

PUBLIC POLICY AND GOVERNMENT COMMUNICATION: ENHANCING COMMUNITY COMPLIANCE THROUGH TRUST AND POLITICAL AWARENESS IN CIANJUR

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Abstract

The effectiveness of government administration largely depends on the level of public compliance. However, the situation in Cianjur Regency indicates a persistent gap between government policy design and its implementation by the community. This study aims to examine the effects of Public Policy Quality and Government Communication on Public Trust and Community Compliance, while also investigating the mediating role of Public Trust and the moderating role of Political Awareness. Using a quantitative approach with an explanatory survey method, data were collected from 310 respondents in Cianjur through purposive sampling and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The findings reveal that both Government Communication and Public Policy Quality have positive and significant effects on Public Trust. However, in influencing Community Compliance, only Government Communication demonstrates a significant direct effect. In contrast, Public Policy Quality, the mediating effect of Public Trust, and the moderating effect of Political Awareness do not show significant influences on Community Compliance. These results suggest that effective government communication serves as the most dominant instrument and primary determinant in ensuring citizens' compliance with local government policies. This study contributes to the academic literature on the determinants of community compliance by providing empirical evidence regarding the roles of policy quality, government communication, public trust, and political awareness. Furthermore, it offers an empirical model for local governments to enhance governance effectiveness through communication-based strategies aimed at improving the implementation and success of public development programs.

Keywords: *Community Compliance; Public Trust; Political Awareness; Government Communication; Public Policy Quality.*

INTRODUCTION

Effective governance in the modern democratic era is determined not only by the government's ability to formulate public policies, but also by the level of public compliance with the various policies implemented (Anton et al., 2021). Public compliance is a key indicator of the success of public policy implementation because well-designed policies will not yield optimal results without the participation and compliance of the public, who are the intended beneficiaries of the policies (Chen et al., 2024). Public compliance is a strategic factor that supports social order, the effectiveness of public services, and the success of regional development. High levels of compliance reflect public support for government policies, strengthen public trust, and enhance the sustainability of development programs and the quality of public services (Rinancy & Yuliana, 2022; Sabeni & Setiamandani, 2020).

Public compliance is influenced by institutional factors, particularly the quality of public policy and government communication. Relevant and easily implementable policies, along with transparent, clear, and participatory communication, can enhance public trust, community engagement, and voluntary compliance (Lowe et al., 2022; Wright et al., 2022). The quality of public policy determines the level of public acceptance and compliance. Policies that are clear, consistent, adaptive, and supported by public trust tend to increase compliance, whereas policies that are difficult to understand, do not meet community needs, and are coercive have the potential to generate resistance and reduce the effectiveness of policy implementation (Chen et al., 2024; Schmelz & Bowles, 2021). Government communication plays a crucial role in enhancing public compliance through the dissemination

of information that is transparent, clear, timely, and easy to understand. Communication strategies tailored to audience characteristics, supported by message segmentation, collaboration, and effective information management, can enhance public trust, participation, and support for public policies, while reducing misunderstandings and resistance (O’Callaghan et al., 2025; Radwan & Mousa, 2020). In the digital age, government communication leverages social media and digital platforms to foster two-way interaction with the public. The effectiveness of communication depends on the quality of information, the credibility of the source, transparency, the authenticity of the message, and the government’s responsiveness. These factors play a crucial role in building public trust, increasing participation, and encouraging public compliance with public policies (Garusi & Leonhardt, 2024; J. Guo et al., 2025). Public trust is a key factor linking the quality of public policy and government communication to public compliance. Trust built through transparency, accountability, fairness, quality of service, and public participation can enhance government legitimacy and encourage compliance. Conversely, inconsistent communication, low trust, and the spread of conspiracy theories have the potential to reduce compliance with public policies (Lowe et al., 2022; Supriyati et al., 2024).

Developments in various regions indicate that there remains a gap between government policies and the public’s level of compliance in their implementation (Laldin & Furqani, 2016; Susilo et al., 2021). Cianjur Regency, as one of the regions continuously pursuing development and public service reform, also faces similar challenges. Various regional policies related to public services, population administration, environmental management, local tax payments, and community development programs require public compliance to ensure that policy objectives are optimally achieved. However, various forms of non-compliance still exist, indicating that the success of policy implementation depends not only on the regulations established but also on the government’s ability to build trust and maintain effective communication with the public.

Various studies show that the quality of public policy, government communication, and public trust are key factors in increasing public compliance. Policies that are fair, transparent, and responsive to public needs tend to garner higher acceptance and enhance government effectiveness (Capano et al., 2025). On the other hand, government communication that is transparent, targeted, and leverages digital media can improve public understanding, participation, and support for public policies (Jiang & Tang, 2022; Zhang & Yu, 2021). Furthermore, public trust has been shown to act as a mediator that strengthens the relationship between policy quality, government communication, and public compliance (Chen et al., 2024; Ma et al., 2024). Most studies still focus on the direct effects of public policy quality and government communication on public compliance, while the underlying psychological mechanisms remain largely unexplored. Public trust has been identified as a key mediating variable, yet its examination within the context of local government policies remains limited and has not accounted for local socio-cultural factors (Ati et al., 2024; Mahmud, 2024; Pratolo et al., 2022). Furthermore, the role of political awareness as a moderating variable has also been rarely studied, so this study aims to fill that gap (Fu & Dong, 2025; Piao & Hahn, 2025).

Political awareness refers to the level of understanding, attention, and engagement that the public has toward political processes and government policies. People with high political awareness tend to better understand the importance of public policy for the common good, making them more likely to accept and comply with various government policies (Chen et al., 2024). From the perspective of political behavior theory, political awareness can influence how the public interprets government information, builds trust in public institutions, and makes decisions to comply with or not comply with a policy (Schumpe et al., 2022; Zimand-Sheiner et al., 2021).

The urgency of this study lies in the importance of understanding the factors that influence public compliance in the administration of local government. This study integrates the quality of public policy, government communication, public trust, and political awareness into a single comprehensive model. The results are expected to enrich academic research and serve as a foundation for the Cianjur Regency Government in improving the effectiveness of policies, public trust, communication, and public compliance. This research seeks to investigate how the quality of public policy and government communication affect public trust and civic compliance. It also explores the mediating effect of public trust and the moderating effect of political awareness on the link between public trust and civic compliance in Cianjur Regency. The goal is to create an empirical model to enhance the effectiveness of local government governance.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Quality of Public Policy

The quality of public policy refers to the extent to which a policy is able to address the needs of society, resolve public issues, and achieve its established objectives in an effective, efficient, and sustainable manner (Hazin

et al., 2024). Public policy encompasses everything the government chooses to do or not do in addressing public issues (Alaslan, 2023). Policy quality is determined not only by the content of the policy but also by the processes of formulation, implementation, and evaluation. From the perspective of modern governance, a quality policy must have clear objectives, regulatory consistency, feasibility, responsiveness to public needs, and be supported by public participation (Cruz Romero, 2025). The indicators of public policy quality in this study include: (1) policy clarity (Hassan et al., 2024); (2) alignment with public needs (Wang et al., 2023); (3) policy consistency (Wang et al., 2023); (4) ease of implementation (Hassan et al., 2024); (5) policy equity (Mojdehkar et al., 2021); (6) policy effectiveness (Wang et al., 2023).

Government Communications

Government communication is the process of conveying information, policies, programs, and public services from the government to the public through various communication channels to foster public understanding, participation, and support (Muhamad et al., 2024; Yun et al., 2024). Government communication is a strategic tool used to build relationships between the government and the public in the governance process. In the digital age, government communication has evolved into two-way communication that enhances public participation, trust, and compliance. The effectiveness of e-government, digital literacy, transparency, and the use of social media and digital technologies can strengthen government legitimacy, citizen engagement, and more responsive and accountable governance (Lee-Geiller, 2024; Zhao et al., 2025). The indicators of government communication in this study include (Lowe et al., 2022) : (1) clarity of information; (2) transparency of information; (3) timeliness of information delivery; (4) government responsiveness; (5) two-way interaction with the public; (6) utilization of digital media and social media; (7) ease of access to public information.

Public Trust

Public trust refers to the public's confidence in the government's competence, integrity, transparency, and commitment to carrying out its duties and serving the public interest. This trust reflects the public's assessment that the government is capable of managing policies and resources effectively, honestly, and responsibly (Liu et al., 2021; Prats et al., 2023). Public trust serves as a crucial foundation for successful governance because it influences public acceptance, participation, and compliance with government policies. Transparency, accountability, consistent communication, and open access to information can strengthen the government's legitimacy and foster a relationship of mutual trust between the government and the public (Rodriguez-Saavedra et al., 2025; Solechan et al., 2024). The indicators used to measure public trust include (Liu et al., 2021) : (1) government competence; (2) government integrity; (3) government transparency; (4) government accountability; (5) consistency of government actions; (6) commitment to the public interest.

Political Awareness

Political awareness refers to the level of understanding, attention, and engagement that citizens have toward political processes, public policies, and government activities that affect their lives. This awareness is influenced by individuals' knowledge, perceptions, beliefs, and ability to understand information and assess the benefits of a public policy (Kessy et al., 2025). Political awareness is also shaped by social interactions, support from community leaders, community norms, and the effectiveness of public communication. These factors influence public participation, policy acceptance, and trust in the government during the public decision-making process (Gautham et al., 2024). Additionally, educational level, socioeconomic status, social cohesion, access to information, and community engagement are key factors driving political participation and public concern regarding public issues and shared development (Singh et al., 2021). The indicators of political awareness used in this study are as follows (Y. Guo, 2022) : (1) political knowledge; (2) understanding of public policy; (3) attention to public issues; (4) trust in the government; (5) participation in political and social activities; (6) involvement in the community; (7) access to and utilization of political information.

Public Compliance

Public compliance refers to the behavior of individuals or groups in adhering to applicable government rules, regulations, policies, and programs, whether voluntarily or due to the existence of monitoring mechanisms and sanctions (Hu et al., 2025). Public compliance is the behavior of adhering to government policies and rules, which is influenced by attitudes toward policies, social norms, and perceptions of behavioral control, as explained in the Theory of Planned Behavior (TPB). The public tends to be more compliant when they view policies positively,

receive social support, and feel capable of implementing the established rules (Zahnow et al., 2022). In addition to behavioral factors, trust in the government and the quality of policy communication play a crucial role in enhancing public compliance. Clear communication and high levels of trust foster policy acceptance and strengthen the effectiveness of implementation, government legitimacy, and the success of sustainable development (Lo et al., 2024). In this study, indicators of public compliance include (Chen et al., 2024) : (1) adherence to rules and policies; (2) compliance with public obligations; (3) willingness to participate in government programs; (4) compliance based on awareness and understanding; (5) participation in supporting policy implementation.

Hypothesis Development

Based on a review of the literature, findings from previous research, and the conceptual framework that has been developed, this study formulates a number of hypotheses to explain the relationship between the quality of public policy, government communication, public trust, political awareness, and public compliance. These hypotheses describe the expected direction of the relationships among the variables and will be empirically tested to obtain valid, systematic, and accountable scientific evidence (Mafriningsianti & Setiadi, 2026). Testing this hypothesis is expected to provide a more comprehensive understanding of the mechanisms underlying the formation of public compliance in the context of local government administration in Cianjur Regency.

H1: The quality of public policy has a positive and significant impact on public trust.

H2: Government communication has a positive and significant effect on public trust.

H3: The quality of public policy has a positive and significant effect on public compliance.

H4: Government communication has a positive and significant effect on public compliance.

H5: Public trust has a positive and significant impact on compliance among the public.

H6: Public trust mediates the effect of public policy quality on Public Compliance.

H7: Public Trust mediates the effect of Government Communication on Public Compliance.

H8: Political awareness moderates the influence of public trust on Public Compliance

H9: Political Awareness moderates the effect of Public Policy Quality on Public Compliance.

H10: Political Awareness moderates the effect of Government Communication on Public Compliance.

Figure 1 illustrates the relationships among the variables examined in this study. The research model, based on relevant theoretical foundations and supported by previous research findings, serves as an analytical framework. It clarifies the direct influence of independent variables on the dependent variable and through mediating variables, while also evaluating the role of moderating variables according to the specified research objectives (Setiadi, 2026).

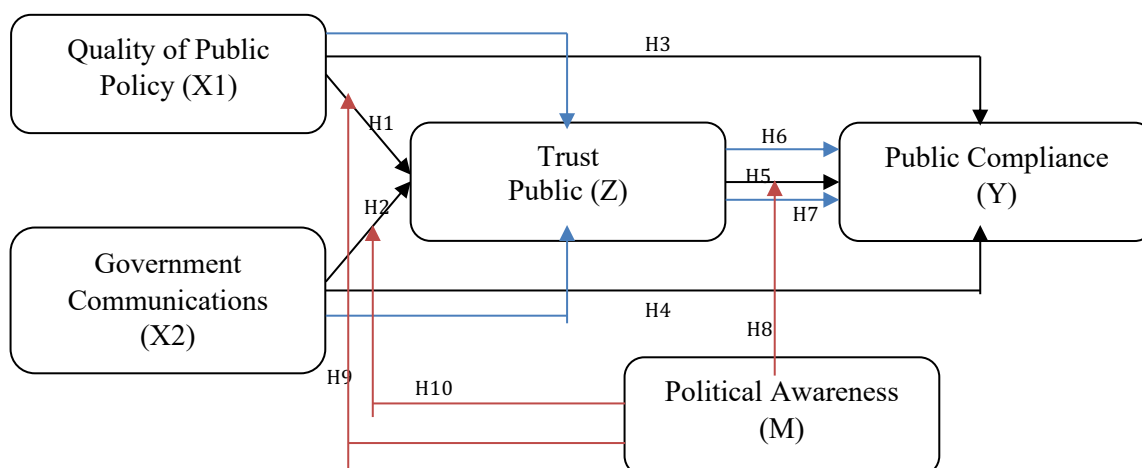


Figure 1. Conceptual Model of Research

METHOD

This research utilizes a quantitative methodology, specifically an explanatory survey technique, to investigate the causal links among public policy quality, government communication, public trust, political awareness, and public compliance. The quantitative method was selected due to its ability to objectively assess the relationships between these variables by testing hypotheses that are developed from theoretical frameworks and previous studies (Setiadi et al., 2025). The research was conducted in Cianjur Regency, with the community targeted by various local government policies serving as the unit of analysis.

The study population consists of all residents of Cianjur Regency who are at least 18 years old and have experience or knowledge related to local government policies. Given the large and unknown population size, the sample size was determined using the guidelines proposed by Hair, namely a minimum of 5–10 times the number of indicators used in the research model (Setiadi, 2026). The study incorporates 31 indicators. According to the guideline of having a sample size that is ten times the number of indicators, at least 310 participants are necessary. The sampling method employed is purposive sampling, where respondents are chosen based on particular criteria that match the research goals (Prakoso & Setiadi, 2026).

The research data includes both primary and secondary sources. A questionnaire employing a five-point Likert scale was used to gather primary data from participants. In contrast, secondary data was sourced from scientific articles pertinent to the research subject. The Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach was utilized for data analysis, facilitated by SmartPLS software. This technique was selected due to its ability to concurrently examine direct, mediating, and moderating relationships within intricate research models (Mafriningsianti & Setiadi, 2025).

RESULTS AND DISCUSSION

In this research, the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach was employed to examine 31 indicators alongside 5 latent constructs. The investigation comprised both a measurement model and a structural model to evaluate the connections between the study variables. The instrument's validity was confirmed through the application of Confirmatory Factor Analysis (CFA). Convergent validity was evaluated by examining factor loadings, which should be above 0.70, or 0.60 in exploratory research, and the Average Variance Extracted (AVE) should exceed 0.50. Discriminant validity was assessed to ensure that constructs are distinct from each other. Composite Reliability and Cronbach's Alpha were employed to assess reliability, where values exceeding 0.70 denote robust internal consistency (Setiadi et al., 2025). The research hypotheses were examined using a structural model.

Based on Figure 2, the outer loading results show that all indicators within each construct have values above 0.70, thus meeting the criteria for convergent validity. The Public Policy Quality variable shows loading values ranging from 0.797 to 0.841, while Government Communication ranges from 0.758 to 0.843. The Public Trust variable has loading values of 0.712–0.799, while Political Awareness ranges from 0.731 to 0.802. For the Public Compliance variable, the loading values range from 0.768 to 0.819. The highest loading value is found in indicator X2.1 (0.843), while the lowest is found in indicator Z6 (0.712). Overall, all indicators are able to represent the measured constructs well and are suitable for use in further analysis.

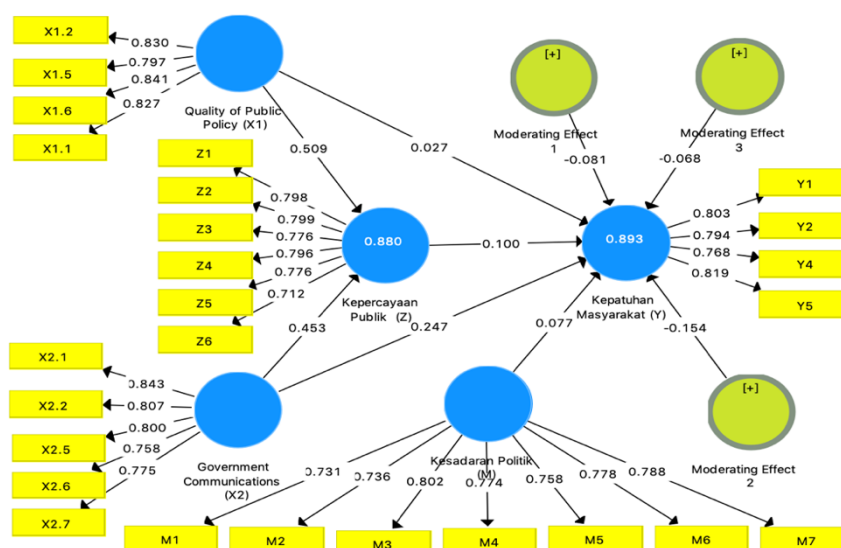


Figure 2. Outer Model

Table 1. AVE Values, Cronbach's Alpha, and Composite Reliability

Variable	AVE	Cronbach's Alpha	Composite Reliability
Quality of Public Policy (X1)	0.679	0.842	0.894
Government Communications (X2)	0.635	0.856	0.897
Public Trust (Z)_	0.603	0.868	0.901
Community Compliance (Y)	0.634	0.807	0.874
Political Awareness (M)	0.589	0.883	0.909
Moderating Effect 1	0.759	0.988	0.989
Moderating Effect 2	0.738	0.990	0.990
Moderating Effect 3	1.000	1.000	1.000

According to Table 1, the test outcomes indicate that every construct possesses an AVE value exceeding 0.50, thus meeting the criteria for convergent validity and sufficiently explaining the variance observed in the indicators. The scores for Cronbach's Alpha and Composite Reliability for each variable exceed 0.70, demonstrating strong reliability and internal consistency. Consequently, the variables such as Public Policy Quality, Government Communication, Public Trust, Political Awareness, Public Compliance, along with all moderation effects, are considered valid and reliable for application in structural equation modeling.

The Partial Least Squares (PLS) approach for assessing structural models emphasizes the analysis of relationships between latent variables by evaluating path coefficients using bootstrapping. The approach evaluates the significance and direction of the effects between the constructs being examined. PLS-SEM is particularly well-suited for analyzing intricate relationships, even with limited sample sizes, making it ideal for evaluating structural models aimed at prediction and theory advancement. Its capability to manage intricate models and its adaptability to different data characteristics are notable features, PLS-SEM has become one of the most widely used methods in social science, management, and public policy research (Setiadi, 2026).

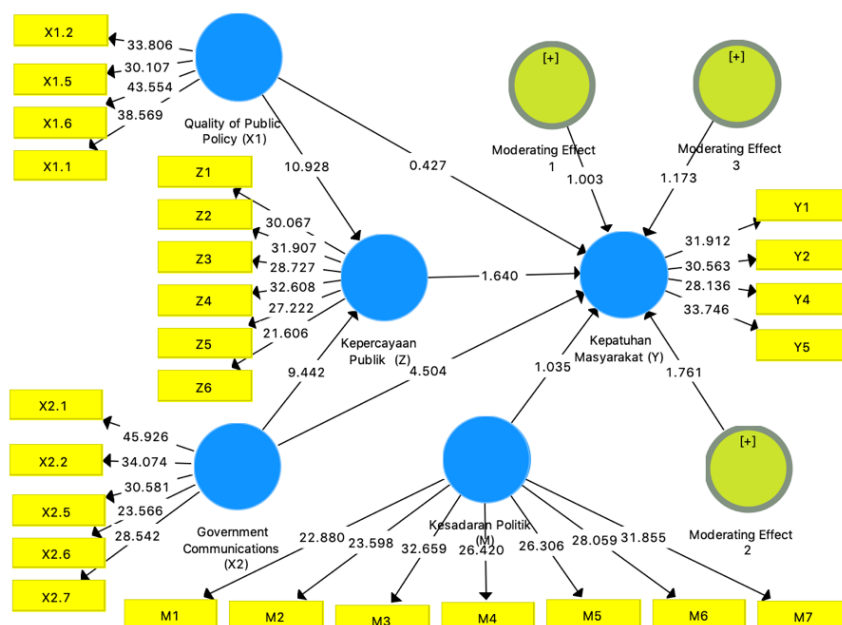


Figure 3. Bootstrapping

According to Figure 3, the bootstrapping analysis reveals that Public Policy Quality (X1) significantly and positively influences Public Trust (Z) with a t-value of 10.928. Similarly, Government Communication (X2) also has a positive and significant impact on Public Trust, evidenced by a t-value of 9.442. Additionally, Government

Communication significantly affects Public Compliance (Y), with a t-value of 4.504. In contrast, the influence of Public Policy Quality on Public Compliance ($t = 0.427$), Public Trust on Public Compliance ($t = 1.640$), and Political Awareness on Public Compliance ($t = 1.035$) are not significant. Moreover, all moderation effects have t-statistic values under 1.96, suggesting no significant moderating effects are present. SMARTPLS 3 was employed to assess the internal model, focusing on the connections between latent constructs. The R-Square (R^2) value was employed in this assessment to evaluate the extent to which exogenous variables explain the variation in endogenous variables. A higher R^2 value signifies improved predictive capability and explanatory strength of the structural model formulated in this research.

Table 2. R-Square Test

Variable	R-Square
Community Compliance (Y)	0.893
Public Trust (Z)	0.880

According to Table 2, the R-Square value shows that Public Trust (Z) has a value of 0.880. This implies that 88.0% of the variation in Public Trust can be accounted for by the quality of Public Policy and Government Communication. At the same time, Public Compliance (Y) holds a value of 0.893, indicating that the model's variables account for 89.3% of its variation. Both values fall into the “very strong” category, indicating that the model possesses excellent explanatory power and predictive capability.

In Partial Least Squares (PLS), the Q^2 value, known as Predictive Relevance, serves as a crucial measure for evaluating a model's capability to predict observed data. A model demonstrates effective predictive capability when its Q^2 value exceeds zero ($Q^2 > 0$). When the Q^2 value surpasses 0.25, it suggests a moderate level of predictive relevance. In contrast, a Q^2 value greater than 0.50 signifies a strong and meaningful predictive ability concerning the data observed.

Table 3. Q-square

Variable	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Community Compliance (Y)	1,240.000	586,124	0.527
Public Trust (Z)	1,860,000	885,446	0.524

According to Table 3, the test outcomes reveal a Q^2 value of 0.527 for Community Compliance and 0.524 for Public Trust. Since both values surpass the 0.50 threshold, they suggest significant predictive relevance. Consequently, the research model effectively forecasts observed data and elucidates the phenomena being examined.

In PLS-SEM analysis, the model's overall fit is assessed using the Goodness of Fit (GoF) metric in conjunction with R^2 and Q^2 values. A GoF score of 0.10 suggests a poor fit, while 0.25 signifies a moderate fit, and a score of 0.36 or above denotes a strong fit. The Standardized Root Mean Square Residual (SRMR) is also used to assess the model's alignment with the observed data. A model is considered to have a satisfactory and good fit when the SRMR value is less than 0.08.

Table 4. SRMR

Test	Saturated Model	Estimated Model
SRMR	0.049	0.081

As shown in Table 4, the results of the Standardized Root Mean Square Residual (SRMR) test indicate that the Saturated Model has a value of 0.049, while the Estimated Model shows a value of 0.081. The Saturated Model's SRMR is less than the advised upper limit of 0.08, suggesting a good alignment between the model and the data observed. Conversely, the SRMR for the Estimated Model, at 0.081, is close to the 0.08 limit, indicating that the model still provides an acceptable fit. The findings overall indicate that the research model is appropriately designed for testing hypotheses and analyzing the connections between variables

Table 5. GoF Index

Average AVE	Average R-Square	Gof index
0.704	0.886	0.790

According to Table 5, the GoF value of 0.790 signifies an excellent fit for the research model. The criteria define a GoF value of 0.10 as small, 0.25 as medium, and 0.36 as large. Therefore, a GoF value of 0.790 greatly exceeds the large category threshold, indicating that the model is very effective in explaining the relationships between latent constructs and accurately represents the empirical data.

Table 6. Path Significance Test

Variable	Original Sample	T Statistics	P Values	Description
Quality of Public Policy (X1) -> Public Trust (Z)	0.509	10.928	0.000	Significant
Government Communications (X2) -> Public Trust (Z)	0.453	9.442	0.000	Significant
Quality of Public Policy (X1) -> Public Compliance (Y)	0.027	0.427	0.669	No effect
Government Communications (X2) -> Public Compliance (Y)	0.247	4.504	0.000	Influential
Public Trust (Z) -> Public Compliance (Y)	0.100	1.640	0.102	No effect
Government Communications (X2) -> Public Trust (Z) -> Public Compliance (Y)	0.045	1.586	0.113	No effect
Quality of Public Policy (X1) -> Public Trust (Z) -> Public Compliance (Y)	0.051	1.631	0.103	No effect
Moderating Effect 1 -> Community Compliance (Y)	-0.081	1.003	0.316	No effect
Moderating Effect 2 -> Community Compliance (Y)	-0.154	1.761	0.079	No effect
Moderating Effect 3 -> Community Compliance (Y)	-0.068	1.173	0.241	No effect

According to Table 6, the SEM-PLS hypothesis testing reveals that not every relationship among the variables in the research model is significant. According to the research findings, Public Trust is positively and significantly influenced by the Quality of Public Policy, with a coefficient of $\beta = 0.509$, a T-value of 10.928, and a p-value of 0.000. This implies that when the public perceives public policy as being of higher quality, their trust in the government tends to rise. In a similar vein, Government Communications exert a notable and positive influence on Public Trust ($\beta = 0.453$; $T = 9.442$; $p = 0.000$), indicating that effective government communication can boost public trust. Regarding direct effects on Public Compliance, only Government Communications exhibit a positive and significant influence ($\beta = 0.247$; $T = 4.504$; $p = 0.000$). On the other hand, Public Compliance is not significantly influenced by the Quality of Public Policy ($\beta = 0.027$; $T = 0.427$; $p = 0.669$).

Moreover, Public Trust does not significantly influence Public Compliance ($\beta = 0.100$; $T = 1.640$; $p = 0.102$). Analyses of indirect effects revealed that Public Trust did not mediate the relationship between Government Communications and Public Compliance ($\beta = 0.045$; $T = 1.586$; $p = 0.113$), nor in the connection between Quality of Public Policy and Public Compliance ($\beta = 0.051$; $T = 1.631$; $p = 0.103$). Consequently, the mediating function of Public Trust within this research framework was not established. Additionally, the moderation test results revealed that Political Awareness could not moderate the relationships between Quality of Public Policy, Government

Communications, or Public Trust and Public Compliance. All three moderation effects yielded significance values above 0.05. Overall, the research findings confirm that Government Communications is the most dominant factor in increasing Public Compliance, whereas Quality of Public Policy, Public Trust, and Political Awareness have not demonstrated a significant role in promoting public compliance with government policies.

DISCUSSIONS

Government communication has proven to be the most dominant factor, exerting a positive and significant influence on both public trust and community compliance. Transparent, timely, and two-way communication is crucial for effectively conveying information and reducing public resistance. These results are consistent with earlier studies conducted by Lowe et al. (2022) and Wright et al. (2022), which demonstrated that transparent and participatory communication can enhance public engagement and voluntary compliance. Furthermore, studies by Jiang & Tang (2022) and Zhang & Yu (2021) reinforce that government communication that effectively utilizes digital media will significantly boost public participation and support for public policies. The use of e-government and social media has been shown to strengthen legitimacy and create more responsive governance, as revealed in studies by Lee-Geiller (2024) and Zhao et al. (2025).

Conversely, it has been demonstrated that the quality of public policy significantly and positively impacts the development of public trust. This means that the higher the perceived quality of policy, the stronger citizens' trust in government institutions. High-quality policies must be able to address public issues through clear objectives, consistent regulations, and responsiveness (Cruz Romero, 2025; Hazin et al., 2024). Support for this mechanism also comes from the study by Capano et al. (2025), which confirms that policies that are fair and formulated in accordance with the needs of the community will yield higher levels of acceptance. However, the structural analysis revealed that the quality of public policy does not exert a notable direct influence on public compliance. Moreover, it was determined that public trust does not serve as an intermediary connecting the quality of policy or communication to compliance levels. While Liu et al. (2021) and Prats et al. (2023) emphasize trust as a fundamental element of governance, the findings of this study suggest that trust alone does not inherently result in compliance without effective communication management. Furthermore, the Political Awareness variable did not significantly influence public compliance. In line with the research by Lo et al. (2024) on the significance of policy communication quality in promoting acceptance, effective government communication strategies are identified as the most crucial tools and primary motivators for ensuring public adherence to and implementation of local policies.

CONCLUSION

Research focused on local government administration in Cianjur Regency highlights that the effectiveness of government communication is crucial for encouraging public adherence. The ability to deliver information in a clear, transparent, effective, and participatory way stands out as the primary factor influencing residents' willingness to follow established regulations and initiatives. When the government is able to manage its information channels well especially in explaining the objectives of a regulation public trust in public institutions will automatically grow stronger. On the other hand, the quality of a public policy such as the clarity of its objectives, fairness, and alignment with real-world needs on the ground s indeed a crucial foundation for building citizens' trust in the government. However, having high-quality policy formulations or merely enjoying significant public trust is not sufficient to guarantee that the public will immediately comply with such guidelines. Citizen compliance will only materialize in practice if policy-making is consistently accompanied by sustained communication efforts from government officials. Furthermore, the level of political understanding or awareness underlying public sentiment apparently cannot alter their final decision to comply with local regulations. The main conclusion is that local governments cannot rely solely on drafting regulations on paper or merely maintaining their institutional image. To achieve the success of public service programs and social order, the government must absolutely make transparency , information sharing, and interactive dialogue with its citizens the primary driving force behind compliance within the community.

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