

PATH ANALYSIS APPLICATION IN THE HABIT STUDENT MAN SMOKING IN INDONESIAN ISLAMIC UNIVERSITY

**(Case Study: Students of Islamic University of Indonesia Yogyakarta
Integrated Campus)**

ABSTRACT

This study aims to determine the influence of parents, peer influences, personality factors, the influence of advertising, the influence of addiction and addiction to the habit of male students who smoked at the Islamic University of Indonesia. Smoking habits adversely affect health, especially for the students are expected to reduce smoking. Islamic University of Indonesia in the number of students who smoke on campus.

This study uses primary data where to conduct the survey directly to male students who smoked at the Islamic University of Indonesia. The sampling technique used in this research technique simple random sample with a sample size that is 248 male students who smoked. The analysis used the analysis path where previously tested the validity and reliability to determine the feasibility of the research instrument.

The results of this study showed that there are positive influence of variables family (X1) against the smoking habit. That is, the higher the family's behavior in this case is the parents in providing the opportunity for children to smoke, then someone's smoking habit will also be higher, and vice versa. Secondly, there are no significant influence of the friend variables (X2) on smoking habits. That is how the condition of the association of friends, relationships, and environment does not affect a person accustomed to smoking or not. Thirdly, there is the influence of addiction variable (X3) against the smoking habit. That is, the higher a person feel addicted to smoking then someone's smoking habit will also be higher, and vice versa. Fourth, there are no significant influence of the advertising variables (X4) against the smoking habit. That is, advertising on television does not affect a person accustomed to smoking or not.

Keywords :smoking, parents, friends and environment, addiction, advertising