

Can Self-Efficacy By Enlarging The Image Of Smoking Deadly Disease On Packaging Reduce Students' Motivation To Smoke ?

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Abstract- Smoking is the biggest public health problem in the world. Many studies have only focused on preventing smoking behaviour, but the one which is also important is reviewing what triggers the students' motivation to smoke and then stopping their behaviour. The main predictors of behavior change are seen from motivation.

The purpose of the study is to analyze the factors that influence students' smoking intentions at Widya Dharma University of Klaten. The quantitative research method was carried out with a cross-sectional causal analysis approach. The sample used was 200 students of Widya Dharma University with purposive sampling technique. The research instrument used interviews and questionnaires. The final results found a causal model as an identification effort in the form of the influence of smoking knowledge as an active smoker and the value of self-efficacy assessing the danger of smoking through packaging images with smoking motivation. Future research should focus on reducing the motivation and causes of students' smoking

Keywords : *Motivation, planned behavior theory, smoking students*

I. INTRODUCTION

Smoking is one of the biggest public health problems in the world. Smoking is estimated to kill 5 million people per year for active smokers and former smokers, and kill 600.000 passive smokers [1]. Approximately one person dies every six seconds due to smoking [2].

Cigarette smoke contains more than 4000 toxic chemicals and more than 40 kinds of carcinogen that are at risk for cancer. Three main ingredients which are dangerous are nicotine, tar and carbon monoxide [3]. Smoking is a risk factor for the incidence of diseases such as cardiovascular disease, cancer, stroke, bronchitis, asthma, pneumonia and other respiratory diseases [4].

Smoking is suspected of killing 400.000 people in Indonesia each year due to smoking-related diseases [5]. Indonesia ranks third as the country with the largest number of smokers in the world after China and India as well as the fifth country with the largest level of cigarette consumption after China, the United States, Russia and Japan [6]. Nationally in 2010 the number of smokers aged 15 years and over was 34.7% with male smokers as much as 65.9% and women as much as 34.1%. [7]

Many studies are focused on preventing smoking behavior. However, one which is also important is analyzing how smokers then stop their behavior. Quitting smoking is a radical behavior change [8]. The addictive effect/nicotine addiction is one of the biggest obstacles in the process. Quitting smoking is influenced by four aspects, namely physiological, psychological, environmental and social factors. [9]

Seeing the fact of the high number of smoking male students of Widya Dharma University, the researcher needs special handling in the field of behavioral science. This is worth being researched. From a number of background problems above, it can be drawn the research problem: "What variables have an effect on motivating students of Widya Dharma University to smoke based on Theory of Planned Behavior?"

II. LITERATURE REVIEW

Intention is the main predictor of behavior [10]. Theory of Planned Behaviour states that intention is influenced by attitudes, subjective norms and self-control. [10] [12]

Theory of Planned Behaviour (TPB) is the development of Theory of Reasoned Action (TRA). TRA/TPB was first put forward by Fishbein and Ajzen in 1980, so it was also called the Fishbein-Ajzen theory. [13] This theory emphasizes the importance of intention in behavior. Furthermore, TPB tries to explore the relationship between intention and subjective attitudes and norms and perceived behavioral control that surrounds individuals. [13]

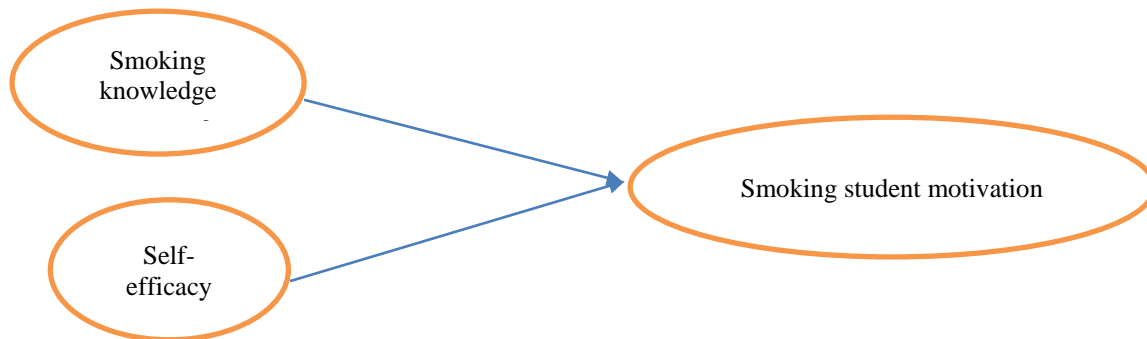
There are three things that must be considered in TPB that can influence the intention to behave, namely attitude toward behaviour, subjective norms and perceived behavioral control. Attitudes are influenced by two aspects, namely a person's beliefs about what happens when they perform the expected behavior (behavioral belief) and an evaluation of whether the output results are related (evaluation of behavioral outcomes). [13]

Subjective norms are the result of one's beliefs about what other people or social groups think about their behavior (normative belief) combined with motivation to adjust to social norms (motivation to comply) which underlies a person behaving in accordance with the norms expected by his social environment. [13]

Another variable that influences intention is the existence of self-control which is influenced by the belief in the factors that make it easier or more difficult to behave (control belief) and how much power has to be possessed to use (perceived power) based on factors that can facilitate behavior. [13]

III. RESEARCH METHODS

1. Research Model



2. Data Collection Method

This study uses primary data, namely data related to the variables under study. Data were collected through questionnaires obtained from sources who had knowledge of the topic under study. Besides that, secondary data were also used in the form of library resources, notes, archives and documents.

3. Data Collection Techniques

- Interviews, conducted to obtain matters relating to the general description of the institution and the strategic planning that had been done.
- To obtain information about service satisfaction, researcher distributed questionnaires to students who smoked.
- Library Studies, conducted to obtain supporting data needed.

4. Sampling Method

In this study, the survey method was used as the main tool. Thus not all individuals in the population were examined because of limited time, cost and accessibility. Population, what is meant by the population in this study are all students of Widya Dharma University who smoked. Samples, subject characteristics used as samples in this study were 200 students of Widya Dharma University who smoked taken by purposive sampling. Respondents accessed in this study were students/adult groups, with the consideration that they had a good understanding in measuring self-motivation.

5. Data Analysis

In this study three analyzes were carried out in the form of quantitative data description, quantitative regression test, correlation with several modifications to the improvement of question items for objects.

IV. RESULTS AND DISCUSSION

1. Distribution of Respondents

The study was conducted in March to April 2019 at Widya Dharma University of Klaten with the characteristics of the respondents' data were all men, the age of the majority of respondents was 22 years, the most study programs came from the Faculty of Economics and semester 6. So it was concluded that the majority of respondents were adults, conscious and possessed sufficient knowledge related to smoking motivation and the majority came from the Faculty of Economics which had the dominant number of students in Widya Dharma University.

2. Test Validity

A measurement scale is said to be valid if the scale is able to measure what should be measured. For example the nominal scale that is non parametric is used to measure nominal variables, not to measure interval variables that are parametric. There were 3 (three) types of measurement validity, namely: a. Content validity, here concerned the level of scale items that reflected the concept domain that was being studied. Dimensions in a particular concept domain could not all be

calculated because the domain sometimes had multidimensional properties, b. construct validity, was related to the degree to which the scale reflected and acted as the concept being measured. This validity was theoretical and statistical, c criterion validity, this validity concerned the level problem where the scale being used was able to predict a variable designed as a criterion. To calculate the validity of a questionnaire, correlation technique was used which compared between the score values and tables.

In the initial stage of the study the respondents' answers were tested then compared to r statistical table. From the test results, all valid data were obtained. Thus it is said that all items in the questionnaire question were valid.

3. Reliability Test

The item reliability test is used to determine the extent to which measurements can provide the same or consistent results if re-measurements are made on the same subject. This test was carried out through 3 methods, namely: a. retest, done by testing questionnaires to certain groups, b. parallel test, gave questionnaires to certain groups, then the group was tested with instruments whose content was equivalent. Then the values of the two tests were correlated, 3. Split-half test was done by dividing the scores randomly in even and odd forms of all respondents' answers.

Table 1 List of reliability test items

Factor	Cronbach Alpha	required Cronbach Alpha	Status
Knowledge	0.839	0.8	Reliable
Efficacy	0.896	0.8	Reliable
Motivation	0.903	0.8	Reliable

The reliability test results show all dimensions of the three factors were greater than the Cronbach alpha value required, which is 0.6. So that the three dimensions passed the test by being stated reliable, and can be used in the advanced test stage.

4. Quantitative Regression Test

Table 2 Model Summary Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706 ^a	.498	.439	.725

a. Predictors: (Constant), Self-efficacy, smoking knowledge

The R square output of 49.8 percent shows the percentage of the contribution of influence of respondents' knowledge with smoking and self-efficacy on smoking motivation was as much as 49.8 percent or variations in the independent variables used in the model were able to explain 49.8 percent of independent variables, the remaining was influenced by other variables such as subjective norms and others.

Table 3 ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	8.871	2	4.436	8.446	.003 ^b
Residual	8.929	17	.525		
Total	17.800	19			

a. Dependent Variable: Smoking Intention

b. Predictors: (Constant), Self-efficacy, smoking knowledge

The test F tests whether the independent variables simultaneously affect the independent variables, it was obtained F count of 8.446 and greater than F table 3.592. This means that knowledge of smoking and self-efficacy simultaneously influenced the students' motivation to smoke.

Table 4. Regression Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.238	1.622		3.846	.001
Smoking knowledge	.375	.100	.648	3.756	.002
Self-efficacy	-.149	.114	-.225	3.305	.009

a. Dependent Variable: Smoking Intention

Regression test obtained the equation $Y = 6.238 + 0.0375 X_1 - 0.149 X_2$ with significant 0.002 and 0.09, which means that the independent variables were significant and the value of t count was all greater than t table 2.110. From this test the value of alternative hypothesis means that partially the knowledge of smoking and self-efficacy affected the motivation of smoking students with a positive coefficient of smoking knowledge and negative coefficient of self-efficacy.

The results show that knowledge and value of self-efficacy are indicators that influence the motivation of smoking students of Widya Dharma University. The value of self-efficacy has a negative coefficient on student motivation to smoke, meaning that the more aware the respondent of various deadly diseases that can be life-threatening due to nicotine will reduce the respondents' motivation to smoke. This is in accordance with Tisnowati et al's research [14] that respondents who are aware, actually they believe in the risks and adverse consequences of smoking that can endanger themselves.

V. CONCLUSION AND SUGGESTION

The results show that knowledge and self-efficacy factors significantly influence the students' motivation to smoke. The most dominant factor that influences the students' motivation to smoke is the respondents' knowledge of smoking.

Recommendation that can be given is that it needs further research on other factors related to student motivation to smoke such as subjective norm variables. Research also does not stop at motivation, but also at the stage of analyzing student smoking behavior. From interviews to respondents it was obtained information that they saw pictures of deadly diseases caused by smoking, making them worry about their health. This statement is in accordance with the Research of the Indonesian Public Health Expert Association [15] where different public opinions were obtained regarding images on cigarette packaging due to deadly diseases with size portions of 40 percent, 75 percent and 90 percent. Photographs of the danger of a deadly disease due to smoking can continue to be enlarged on cigarette packaging so that respondents are more aware and reduce smoking motivation

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