

DAFTAR ISI

HALAMAN COVER	I
LEMBAR PENGESAHAN	Ii
HALAMAN PERNYATAAN ORISINALITAS SKRIPSI.....	iii
KATA PENGANTAR.....	Iv
ABSTRAKSI.....	vii
ABSTRACT.....	viii
DAFTAR ISI	ix
DAFTAR TABEL	xiii
DAFTAR GAMBAR.....	xiv
DAFTAR LAMPIRAN.....	xv
BAB I PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Rumusan Masalah	9
1.3 Tujuan Penelitian	10
1.4 Manfaat Penelitian	11
1.5 Sistematika Penulisan	11
BAB II TINJAUAN PUSTAKA	13
2.1 Landasan Teori	13
2.1.1 Perilaku	13
2.1.2 <i>Social Marketing</i>	14
2.1.3 <i>Theory of Reasoned Action</i>	17

2.1.4 <i>Theory of Planned Behavior</i>	18
2.1.5 Keyakinan (<i>beliefs</i>).....	20
2.1.4.1 <i>Behavioral Beliefs</i>	22
2.1.4.2 <i>Normative Beliefs</i>	23
2.1.4.3 <i>Control Beliefs</i>	23
2.1.5 <i>Attitude Toward Behavior</i>	24
2.1.5.1 Aspek-Aspek pada <i>Attitude Toward Behavior</i>	26
2.1.6 <i>Subjective Norm</i>	26
2.1.6.1 Aspek-Aspek pada <i>Subjective Norm</i>	27
2.1.7 <i>Perceived Behavioral Control</i>	28
2.1.7.1 Aspek-Aspek pada <i>Perceived Behavioral Control</i>	29
2.1.8 Teori Intensi (<i>intention</i>)	30
2.1.8.1 Definisi Intensi	30
2.1.8.2 Intensi untuk berhenti (<i>intention to stop</i>)	31
2.1.9 <i>Group-Identity</i>	32
2.2 Pengembangan Hipotesis dan Model Analisis	33
2.2.1 Pengaruh <i>Behavioral Beliefs</i> terhadap <i>Attitude Toward Behavior</i>	33
2.2.2 Pengaruh <i>Normative Beliefs</i> terhadap <i>Subjective Norm</i>	34
2.2.3 Pengaruh <i>Control Beliefs</i> terhadap <i>Perceived Behavioral Control</i>	36
2.2.4 Pengaruh <i>Attitude Toward Behavior</i> terhadap <i>Intention to Stop</i>	37
2.2.5 Pengaruh <i>Subjective Norm</i> terhadap <i>Intention to Stop</i>	38
2.2.6 Pengaruh <i>Perceived Behavioral Control</i> terhadap <i>Intention to Stop</i> ...	38
2.2.7 Pengaruh <i>Group-Identity</i> memoderasi <i>Attitude Behavioral Control</i>	

terhadap <i>Intention to Stop</i>	39
2.2.8 Pengaruh <i>Group-Identity</i> memoderasi <i>Subjective Norm</i> terhadap <i>Intention to Stop</i>	40
2.2.9 Pengaruh <i>Group-Identity</i> memoderasi <i>Perceived Behavioral Control</i> terhadap <i>Intention to Stop</i>	41
2.3 Penelitian Terdahulu	41
2.3.1 <i>Behavioral Factor Affeting Students Intention to Enroll in Bussiness Ethic Courses: A Comparison of the Theory of Planned Behavior and Social Cognitive Theory Using Self-Identity as a moderator</i>	42
2.3.2 <i>Predicting the Intention to Quit Smoking Behaviour: Extending the Theory of Planned Behavior (TPB)</i>	42
2.3.3 <i>Quitting Smoking: Applying Extended Version of Theory Planned Behavior</i>	43
2.3.4 <i>Extending the Theory of Planned Behavior: A Review and Avenues for Further Research</i>	43
2.3.5 Persamaan dan perbedaan dengan penelitian sebelumnya.....	44
2.4 Model Penelitian	46
BAB III METODE PENELITIAN	48
3.1 Pendekatan Penelitian	48
3.2 Identifikasi Variabel	48
3.3 Definisi Operasional.....	49
3.3.1 <i>Attitude Toward Behavior</i>	49
3.3.2 <i>Subjective Norm</i>	50

3.3.3 <i>Perceived Behavioral Control</i>	51
3.3.4 <i>Behavioral Beliefs</i>	52
3.3.5 <i>Normative Beliefs</i>	52
3.3.6 <i>Control Beliefs</i>	53
3.3.7 <i>Intention to Stop</i>	54
3.3.8 <i>Group-Identity</i>	54
3.4 Jenis dan Sumber Data.....	56
3.5 Prosedur Pengumpulan data.....	56
3.5.1 Penentuan Populasi Penelitian.....	57
3.5.2 Penentuan Sampel Penelitian.....	58
3.6 Teknik Analisis	59
3.6.1 <i>Partial Least Square (PLS)</i>	59
BAB IV PEMBAHASAN	63
4.1 Gambaran umum objek penelitian.....	63
4.2 Deskripsi hasil penelitian.....	64
4.2.1 Deskripsi Perspektif Responden.....	64
4.2.1.1 Karakteristik responden berdasarkan usia.....	65
4.2.1.2 Karakteristik responden berdasarkan jenis kelamin.....	67
4.2.1.3 Karakteristik responden berdasarkan pendidikan.....	67
4.2.1.4 Karakteristik responden berdasarkan uang saku per bulan....	68
4.2.1.5 Karakteristik responden berdasarkan perokok aktif atau bukan	68
4.2.2 Deskripsi Tanggapan Responden.....	68
4.2.2.1 Deskripsi Variabel <i>Attitude Toward Behavior</i>	69

4.2.2.2 Deskripsi Variabel <i>Subjective Norm</i>	70
4.2.2.3 Deskripsi Variabel <i>Perceived Behavioral Control</i>	71
4.2.2.4 Deskripsi Variabel <i>Behavioral Beliefs</i>	72
4.2.2.5 Deskripsi Variabel <i>Normative Beliefs</i>	73
4.2.2.6 Deskripsi Variabel <i>Control Beliefs</i>	74
4.2.2.7 Deskripsi Variabel <i>Intention to stop</i>	75
4.2.2.8 Deskripsi Variabel <i>Group-Identity</i>	76
4.3 Analisis Model dan Pengujian Hipotesis	76
4.3.1 Pengujian <i>Measurement (Outer) Model</i>	77
4.3.1.1 <i>Convergent Validity</i>	77
4.3.1.2 <i>Composite Reliability</i>	77
4.3.1.3 <i>Discriminant Validity</i>	78
4.3.2 Evaluasi <i>Inner Model</i>	79
4.3.2.1 <i>R-Square</i>	79
4.3.2.2 <i>Q-Square</i>	80
4.3.2.3 <i>Path Coefficient</i>	81
4.4 Pembahasan	86
4.4.1 <i>Behavioral Beliefs</i> berpengaruh terhadap <i>Attitude Toward Behavior</i>	86
4.4.2 <i>Normative Beliefs</i> berpengaruh terhadap <i>Subjective Norm</i> ...	87
4.4.3 <i>Control Beliefs</i> berpengaruh terhadap <i>Perceived Behavioral Control</i>	88
4.4.4 <i>Attitude Toward Behavior</i> berpengaruh terhadap <i>Intention to</i>	

<i>Stop</i>	90
4.4.5 <i>Subjective Norm</i> berpengaruh terhadap <i>intention to stop</i>	90
4.4.6 <i>Perceived Behavioral Control</i> berpengaruh terhadap <i>intention to stop</i>	92
4.4.7 <i>Group-identity</i> akan memoderasi hubungan <i>attitude toward behavior</i> terhadap <i>intention to stop</i>	93
4.4.8 <i>Group-identity</i> akan memoderasi hubungan <i>subjective norm</i> terhadap <i>intention to stop</i>	94
4.4.9 <i>Group-Identity</i> akan memoderasi hubungan <i>perceived behavioral control</i> terhadap <i>intention to stop</i>	95
BAB V KESIMPULAN DAN SARAN.....	97
5.1 Simpulan.....	97
5.2 Implikasi Penelitian.....	98
5.2.1 Implikasi untuk pemerintah.....	98
5.2.2 Implikasi Akademis.....	99
5.3 Keterbatasan Penelitian.....	101
DAFTAR PUSTAKA	
LAMPIRAN	

DAFTAR TABEL

Tabel 4.1 Karakteristik Responden Berdasarkan Usia	65
Tabel 4.2 Karakteristik Responden Berdasarkan Jenis Kelamin.....	66
Tabel 4.3 Karakteristik Responden Berdasarkan Pendidikan.....	66
Tabel 4.4 Karakteristik Responden Berdasarkan Uang Saku per Bulan	67
Tabel 4.5 Karakteristik Responden Berdasarkan Perokok Aktif atau Bukan.....	67
Tabel 4.6 Kategori Rata-Rata Jawaban Partisipan	68
Tabel 4.7 Statistik Deskriptif Variabel <i>Attitude Toward Behavior</i>	69
Tabel 4.8 Statistik Deskriptif Variabel <i>Subjective Norm</i>	70
Tabel 4.9 Statistik Deskriptif Variabel <i>Perceived Behavior Control</i> ...	71
Tabel 4.10 Statistik Deskriptif Variabel <i>Behavior Beliefs</i>	72
Tabel 4.11 Statistik Deskriptif Variabel <i>Normative Beliefs</i>	73
Tabel 4.12 Statistik Deskriptif Variabel <i>Control Beliefs</i>	74
Tabel 4.13 Statistik Deskriptif Variabel <i>Intention to Stop</i>	75
Tabel 4.14 Statistik Deskriptif Variabel <i>Group Identity</i>	76
Tabel 4.15 <i>Composite Reliability</i>	78
Tabel 4.16 Tabel <i>R-Square</i>	79
Tabel 4.17 <i>Path Coefficient</i>	81
Tabel 4.18 Tabel Hipotesis.....	86

DAFTAR GAMBAR

Gambar 2.1 Kerangka Berpikir 46



DAFTAR LAMPIRAN

Lampiran 1 Kuisisioner	
Lampiran 2 Hasil PLS <i>Outer Loading</i>	
Lampiran 3 Hasil Tabel <i>R-Square</i>	
Lampiran 4 Hasil Tabel <i>Path Coefficient</i>	
Lampiran 5 Hasil Tabel <i>Cross Loading</i>	
Lampiran 6 Hasil Jawaban Responden.....	

