

ABSTRAKSI

Merokok adalah aktivitas yang biasa kita temukan ditengah masyarakat. Perkembangan industri dan konsumen rokok di dunia meningkat secara drastis. Dikalangan remaja merokok sudah menjadi kebiasaan. Berdasarkan dari fenomena tersebut akhirnya pemerintah menciptakan Peraturan Pemerintah (PP) Republik Indonesia No.109 tahun 2012 tentang Pengamanan Bahan yang Mengandung Zat Adiktif Berupa Produk Tembakau bagi Kesehatan. Didalam PP No.109 tahun 2012 berisikan 8 bab dan 65 pasal yang didalamnya mengatur tentang produksi, impor, peredaran dan penggunaan produk tembakau, kawasan tanpa rokok, perlindungan khusus bagi anak dan perempuan hamil. Studi ini bertujuan untuk memberi edukasi kepada para perokok pemula tentang bahaya merokok dan mendorong para perokok untuk berhenti merokok.

Penelitian ini berfokus pada analisis niat perilaku para remaja di Surabaya yang merokok terhadap intensi untuk berhenti merokok dengan menggunakan perspektif *theory of planned behavior* dengan menganalisis bagaimana *attitude toward behavior*, *subjective norm*, dan *perceived behavioral control* mempengaruhi intensi para remaja agar berhenti merokok dengan moderasi *group identity*. Penelitian ini dilakukan dengan metode *Partial Least Square*. Total partisipan yang berpartisipasi dalam penelitian ini berjumlah 163 orang yang seluruhnya adalah para remaja yang merupakan perokok aktif di Surabaya. Hasil yang diperoleh dalam penelitian ini adalah: (1) *Behavior belief* berpengaruh terhadap *attitude toward behavior*. (2) *Normative belief* berpengaruh terhadap *subjective norm*. (3) *Control belief* berpengaruh terhadap *perceived behavioral control*. (4) *Attitude toward behavior* berpengaruh terhadap *intention to use*. (5) *Subjective norm* tidak berpengaruh terhadap *intention to use*. (6) *Perceived behavioral control* tidak berpengaruh terhadap *intention to use*. (7) *Group Identity* memperlemah hubungan antara *Attitude toward behavior* berpengaruh terhadap *intention to use*. (8) *Group identity* tidak mempunyai efek moderasi terhadap hubungan *Subjective norm* terhadap *intention to use*. (9) *Group identity* tidak mempunyai efek moderasi terhadap hubungan *Perceived behavioral control* terhadap *intention to use*.

Kata Kunci: *Behavior belief, Normative belief, Control belief, Attitude toward behavior, Subjective norm, Perceived behavioral control, Group-Identity.*

ABSTRACT

Smoking is an activity that we usually find in the community. The development of industrial and consumer of cigarettes in the world increased dramatically. Smoking among young people has become a habit. Based on this phenomenon government creates Peraturan Pemerintah (PP) Republik Indonesia No.109 tahun 2012 which it regulates about the production, import, distribution and use of tobacco products, smoking area, special protection for children and pregnant women. This study aims to provide education to the novice smokers about the dangers of smoking and encouraging smokers to quit smoking.

This study focuses on the analysis of behavioral intentions teenagers in Surabaya who smoke to the intention to quit smoking by using the perspective of theory of planned behavior by analyzing how the attitude toward the behavior, subjective norm, and perceived behavioral control influences intentions of the teens to stop smoking by moderating the group identity. This research was conducted by the method of Partial Least Square. Total participants who participated in this study amounted to 163, all of whom are adolescents who are active smokers in Surabaya. The results obtained in this study were: (1) Behavior belief affect the attitude toward behavior. (2) Normative belief affect the subjective norm. (3) Control belief affect the perceived behavioral control. (4) Attitude toward behavior influence the intention to use. (5) Subjective norm does not affect the intention to use. (6) Perceived behavioral control did not affect the intention to use. (7) Group Identity weaken the relationship between Attitude toward behavior influence the intention to use. (8) Group identity does not have a moderating effect on the relationship Subjective norm on intention to use. (9) Group identity does not have a moderating effect on the relationship Perceived behavioral control of the intention to use.

Keywords: Behavior belief, Normative belief, Control belief, Attitude toward behavior, Subjective norm, Perceived behavioral control, Group-Identity.