

ABSTRAK

ANALISIS FAKTOR- FAKTOR INTENSI BERHENTI MEROKOK PADA KOMUNITAS SUPORTER MAHASISWA KESEHATAN BERDASARKAN THEORY OF PLANNED BEHAVIOR

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Latar Belakang: Merokok telah menjadi kebiasaan yang terinternalisasi di masyarakat, tidak terkecuali mahasiswa kesehatan. Penelitian ini menemukan bahwa mahasiswa kesehatan memiliki komunitas suporter yang diyakini memiliki pengaruh terhadap perilaku merokok anggotanya. Penelitian ini bertujuan untuk menganalisis intensi berhenti merokok komunitas suporter mahasiswa kesehatan menggunakan 3 determinan intensi *Theory of Planned Behavior* yaitu sikap terhadap perilaku, norma subjektif, dan kontrol perilaku yang dirasakan.

Metode: Penelitian ini merupakan kuantitatif analitik dengan pendekatan *cross-sectional*. Pemilihan sampel menggunakan *total sampling* dengan sampel sebanyak 35 responden. Pengambilan data dilakukan pada bulan Agustus 2024–Januari 2025. Pengukuran menggunakan kuesioner Perilaku Berhenti Merokok : Model *Theory of Planned Behavior*. Peneliti menggunakan *Pearson Product Moment* dan Regresi Linear Berganda dengan formula intensi berhenti merokok = $16,292 - 0,286.\text{sikap} + 0,210.\text{norma} + 0,464.\text{kontrol perilaku} + e$ sebagai metode analisis data.

Hasil: Hasil penelitian menunjukkan bahwa mayoritas responden merupakan remaja dan mahasiswa semester 5. Penelitian menunjukkan terdapat hubungan yang signifikan secara simultan antara sikap terhadap perilaku, norma subjektif, kontrol perilaku terhadap intensi berhenti merokok ($p=0,007$).

Kesimpulan: Sikap terhadap perilaku, norma subjektif, dan kontrol perilaku secara simultan berhubungan signifikan terhadap intensi berhenti merokok.

Kata Kunci: Intensi berhenti merokok, Komunitas, Mahasiswa kesehatan, *Theory of Planned Behavior*

ABSTRAK

ANALYSIS OF SMOKING QUIT INTENTION FACTORS IN HEALTH STUDENT SUPPORT COMMUNITIES BASED ON THEORY OF PLANNED BEHAVIOR

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Background: Smoking has become an internalized habit in society, including health students. This study found that health students have a supporter community that is believed to have an influence on the smoking behavior of its members. This study aims to analyze the intention to quit smoking in the health student supporter community using 3 determinants of the Theory of Planned Behavior intention, namely attitudes towards behavior, subjective norms, and perceived behavioral control.

Method: This research was an analytical quantitative with a cross-sectional approach. Sample selection used total sampling with a sample of 35 respondents. Data collection was carried out in August 2024–January 2025. Measurements used the Quit Smoking Behavior questionnaire: Theory of Planned Behavior Model. Researchers used Pearson Product Moment and Multiple Linear Regression with the formula intention to quit smoking = $16.292 - 0.286 \cdot \text{attitude} + 0.210 \cdot \text{norm} + 0.464 \cdot \text{behavioral control} + e$ as data analysis methods.

Results: The results of the study showed that the majority of respondents were teenagers and 5th semester students. The study showed that there was a significant simultaneous relationship between attitudes towards behavior, subjective norms, behavioral control and the intention to quit smoking ($p=0.007$).

Conclusion: Attitudes toward behavior, subjective norms, and behavioral control were simultaneously significantly related to smoking cessation intentions.

Keywords: Community, Health students, Smoking cessation intentions, Theory of Planned Behavior

