ABSTRACT

The majority of smokers started smoking when their teen. Most people who started smoking in the age group 15-19 years, that figure reached 54.9% in East Java. Smoking behavior in adolescence should be prevented if known source of support and inhibit the occurrence of behavior. This study reviewed the intentions of the young men to behave not smoke by applying the Theory of Planned Behavior.

This study was quantitative research. The sampling was done by proportioned stratified random sampling. Samples had been 68 young men, who are scattered in X and XI class of SMA Negeri 1 Tuban. The independent variables included attitude toward the behavior, subjective norms, and perceived behavioral control.

The results showed that subjective norms (p = 0.002) and perceived behavioral control (p = 0.047) had a significant effect on the intention to behave not smoke. Subjective norm (β = 4.040) contributed greater than the perceived behavioral control (β = 2.712) variables in predicting intentions to behave not smoke. Related to the coefficient of determination (R^2), obtained a value of 0.648.

The conclusion was the intention of the young men to behave no smoking in SMA Negeri 1 Tuban influenced by subjective norms and perceived behavioral control. Attitude toward behavior had no effect to the intention. The diversity of data on the intention variable of 64.8% can be explained by three independent variables, while the rest by other variables.

Key words: Attitude, behave not smoke, intention, perceived behavioral control, subjective norms, Theory of Planned Behavior