with social media as a moderating variable. The results of this study indicate that information services have a positive and significant effect on the level of understanding. Educational strategies have a positive and significant effect on the level of understanding. Social media has a positive and significant effect on the level of understanding. Social media weakens but influences and can moderate between information services and the level of understanding. Social media is able to strengthen and can moderate between educational strategies on the level of understanding. This study has limitations, namely that only 246 respondents used information and education services from North Jakarta City National Narcotics Agency through social media. This research recommends to the North Jakarta City BNN if you want to increase the level of understanding, it is suggested that you can improve the quality of service and ensure that all content creation processes follow increasing trends and there are educational values in the content. For future researchers, it is hoped that this will clarify the sample because in this study the sample used only mentions age, it is better to specify the age at which you want to make the sample. In order for researchers to know to what extent knowledge about drugs according to age.

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