

Gen-Z Police Officers' Ethical Compliance in Social Media Use: A PLS-SEM Study

Submitted 11 May 2026, Revised 15 July 2026, Accepted 1 August 2026, Published 10 August 2026

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DOI: <https://doi.org/10.35879/jik.v20i2.735>

Abstract

This study examines the effects of attitude, subjective norms, and self-efficacy on motivation to comply with the professional code of ethics, and the effect of that motivation on self-reported ethical compliance in social media use among Generation Z members of the Indonesian National Police (Polri) under the East Java Regional Police. A quantitative, cross-sectional explanatory survey was conducted with 769 active personnel aged 18-28 years who use social media, drawn through voluntary-response (convenience) sampling from 38,861 active personnel recorded in the Sistem Informasi Personel Polri (SIPP, 2026). Data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS 3. Attitude did not significantly affect motivation to comply with the code of ethics ($\beta = -0.010$, $t = 0.347$, $p = .728$). Subjective norms ($\beta = 0.328$, $t = 4.108$, $p < .001$) and self-efficacy ($\beta = 0.598$, $t = 7.057$, $p < .001$) had positive and significant effects on motivation, while motivation positively and significantly affected self-reported compliance ($\beta = 0.738$, $t = 18.697$, $p < .001$). The findings indicate that ethical compliance in digital environments is associated more strongly with social pressure and perceived behavioural control than with personal attitude. Polri should therefore strengthen peer- and supervisor-based ethical norms alongside confidence-building digital-ethics training. Because the study is cross-sectional and based on self-report data, the results should be interpreted as associational rather than strictly causal.

Keywords: Theory of Planned Behaviour, Generation Z, Polri Code of Ethics, social media compliance, self-efficacy, subjective norms

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INTRODUCTION

Professional ethics competency is a central component of human resource (HR) development in any organisation that depends on public trust, and it is especially consequential for a law-enforcement institution such as the Indonesian National Police (Polri). The stronger the professional ethics of its members, the greater Polri's opportunity to sustain a credible institutional image and public confidence.

Jurnal Ilmu Kepolisian

Vol. 20, No. 2, 2026, pp. 80-93

One current challenge for Polri's HR development concerns professional ethics competency among members of Generation Z (Gen-Z). Although Generation Z is widely regarded as digital natives (Prensky, 2001), more recent studies have shown that this generation demonstrates intensive social media engagement, high digital connectedness, and greater exposure to ethical risks associated with online communication (Dimock, 2019; Francis & Hoefel, 2018; OECD, 2021). In recent years alone, several such cases have drawn public attention: an officer in Jakarta was investigated by the Professional and Security Affairs Division (Propam) after brandishing a firearm in a social media video (CNN Indonesia, 2020); an officer in Jambi was examined for misusing a patrol vehicle's siren to produce social media content (CNN Indonesia, 2025); a Mobile Brigade (Brimob) member in North Sumatra challenged a soldier to a duel during a live-streamed dispute on TikTok (Viva, 2025); an officer in Central Sulawesi issued a public "shooting challenge" to a critical social media user (Kompas.com, 2025); and an officer in Banten staged a fabricated criminal scenario for entertainment purposes (Radar Banten, 2025). These cases, discussed further below, are used here to illustrate a recurring pattern rather than to claim a precise frequency, since no official aggregate statistics on social media-related ethics violations among Gen-Z officers specifically are publicly available.

For example, Briptu KH, an officer assigned to a police station in Cikande, Banten, was reported to have recorded and posted a social media video depicting a staged prank presented as a genuine criminal case: a fabricated "hit-and-run" involving a duck, with a compensation demand acted out inside a holding cell together with a civilian acquaintance (initialised AG) (Radar Banten, 2025). The video was later found to be fabricated for entertainment purposes rather than an authentic report, which raised concerns about the officer's compliance with the duty to disseminate only accurate public information. This single case is used here as an illustrative entry point rather than evidence of a generalised pattern among Gen-Z officers; it is not intended to suggest that Gen-Z personnel as a group violate the code of ethics more often than other cohorts.

The case nonetheless illustrates a broader tension: that digital fluency does not, on its own, guarantee compliance with the Indonesian National Police Code of Professional Ethics (Kode Etik Profesi Polri, KEPP). Under the Regulation of the Indonesian National Police (Peraturan Kepolisian Negara Republik Indonesia Nomor 7 Tahun 2022 tentang Kode Etik Profesi Polri dan Komisi Kode Etik Kepolisian Negara Republik Indonesia, Pasal 13 huruf g angka 1), every Polri member is prohibited from using social media or other media platforms to upload, post, or disseminate false information and/or hate speech. It is useful at this point to distinguish three categories of conduct that Perpol 7/2022 treats separately, since a single incident such as the one above can implicate more than one at once. An ethical violation (Pelanggaran KEPP) concerns a breach of the moral or professional norms set out in the Code itself (Perpol 7/2022, Pasal 1(1)) and is examined and adjudicated through the Police Ethics Commission (Sidang Kode Etik Profesi Polri, KKEP); depending on its severity, it is classified as minor, moderate, or serious, based on criteria such as intent, personal gain, public impact, and whether it coincides with a criminal conviction (Perpol 7/2022, Pasal 16-17), and it is sanctioned through ethical sanctions (e.g., a formal declaration of misconduct, a public or written apology, mandatory spiritual/professional coaching) or administrative sanctions (e.g., demotion, reassignment) rather than imprisonment (Perpol 7/2022, Pasal 107-109). A disciplinary violation (Pelanggaran Disiplin) is governed by a separate instrument, Peraturan Pemerintah Nomor 2 Tahun 2003 tentang Peraturan Disiplin Anggota Polri, though Perpol 7/2022 allows the same Police Ethics Commission session to examine certain disciplinary matters referred under that regulation's Pasal 13 alongside an ethics case (Perpol 7/2022, Pasal 53). A criminal offence (Tindak Pidana) is a breach of ordinary criminal law and is handled through the general criminal-justice process (investigated by the Reserse Kriminal function and tried in the ordinary courts) rather than through the Police Ethics Commission; evidence relevant to a criminal offence is handed over to that separate function even when it arises from the same incident as an ethics case (Perpol 7/2022, Pasal 28-29). The three tracks are therefore procedurally distinct but not mutually exclusive: the same act, such as the fabricated case discussed above, can trigger an ethics process, a disciplinary process, and, where the underlying conduct is also a crime, a separate criminal process, each with its own forum and its own sanction.

KEPP is designed to guide the moral and professional conduct of every officer, both in official duties and in daily life outside working hours. Violations of the code by Polri members in their social media use generally involve inappropriate conduct, the dissemination of misleading information, or content that provokes public controversy. The five cases cited above, spanning 2020 to 2025 and several different provincial police forces,

suggest a persistent gap between formal regulation and its implementation on the ground, though a systematic count of such incidents nationally was not available for this study.

The Theory of Planned Behaviour (TPB), developed by Ajzen (1991) as an extension of the Theory of Reasoned Action (Ajzen & Fishbein, 1975), is used here to explain compliance-related motivation. TPB was selected over alternative frameworks such as organisational-justice theory, ethical-climate theory, or deterrence-based compliance models because it offers a parsimonious, empirically well-validated structure (attitude, subjective norms, and perceived behavioural control) that maps directly onto the individual-, peer-, and institution-level factors relevant to Polri's hierarchical command environment, while remaining flexible enough to accommodate the digital-conduct context examined here.

In TPB, behavioural intention is shaped by three factors. Attitude toward the behaviour is a person's positive or negative evaluation of that behaviour, shaped by beliefs about its consequences (Fishbein & Ajzen, 2010). Subjective norms are an individual's perception of social pressure to perform or not perform a behaviour, formed from normative beliefs about the expectations of significant others (Conner & Armitage, 1998); in a police organisation this includes not only family and peers but also command hierarchy, supervisory expectations, and public scrutiny, which may operate differently from the informal social pressure typically studied in consumer or health-behaviour contexts. Perceived behavioural control (PBC) is the extent to which a person feels able to control a behaviour, and is closely related to, though not identical with, the concept of self-efficacy (Bandura, 1997; Ajzen, 2002); in this study, self-efficacy is treated as the primary operationalisation of PBC, reflecting confidence specifically in complying with the police code of ethics online rather than general technological confidence. It is also worth noting that high self-efficacy is not unconditionally protective: in an ethics context, overconfidence could plausibly encourage risk-taking online, a possibility the present instrument does not distinguish from responsible self-control and which future research should address.

These three factors shape behavioural intention (here operationalised as motivation), which TPB treats as the most proximal predictor of behaviour. Ajzen (2002) noted that intention does not always translate automatically into behaviour, since situational and external constraints can intervene; the present study did not separately measure such external constraints, so this remains a theoretical rather than an empirically tested caveat here.

TPB has been applied across health behaviour (Godin & Kok, 1996), environmental behaviour (Han et al., 2010), education (Cheon et al., 2012), and organisational behaviour (Armitage & Conner, 2001), and, closer to the present context, to whistleblowing among police officers (Park & Blenkinsopp, 2009). In policing, TPB can help explain compliance with professional codes of ethics, particularly in social media use: officers' attitudes toward social media shape how they evaluate its professional use; internal norms, including pressure from superiors and peers, shape their inclination to comply; and self-efficacy in using social media relates to perceived behavioural control (Bandura, 1997).

This research therefore has both theoretical and practical relevance. Theoretically, it extends TPB to the understudied setting of police digital ethics. Practically, its findings may inform how Polri designs strategies for socialising the code of ethics, strengthening digital literacy, and preventing violations. Any implications for public trust in Polri are offered here as a potential downstream consequence of stronger internal ethical compliance, not as a finding directly measured in this study, since public trust itself was not included as a variable in the model.

Based on the review above, this study tests the following hypotheses:

- **H1:** Attitude toward behaviour has a positive effect on motivation to comply with the code of ethics in social media use.
- **H2:** Subjective norms have a positive effect on motivation to comply with the code of ethics in social media

use.

- **H3:** Perceived behavioural control (self-efficacy) has a positive effect on motivation to comply with the code of ethics in social media use.
- **H4:** Motivation has a positive effect on compliance with the code of ethics in social media use.

METHOD

This research used a quantitative approach with a cross-sectional explanatory survey design. Explanatory research aims to test hypothesised relationships between variables rather than only describe phenomena; consistent with this design, causal language in the discussion below is limited to statements the cross-sectional data can support, and associations are not interpreted as strict causal effects.

The study population comprised active personnel of the East Java Regional Police (Polda Jawa Timur), totalling 38,861 personnel (36,256 male, 2,605 female) as recorded in the Sistem Informasi Personel Polri (SIPP, 2026). From within this population, the study focused specifically on personnel meeting two eligibility criteria: (1) active Polri members who use social media, and (2) aged 18-28 years as of the end of 2025, corresponding to birth years of approximately 1997-2007, a subset of the broader Generation Z cohort (1997-2012; Dimock, 2019) old enough to have entered active police service. "Use social media" was assessed as active use of a social media account, without a further minimum-frequency threshold. Because the study's scope is limited to a single regional command (Polda Jawa Timur) rather than Polri nationally, its findings should be generalised to other regional police forces with caution; this is discussed further as a limitation below.

From the eligible subset of this population, 769 valid respondents were retained for analysis, meeting the following criteria: (1) active Polri personnel serving under Polda Jawa Timur, (2) aged 18-28 years as of the end of 2025, and (3) active social media account use as defined above. The sample was recruited through voluntary-response (convenience) sampling among Polda Jawa Timur personnel meeting these criteria, since the questionnaire was distributed openly via WhatsApp and completed voluntarily rather than drawn through a randomised procedure from the sampling frame. The survey was conducted on 10 October 2025, distributed as a Google Forms questionnaire shared through WhatsApp messages, using a standard recruitment text that introduced the researcher and study title, stated the two eligibility criteria above, and asked recipients meeting those criteria to complete the questionnaire truthfully; the message also stated that responses would be kept confidential and used solely for research purposes. Participation was voluntary, contingent on each recipient's willingness to take part. All participants provided informed consent before completing the questionnaire: the recruitment message explained the study's purpose, affirmed that participation was voluntary and could be declined at any time, and assured respondents that their responses would remain confidential, be reported only in aggregate, and be used solely for research purposes; no personally identifying information was collected.

The respondent pool consisted of 739 male and 30 female officers (96.1% and 3.9%, respectively). This is more heavily skewed toward male respondents than the underlying Polda Jawa Timur personnel population, in which men and women constitute approximately 93.3% and 6.7% (36,256 of 38,861 and 2,605 of 38,861), suggesting the sample somewhat under-represents female officers relative to the parent population, in addition to whatever gender imbalance exists specifically among Gen-Z, social-media-using personnel. This is discussed further as a limitation in the Suggestion section.

Note on terminology: the initial and final measurement-model assessments reported in the Results and Discussion section below are not two separate surveys. Both were run on the same full sample of 769 respondents; the initial assessment identified two weak indicators, which were then removed before the model was re-estimated to obtain the final measurement model. This initial-versus-final sequence on the same data is standard PLS-SEM practice.

Data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS 3, following the standard PLS-SEM workflow: missing-data screening, outlier checks, a common-method-bias check, measurement (outer) model assessment, structural (inner) model assessment, and bootstrapping for significance testing with 500 bootstrap subsamples.

Measurement model assessment evaluated convergent validity through outer loadings (threshold ≥ 0.70) and average variance extracted (AVE, threshold ≥ 0.50); internal consistency reliability through Cronbach's alpha, rho_A, and composite reliability (threshold ≥ 0.70 , Nunnally & Bernstein, 1994); discriminant validity through the Fornell-Larcker criterion (the square root of each construct's AVE should exceed its correlations with other constructs); and multicollinearity through the variance inflation factor (VIF, threshold < 5.0). These are conceptually distinct diagnostics: discriminant validity concerns whether constructs are empirically separable, whereas multicollinearity (VIF) concerns redundancy among the indicators of a single construct's structural predictors; they are reported and discussed separately throughout this article.

Variables

Attitude Toward Behaviour

Within TPB (Ajzen, 1991), attitude toward behaviour is a person's positive or negative evaluation of a particular behaviour. If Polri members hold a positive attitude toward the professional use of social media (for example, viewing it as a platform for enhancing institutional image or enabling transparent public communication), they are expected to be more motivated to align their digital conduct with the code of ethics. Conversely, a negative attitude, viewing social media as purely personal or irrelevant to professionalism, is expected to weaken that motivation.

Fishbein and Ajzen (2010) found that positive attitudes increase the likelihood of forming intentions aligned with norms and regulations. Han, Hsu, and Sheu (2010) found that positive attitudes toward environmentally friendly practices significantly influenced consumers' intentions to choose sustainable products. In the domain of professional ethics, Arli and Tjiptono (2014) showed that a positive attitude toward ethical business values is associated with motivation to comply with organisational rules. Building on this literature, H1 proposes that attitude toward social media use in a professional context positively predicts motivation to comply with the code of ethics.

A five-point Likert scale, where 1 represents "strongly disagree" and 5 represents "strongly agree," was employed to assess the responses. Attitude toward behavior was measured by three items:

S1: I believe that social media can improve my professional image.

S2: I feel that using social media could risk damaging my professional reputation.

S3: I feel it is important to maintain ethics when using social media as a member of the police.

Subjective Norms

In TPB, subjective norms are the social pressures an individual perceives from significant others that shape beliefs about whether a behaviour is appropriate. In this study, subjective norms are operationalised as Polri members' perceptions of the expectations of colleagues, superiors, and institutional rules and standards regarding compliance with the code of ethics in social media use, distinct from any general awareness of the formal regulations themselves.

Where internal norms are strong (through leadership example, organisational oversight, or a culture that emphasises digital integrity), Polri members are expected to feel stronger social pressure to comply with the code of ethics, which may in turn support their motivation to behave ethically as both an individual obligation and a reflection of institutional loyalty. Fishbein and Ajzen (2010) emphasised the role of subjective norms in

shaping behavioural intention and motivation; Venkatesh and Davis (2000), in developing the Technology Acceptance Model, showed that social influence significantly affects intention to adopt new behaviours; and Park and Blenkinsopp (2009) found that internal organisational norms strongly influence police officers' motivation to report violations (whistleblowing). On this basis, H2 proposes that subjective norms positively predict motivation to comply with the code of ethics.

A five-point Likert scale, where 1 represents "strongly disagree" and 5 represents "strongly agree," was employed to assess the responses. Subjective norms was measured by three items:

SN1: My leader expects me to act ethically on social media.

SN2: My colleagues often talk about the importance of ethics on social media.

SN3: I feel that society has high expectations for professional behavior on social media.

Perceived Behavioural Control

Ajzen (1991) added perceived behavioural control (PBC) to TPB as a further determinant of intention; self-efficacy, defined as an individual's belief in their capacity to execute a course of action (Bandura, 1997), is used here as its principal indicator. In this study, self-efficacy in social media use refers specifically to Gen-Z officers' confidence in using social media in a manner consistent with the code of ethics, that is, confidence in complying with professional conduct rules online, rather than general technological confidence. Officers with high self-efficacy in this sense are expected to manage their accounts, filter content, and interact with the public while avoiding unethical conduct more readily than officers with low self-efficacy.

Bandura (1997) argued that high self-efficacy increases intrinsic motivation to regulate behaviour toward one's goals; Cheon et al. (2012) found that self-efficacy in technology use supports readiness to adapt to digital learning; and Chan and Lu (2004) found that self-efficacy significantly predicts intention to use information technology responsibly, consistent with Armitage and Conner's (2001) meta-analytic finding that perceived behavioural control is a strong predictor of intention and motivation. On this basis, H3 proposes that self-efficacy positively predicts motivation to comply with the code of ethics.

A five-point Likert scale, where 1 represents "strongly disagree" and 5 represents "strongly agree," was employed to assess the responses. Perceived behavioral control was measured by three items:

PBC1: I am confident in maintaining my professional image on social media

PBC2: I feel capable of avoiding unethical content when using social media.

PBC3: I feel confident in managing my social media accounts in a professional manner.

Motivation

Motivation is the internal force that directs, drives, and sustains behaviour toward a goal. In TPB, behavioural intention, operationalised here as motivation, is treated as the most proximal determinant of subsequent action (Ajzen, 1991); motivation/intention precedes behaviour and is not itself the same construct as compliance behaviour. In this study, motivation to comply with the code of ethics is treated as the psychological link between the cognitive, social, and self-regulatory antecedents above and Gen-Z officers' subsequent, self-reported ethical conduct on social media.

Deci and Ryan (2000) argued that intrinsic motivation supports sustained, values-consistent behaviour; Tyler (2006) found that motivation to comply with legal rules relates closely to actual compliance; and Treviño et al. (1999) found that employees' ethical motivation encourages compliance with organisational codes of ethics. On this basis, H4 proposes that motivation positively predicts ethical compliance in social media use.

A five-point Likert scale, where 1 represents "strongly disagree" and 5 represents "strongly agree," was employed to assess the responses. Motivation was measured by three items:

M1: I want to always act according to the code of ethics when using social media.

M2: I feel compelled to maintain my professionalism on social media.

M3: I am worried about the negative consequences if I violate the code of ethics on social media.

Compliance with the Code of Ethics

Behaviour is the concrete realisation of prior intention. In TPB, actual behaviour is an individual's observable, measurable action within a given context (Ajzen, 1991; Fishbein & Ajzen, 2010). In the present study, however, compliance is measured through respondents' self-reports rather than direct observation; self-reported compliance may be subject to social-desirability bias and should not be equated with observed behaviour. This limitation is revisited in the Suggestion section.

Ajzen (2002) noted that intention does not automatically translate into behaviour, since situational or organisational constraints can intervene; this study did not directly measure such external constraints, so any reference to them below is offered as a theoretical rather than an empirically tested explanation. Armitage and Conner (2001) found that intention explains a substantial share of behavioural variance across health, education, and organisational settings, and Beck and Ajzen (1991) found that ethically consistent behaviour tends to follow from strong intentions accompanied by adequate perceived control.

A five-point Likert scale, where 1 represents "strongly disagree" and 5 represents "strongly agree," was employed to assess the responses. Compliance with the code of ethics was measured by three items:

Y1: I always share content that complies with the code of ethics on social media.

Y2: I keep my interactions on social media professional.

Y3: I maintain professionalism in my interactions on social media.

RESULTS AND DISCUSSION

Initial Measurement Model Assessment

The initial measurement-model assessment evaluated reliability and validity to confirm that each construct's indicators were consistent, stable, and measured the intended construct rather than an unrelated one, as Table 1 shows, indicator S2 had an outer loading of 0.321, below the commonly accepted 0.70 threshold, indicating that S2 did not adequately represent the attitude construct. In addition, only the attitude construct's Cronbach's alpha fell below 0.70, at 0.535, indicating weak internal-consistency reliability for that construct prior to adjustment. Finally, PBC indicator 3 (PBC3) had a VIF of 5.157, above the 5.0 threshold, indicating a collinearity risk among the PBC indicators.

Table 2 reports the Fornell-Larcker discriminant-validity test for the initial measurement model, in which the square root of each construct's AVE (the diagonal values) is compared with its correlations with other constructs (the off-diagonal values). At the initial stage, the motivation construct's diagonal value (0.871) was lower than its correlation with PBC (0.879), indicating a discriminant-validity concern between motivation and PBC, that is, a risk that the two constructs are not empirically distinct, rather than a multicollinearity issue, which is assessed separately through VIF. This result, together with the S2 and PBC3 findings above, motivated the indicator adjustments described in the next section.

Table 1. Measurement Model Results (Reliability and Validity), Initial Measurement Model

Variable	Indicator	Outer Loading	VIF	Cronbach's Alpha	AVE
Attitude	S1	0.804	1.424	0.535	0.530
	S2	0.321	1.028		
	S3	0.917	1.426		
Subjective Norm	SN1	0.857	2.016	0.872	0.797
	SN2	0.931	3.180		
	SN3	0.889	2.541		
Perceived Behavioural Control	PBC1	0.946	4.437	0.947	0.905
	PBC2	0.951	4.867		
	PBC3	0.957	5.157		
Motivation	M1	0.900	2.515	0.840	0.758
	M2	0.925	2.727		
	M3	0.780	1.594		
Compliance to Code of Ethics	Y1	0.836	1.693	0.780	0.692
	Y2	0.860	1.575		
	Y3	0.798	1.597		

Source: Authors' elaboration.

Table 2. Discriminant Validity (Fornell-Larcker Criterion), Initial Measurement Model

	Attitude	PBC	SN	Compliance	Motivation
Attitude	0.728				
PBC	0.589	0.951			
SN	0.663	0.818	0.893		
Compliance	0.505	0.714	0.696	0.832	
Motivation	0.559	0.879	0.797	0.738	0.871

Source: Authors' elaboration. Diagonal values are the square root of AVE.

PLS-SEM Test

The final sample comprised 769 respondents (739 male, 30 female; this imbalance is discussed as a limitation below). The initial measurement-model results in Tables 1 and 2 indicated two measurement-model issues: indicator S2 showed an outer loading below the recommended threshold of 0.70, whereas indicator PBC3 exhibited a variance inflation factor (VIF) exceeding the recommended maximum value of 5. Following the measurement-model evaluation, both indicators were removed simultaneously, and the PLS model was re-estimated once using the revised measurement model rather than through a sequential indicator-removal procedure (Henseler et al., 2009). This approach is consistent with the recommended PLS-SEM practice, whereby indicators that clearly fail to satisfy predefined measurement-quality criteria may be removed before re-estimating the measurement model to obtain a more reliable and valid specification (Hair et al., 2022; Henseler et al., 2009). Hair et al. (2022) state that indicators with insufficient outer loadings may be removed from reflective measurement models when their elimination improves construct reliability and convergent validity, provided that the remaining indicators continue to adequately represent the theoretical domain of the construct.

After these adjustments, Table 3 shows that every remaining indicator's outer loading exceeded 0.70,

supporting convergent validity, and every construct's Cronbach's alpha, rho_A, and composite reliability exceeded 0.70, indicating acceptable to good internal-consistency reliability. Following the removal of PBC3, none of the remaining indicators exhibited variance inflation above the 5.0 threshold (the highest outer VIF was 3.517, for PBC1 and PBC2), resolving the collinearity concern identified at the initial stage.

Table 3. Measurement Model Results After Adjustment

Variable	Indicator	Outer Loading	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Attitude	S1	0.813	0.703	0.806	0.865	0.763
	S3	0.930				
Subjective Norm	SN1	0.857	0.872	0.877	0.922	0.797
	SN2	0.931				
	SN3	0.889				
Perceived Behavioural Control	PBC1	0.961	0.917	0.917	0.960	0.923
	PBC2	0.960				
Motivation	M1	0.900	0.840	0.873	0.903	0.758
	M2	0.925				
	M3	0.780				
Compliance to Code of Ethics	Y1	0.836	0.780	0.800	0.871	0.692
	Y2	0.860				
	Y3	0.798				

Source: Authors' elaboration, based on SmartPLS output.

Table 4. Discriminant Validity (Fornell-Larcker Criterion) After Adjustment

	Attitude	PBC	SN	Compliance	Motivation
Attitude	0.874				
PBC	0.582	0.961			
SN	0.673	0.796	0.893		
Compliance	0.513	0.693	0.696	0.832	
Motivation	0.558	0.853	0.797	0.738	0.871

Source: Authors' elaboration. Diagonal values are the square root of AVE.

After adjustment, every diagonal value in Table 4 (the square root of each construct's AVE) exceeds that construct's correlations with the other constructs; for example, motivation's diagonal value of 0.871 now exceeds its correlation with PBC (0.853), where at the initial stage the reverse had been true. This confirms discriminant validity under the Fornell-Larcker criterion. This discriminant-validity result is a separate diagnostic from multicollinearity, which is instead assessed through VIF and was addressed above through the removal of PBC3.

Beyond the criteria above, several additional diagnostics were assessed. First, discriminant validity was cross-checked using the heterotrait-monotrait ratio of correlations (HTMT; Henseler, Ringle, & Sarstedt, 2015). Most construct pairs fell below the 0.85 threshold, but the motivation construct returned HTMT values above it with perceived behavioural control (0.957), subjective norms (0.916), and compliance (0.885), while subjective norms and perceived behavioural control were likewise not fully separable (0.890); the first two values also exceeded the more lenient 0.90 criterion. Thus, although the Fornell-Larcker criterion was satisfied, HTMT indicates that motivation is not cleanly distinguishable from its antecedents and outcome; this discriminant-validity concern is revisited in the Limitations section, and the affected path estimates should

be read with caution. It is worth noting that, within TPB, perceived behavioural control and intention (here motivation) are conceptually adjacent, since PBC is theorised to feed directly into intention (Ajzen, 2002), so a degree of empirical overlap is expected; the magnitude observed here (HTMT = 0.957), however, exceeds what discriminant validity requires, and the unique effects of these constructs are therefore treated as tentative rather than definitive throughout the discussion below. Second, common method bias was examined through the inner (full-collinearity) variance inflation factors (Kock, 2015), which reached at most 3.341 (subjective norms → motivation) and remained below the 5.0 threshold, although this value marginally exceeded the stricter 3.3 criterion, indicating that common method bias is limited but not fully excluded. Third, overall model fit was acceptable, with an SRMR of 0.073 for the saturated model and 0.079 for the estimated model, both below the 0.08 threshold (Henseler et al., 2015).

Table 5 reports the structural-model (path) results. Attitude toward behaviour showed a small, negative, and non-significant association with motivation to comply with the code of ethics ($\beta = -0.010$, $SE = 0.029$, $t = 0.347$, $p = .728$). Because the effect is not statistically significant, it should not be interpreted as a substantive negative influence; the more accurate reading is that this study found no detectable effect of attitude on motivation in this sample. This runs counter to TPB's usual expectation that attitude is a significant antecedent of intention, and is consistent with H1 not being supported. One plausible explanation is that in a highly regulated, hierarchical organisation such as Polri, personal attitude toward a behaviour may carry comparatively less weight than institutional pressure and command expectations, though this is offered as an interpretation rather than a directly tested mechanism, since institutional pressure was not itself measured as a separate construct in this model. This pattern is broadly consistent with Lubi and Sanaji (2015), who found attitude to be a non-significant predictor of intention in some technology-adoption contexts, with other TPB constructs proving more influential.

Table 5. PLS-SEM Structural Model Test Results (Path Coefficients)

Path	β	SE	t-statistic	p-value
Attitude → Motivation	-0.010	0.029	0.347	.728
Subjective Norm → Motivation	0.328***	0.080	4.108	.000
Perceived Behavioural Control → Motivation	0.598***	0.085	7.057	.000
Motivation → Compliance to Code of Ethics	0.738***	0.039	18.697	.000

Note: *** $p < .001$, based on bootstrapping of the final (post-adjustment) model. Source: Authors' elaboration, based on SmartPLS output.

Table 6. Coefficient of Determination (R^2)

Endogenous Construct	R^2	Category
Motivation	0.766	Strong
Compliance to Code of Ethics	0.544	Strong

Note: R^2 categorised following Hair et al. (2022): weak (< 0.25), moderate (0.25-0.50), strong (> 0.50).

Source: Authors' elaboration, based on SmartPLS output.

Subjective norms had a significant positive effect on motivation to comply with the code of ethics in social media use ($\beta = 0.328$, $SE = 0.080$, $t = 4.108$, $p < .001$), supporting H2. This indicates that social pressure from colleagues, superiors, or the wider community shapes an individual's belief about the appropriateness of a behaviour: the stronger the perceived expectations of significant others, the stronger the drive to comply with

the code of ethics.

Perceived behavioural control (self-efficacy) also had a significant positive effect on motivation ($\beta = 0.598$, $SE = 0.085$, $t = 7.057$, $p < .001$), supporting H3, and represented the strongest predictor of motivation in the model. This path should nonetheless be read together with the discriminant-validity concern reported above: because motivation and perceived behavioural control were not fully separable under the HTMT criterion, part of this strong association may reflect conceptual overlap between the two constructs rather than a wholly distinct effect. This finding is consistent with the Theory of Planned Behaviour, which posits that individuals who perceive greater control over performing a behaviour are more likely to develop stronger behavioural intentions (Ajzen, 1991; Ajzen, 2002). In the present context, officers with higher confidence in their ability to manage social media responsibly and comply with the police code of ethics reported stronger motivation to engage in ethical online behaviour. This result further supports Bandura's (1997) argument that self-efficacy strengthens self-regulation and goal-directed behaviour, suggesting that confidence in one's capability constitutes an important psychological resource for promoting ethical compliance in digital environments. The dependent construct, Motivation, generated an R^2 value of 0.766 (see Table 6), categorised as strong following Hair et al. (2022), suggesting that the model can explain 76.6% of the variance in motivation to comply with the code of ethics.

Finally, motivation had a significant positive effect on self-reported compliance with the code of ethics ($\beta = 0.738$, $SE = 0.039$, $t = 18.697$, $p < .001$), supporting H4 and matching the value obtained before the S2/PBC3 adjustment, since these indicators belonged to the attitude and PBC constructs rather than the compliance construct. Officers reporting stronger motivation to comply were more likely to report ethical conduct on social media consistent with organisational guidelines. Because compliance was measured through self-report rather than direct observation, this finding is best read as showing that motivation predicts self-reported ethical conduct, and it should not be described as evidence of observed behaviour. The dependent construct, compliance with the code of ethics, generated an R^2 value of 0.544 (see Table 6), also categorised as strong, suggesting that the model can explain 54.4% of the variance in compliance with the code of ethics. In addition to R^2 , effect sizes (f^2) and predictive relevance (Q^2 , obtained through blindfolding) were examined following Hair et al. (2022). Perceived behavioural control had a large effect on motivation ($f^2 = 0.554$), subjective norms a small-to-medium effect ($f^2 = 0.137$), and attitude no meaningful effect ($f^2 = 0.000$), while motivation had a large effect on compliance ($f^2 = 1.194$). Blindfolding returned Q^2 values above zero for both endogenous constructs (motivation = 0.564; compliance = 0.364), confirming that the model has predictive relevance.

Taken together, these results provide partial rather than full support for TPB in this context: subjective norms, self-efficacy, and motivation behaved as the theory predicts, but attitude did not.

CONCLUSION

The PLS-SEM results show that attitude toward behaviour did not significantly predict Gen-Z Polri officers' motivation to comply with the code of ethics in social media use, suggesting that personal evaluations of social media are not, on their own, a dominant driver of compliance motivation in this hierarchical, rule-governed organisational setting. Subjective norms and perceived behavioural control (self-efficacy) both had positive and significant effects on motivation, with self-efficacy showing the strongest association. In turn, motivation had a positive and significant effect on self-reported compliance with the code of ethics. Overall, the model receives partial support for TPB, and its findings should be read as pertaining to self-reported rather than directly observed compliance.

SUGGESTION

For Polri as an institution, the findings suggest several concrete directions. First, the institution should prioritise peer- and supervisor-based ethics reinforcement (e.g., unit-level ethics mentoring and visible leadership example) over generic rule dissemination, given the strength of the subjective-norm and PBC paths. Second, it should invest in practical, confidence-building digital-ethics training for Gen-Z officers, covering

account management, content filtering, and public interaction, rather than compliance briefings alone. Third, periodic, low-stakes social-media compliance audits and supervisory check-ins could be introduced to reinforce motivation between formal ethics trainings. Finally, the attitude-construct instrument should be revisited and revalidated before future use, given its weak reliability at the initial stage in this study.

For future research, several directions could extend this study. Additional or substitute psychological antecedents to attitude, such as organisational commitment, moral obligation, or institutional work culture, could be explored. Moderating variables such as leadership style, unit culture, intensity of code-of-ethics socialisation, or digital literacy could also be tested. Where feasible, self-report measures should be complemented with behavioural or supervisory-reported indicators of compliance to address social-desirability and common-method-bias concerns. Finally, future studies could apply longitudinal or multi-source designs and additional model-fit indices to test the robustness of these relationships further, beyond the diagnostics reported here.

LIMITATIONS

This study relies on self-reported, cross-sectional survey data collected within a single instrument, which limits causal inference and raises the possibility of common-method bias and social-desirability bias in the compliance measure. The sample was imbalanced by gender (739 male, 30 female; 96.1% and 3.9%), somewhat more skewed toward male respondents than the 93.3%/6.7% split in the underlying Polda Jawa Timur personnel population, though the exact gender composition of the Gen-Z, social-media-using subgroup specifically was not separately available for comparison. In addition, because the population and sample are drawn from a single regional command (Polda Jawa Timur) rather than Polri nationally, the findings may not generalise to Polri personnel in other provinces with different demographic, organisational, or supervisory characteristics. The attitude construct showed weak reliability at the initial stage and required indicator removal, which may have altered its theoretical scope; future studies should revalidate this instrument. In addition, after indicator removal both the attitude and perceived behavioural control constructs were represented by only two indicators each, the minimum for identification in PLS-SEM, which narrows their content coverage; future studies should employ additional validated indicators for both constructs. Relatedly, although discriminant validity was supported under the Fornell-Larcker criterion, the stricter HTMT criterion returned values above 0.85 between motivation and perceived behavioural control (0.957), subjective norms (0.916), and compliance (0.885); motivation is therefore not fully distinct from its antecedents and outcome, and the structural estimates involving these constructs should be interpreted with corresponding caution. The most likely source of this overlap is a pronounced ceiling effect in the data: across the subjective-norm, perceived-behavioural-control, motivation, and compliance items, roughly 85-95% of respondents selected the top two scale points, leaving little variance with which to statistically distinguish these closely related constructs. This pattern is consistent with social-desirability pressures in a self-report survey that asks serving officers about their own ethical conduct. Supplementary analyses confirmed that removing individual overlapping indicators did not bring HTMT below the 0.85 threshold, indicating that the concern is structural rather than attributable to any single item. Accordingly, these constructs are best understood as a tightly interrelated ethical-professional orientation, and the structural coefficients among them should be read as indicative of a shared underlying disposition rather than as fully independent construct effects. Future research should adopt more discriminating measurement (for example, reverse-keyed items, forced-choice or frequency-based response formats, and behaviourally anchored scales) and, where possible, non-self-report indicators of compliance, in order to reduce the ceiling effect and allow a cleaner separation of these constructs.

ACKNOWLEDGEMENT

The authors gratefully acknowledge the East Java Regional Police (Polda Jawa Timur) and all respondents who voluntarily participated in this study. Their cooperation and willingness to provide the required data made this research possible.

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