

**THE EFFECT OF CIGARETTE ADVERTISEMENT AND PEER GROUP  
INFLUENCE ON ADOLESCENTS' SMOKING INTENTION**

**THE CASE STUDY OF SMA NEGERI 4, SMA NEGERI 6,  
AND SMA NEGERI 8 YOGYAKARTA**

**A THESIS**

Presented as Partial Fulfilment of the Requirements  
To Obtain the Bachelor Degree in Management Department



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YOGYAKARTA  
2007**

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Yogyakarta, June 18<sup>th</sup>, 2007

Muhammad Iqbal



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INFLUENCE ON ADOLESCENT'S SMOKING INTENTION

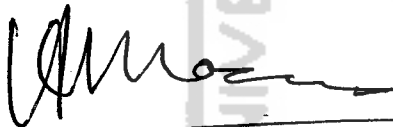
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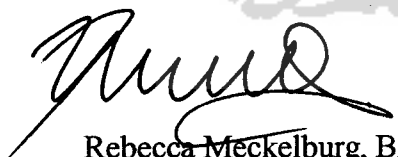
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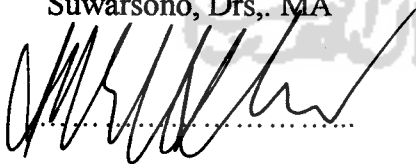
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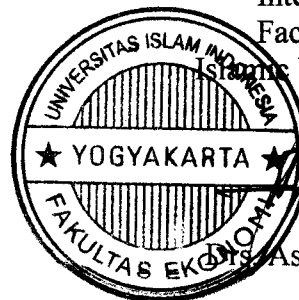


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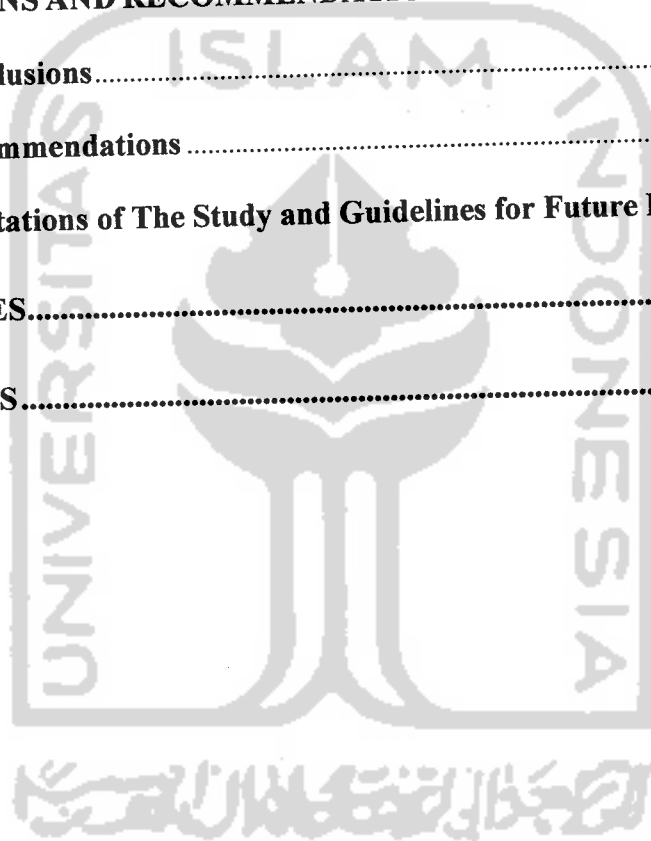
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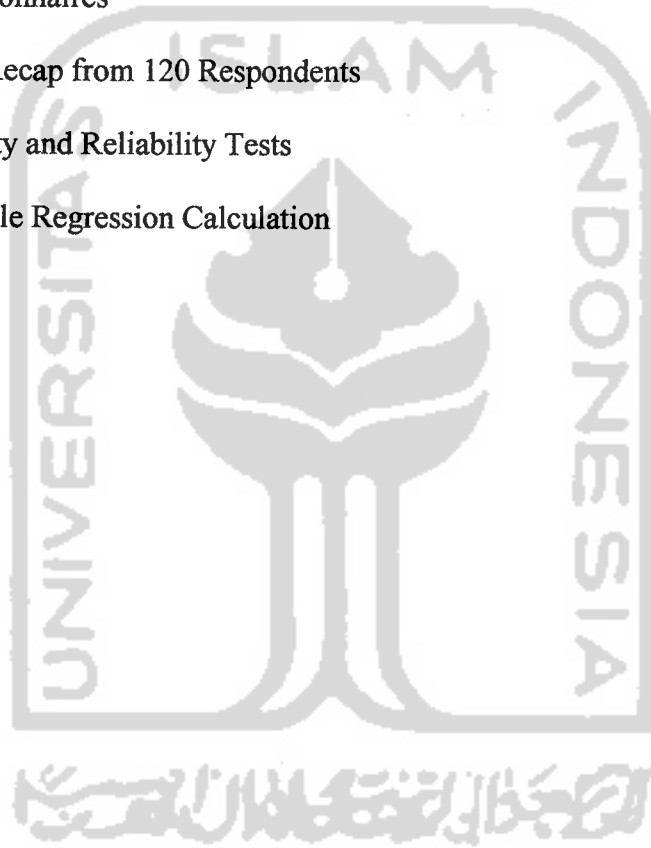
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## ABSTRACT

**Muhammad Iqbal (2007)** "THE EFFECT OF CIGARETTE ADVERTISEMENTS AND PEER GROUP INFLUENCE ON ADOLESCENTS' SMOKING INTENTION." Yogyakarta: Department of Management, International Program, Faculty of Economics, Universitas Islam Indonesia.

There is no clear regulation of cigarette consumption in Indonesia. In recent years, a lot of cigarette companies have grown by expanding their market through creating new product lines and broadening their market. They have some advantages like low labor payment, many tobacco fields and the limited regulation of smoking makes the cigarette industry in Indonesia face little obstacles. While in developed countries, the anti-smoking campaign has already existed for many years. This includes limiting the use of advertising media for cigarette products.

Advertising in recent times appear quite competitive in entertainment media such as on television and in magazines. Many cigarette advertisements create an image that smoking is fun, enjoyable, sociable, and also smokers could be seen as a successful businessman, gentleman, etc. Most advertising is essentially image making. The point of almost all-national advertising is clearly not to give information but rather to establish an image for a product.

Furthermore, some research indicates that advertising is not the only factor affecting smoking behavior. For example, Unger, Johnson, and Rohrbach (1995) noted that "advertising probably plays a role in smoking onset in youth, but it is one of many social, psychological, economic, and cultural factors contributing to the continued high rate of smoking among youth".

This study tries to analyse the influence of cigarette advertisements and peer group by focussing on the image perceived to influence the adolescent's smoking intention. As several studies on similar topics have been conducted in other countries, this research is expected to provide a replicate study on the effects of cigarette's perceived image in relation to the smoking intention of Indonesian adolescents.

The primary data in this study is collected from a survey of 120 respondents in three public high schools in Yogyakarta, Indonesia. All data for cigarette advertisements and peer group influence is evaluated by using multiple linear regressions to analyse its effects on smoking intention.

Based on the research finding and the analysis, it is found that the cigarette's image as perceived in cigarette advertisements and peer group affects the adolescent's smoking intention. In addition, the peer group has a bigger influence than cigarette advertising. This finding suggests that marketers should increase the effectiveness of cigarette advertising since it fails to create a positive image/stereotype of cigarettes. Marketer can stimulate adolescents to smoke by creating events that involve youngsters or relating smoking with youth activities like music, sport, automobile, adventure, movie, etc. On the other hand, the result can help teachers, parents, or anti-smoking activists to prevent adolescents from engaging in smoking behavior by creating good environment, or creating rules or laws that forbid adolescents to smoke.



## ABSTRAK

**Muhammad Iqbal (2007)** "THE EFFECT OF CIGARETTE ADVERTISEMENTS AND PEER GROUP INFLUENCE ON ADOLESCENTS' SMOKING INTENTION." Yogyakarta: Jurusan Manajemen, Program Internasional, Fakultas Ekonomi, Universitas Islam Indonesia.

Belum adanya regulasi yang jelas mengenai konsumsi rokok di Indonesia menyebabkan banyak perusahaan rokok berkembang pesat. Dalam beberapa tahun terakhir, banyak perusahaan yang mengembangkan bisnisnya dengan menciptakan produk rokok baru dan memperluas pasar. Perusahaan-perusahaan tersebut mendapat keuntungan dengan rendahnya ongkos tenaga kerja, banyaknya lading tembakau dan terbatasnya regulasi mengenai konsumsi rokok. Sementara itu di negara maju, kampanye anti rokok telah eksis dalam beberapa tahun terakhir, termasuk didalamnya adalah pembatasan iklan rokok.

Dalam beberapa kesempatan, iklan secara kompetitif muncul dalam media hiburan seperti televisi dan majalah. Banyak iklan rokok yang menciptakan citra bahwa merokok itu menyenangkan, mempunyai nilai sosialisasi, dan juga mencitrakan bahwa seorang perokok adalah seseorang pengusaha yang sukses, gagah, dan lain sebagainya. Kebanyakan iklan bertujuan untuk menciptakan citra tertentu terhadap suatu produk dan justru tidak memberikan informasi terhadap produk yang diiklankan.

Lebih jauh, beberapa penelitian mengindikasikan bahwa iklan bukanlah satu-satunya faktor penyebab kebiasaan merokok. Sebagai contoh, Unger, Johnson, dan Rohrbach (1995) menyimpulkan bahwa "iklan mungkin memegang peranan utama terhadap kebiasaan rokok pada remaja, tetapi itu hanyalah salah satu dari berbagai macam faktor sosial, psikologis, ekonomi dan kebudayaan yang mempunyai kontribusi terhadap tingginya angka remaja merokok."

Penelitian ini berusaha untuk menganalisa pengaruh iklan rokok dan teman sebaya terhadap niat untuk merokok pada remaja, dengan fokus terhadap citra rokok dan citra perokok yang ditangkap oleh remaja. Sesuai dengan beberapa penelitian yang mempunyai persamaan topik yang telah dilakukan diluar negeri, penelitian ini diharapkan mampu memberikan jawaban terhadap efek dari citra yang ditimbulkan oleh iklan rokok dan teman sebaya dalam pengaruhnya terhadap niat untuk merokok pada remaja Indonesia.

Data primer pada penelitian ini didapat dari survey terhadap 120 responden yang berasal dari tiga sekolah menengah atas negeri di Yogyakarta, Indonesia. Semua data tentang pengaruh yang ditimbulkan oleh iklan rokok dan teman sebaya diolah dengan metode regresi berganda untuk menganalisa pengaruhnya terhadap niat untuk merokok.

Berdasarkan hasil penelitian dan analisa data yang dilakukan, baik iklan rokok dan teman sebaya, keduanya mempunyai pengaruh terhadap niat merokok pada remaja. Lebih jauh, dapat diketahui bahwa pengaruh dari kesan perokok yang ditimbulkan oleh teman sebaya mempunyai efek yang lebih besar daripada pengaruh dari kesan rokok yang ditimbulkan oleh iklan rokok.

Penelitian ini menyarankan para manajer pemasaran untuk meningkatkan efektifitas dari iklan rokok karena telah terbukti gagal dalam menciptakan citra positif terhadap produk rokok. Manajer pemasaran dapat merangsang remaja untuk merokok dengan mengadakan kegiatan-kegiatan yang melibatkan remaja secara langsung atau bisa juga dengan cara mengadakan promosi rokok yang berhubungan dengan kegiatan-kegiatan remaja, seperti olah-raga, otomotif, acara music, acara film, petualangan, dan lain sebagainya.

Di lain pihak, hasil dari penelitian ini dapat membantu orang tua, guru, aktifis kesehatan dan aktifis anti rokok untuk membantu remaja agar terhindar dari kebiasaan merokok dengan cara menciptakan lingkungan yang kondusif, atau bisa juga dengan cara membuat suatu peraturan atau perundangan yang isinya melarang remaja untuk merokok.



# CHAPTER I

## INTRODUCTION

### 1.1. Background of the Study

There is no clear regulation of cigarette consumption in Indonesia. In recent years, a lot of cigarette companies are getting bigger by expanding their market through creating new product lines and broadening their markets. Getting some advantages like low labor payment, many tobacco fields, and the low regulation of anti-smoking make the cigarette industry in Indonesia face no obstacles. While in developed countries, the anti-smoking campaign has already existed for several years. They even limit the use of advertising media for cigarette products.

In fact, cigarettes remain among the most heavily advertised products in the United States. The tobacco industry spends over two and a half billion US dollars a year on advertising in the US alone, and spent 16, 7 trillion rupiahs in 2003 in Indonesia. At the same time, the tobacco industry ironically attempts to deny that this advertising has any effect on consumers. They insist that they do not target nonsmokers or young people and that the whole point of all that advertising is simply to get smokers to switch brands (Gius, 2004).

This situation makes cigarette products have a positive belief (stereotype) in people's minds especially young people. Many cigarette advertisements create an image that smoking is fun, enjoyable, sociable, and also a smoker can be seen to be a successful businessman, gentleman, etc. Most advertising is essentially

image making. The point of almost all-national advertising is clearly not to give information but rather to establish an image for a product. Advertising does this by linking a product with a quality or attribute. For example, these perfume will makes you confident, this isotonic drink will keep you healthy, the bank will give you more than your saving, etc. Somehow, we think the links are generally false and arbitrary, but we are so surrounded by them that we come to accept them without any further thought, to believe that they are unquestionably logical and natural.

According to a media analyst in a health journal, Jane Kilbourne, young people have always been an important target of the tobacco industry because marketers know that at least 75 percent of smokers are hooked before the age of 21. ([www.health20-20.org/kilbourne.htm](http://www.health20-20.org/kilbourne.htm), last accessed on January 10<sup>th</sup>, 2007)

Previous research indicates that children learn about consumption stereotypes from four major socialization agents: peer, media, family, and schools (John, 1999). Further, children's ability to understand consumption stereotypes is almost fully developed by the sixth grade, when they are able to think abstractly and reflectively (John, 1999).

Once consumption stereotypes are formed, they tend to remain relatively stable, however, during adolescence stereotypical beliefs about cigarette smoking, alcohol use, and illicit drug use change quite markedly from negative to neutral or even positive (Keefe, 1994). Such changes can cause young people to engage in risky consumption behaviors that endanger their health.

Many have found that there were strong causal linkage between cigarette advertising and youth smoking behavior (Pollay, Siddarth, Siegel, Anne, Robert K., Gary A., and Eriksen, 1996; Biener and Siegel, 2000). The results of such studies have become the backbone for formulating anti-smoking policies (Chaloupka and Warner, 2000).

Furthermore, some research indicated that advertising is not the only factor affecting the smoking behavior. For example, Unger, Johnson, and Rohrbach (1995) noted that "advertising probably plays a role in the onset of smoking in youth, but it is one of many social, psychological, economic, and cultural factors contributing to the continued high rate of smoking among youth".

Smet, Maes, De Clercq, Haryanti, and Winarno (1998) conducted a study amongst 11-year-old boys; they found only their best friends' smoking had a significant effect on their own smoking behavior. Young people whose best friend smoked were almost four times more likely to smoke themselves than those whose best friend did not smoke. Smet et.al also noted that it was obvious that peers were the most dominant mediators in the onset and maintenance of smoking behavior. They concluded that peer group influence seemed almost universal, for 11 year olds, best friends' smoking behavior was the only significant factor (Smet et.al, 1998).

Botvin, J., Goldberg, Botvin, M., and Dusenbury (1993) after surveying students in year seven and eight noted that, "exposure to cigarette advertising and having friends who smoke were predictive of current smoking status". Smith and Stutts (2003) also investigated factors that influence adolescents to smoke

including prior beliefs, peer pressure, family smoking, advertising and anti-smoking information. Smith et.al found that family smoking behavior, peer pressure and prior beliefs were more important in predicting smoking level than were advertising and anti-smoking information.

As mentioned above, cigarettes are one of the most frequently advertised and promoted products in the world, despite the fact that such advertising and promotion continues to be controversial. Many countries restrict cigarette advertising and promotion, but levels of restriction are varied. While some countries have few restrictions, others have banned both advertising and promotion completely. Countries like Norway, France, Finland, New Zealand and Hong Kong have comprehensively banned cigarette advertising in any kind of media. As a result of cigarette advertising bans, in these countries, cigarette consumption has decreased from 14 until 37 percent (Gloria Cyber Minister, 2000).

Governments have taken such steps to regulate cigarette advertisements in an effort to lessen the influence of cigarette advertising on the society, especially on young people smoking behavior. The debate continues today because of the fear of the effects of cigarette advertising despite the fact that various rules and regulations have already been applied.

Since advertising is an important part of marketing activities, of which the main objective is to communicate the products to the public, advertising of the cigarette industry is in question as to whether the exposure of its advertisements is really influencing youth to start smoking. While some people who are concerned

about the healthy life judge cigarette advertisement as the main factor affecting influence smoking, the tobacco industry claims that advertisements' only purposed is to affect brand selection.

## 1.2. Problem Identification

Cigarette advertising has long been judged to be the main factor that influences smoking behavior, especially for young people. In Indonesia, there have been regulations to control the advertising of tobacco products. For example, since 1991 printed warnings have been required on cigarette packets and all cigarette advertisements in any kind of media. This warning explains the danger of smoking for people's health, that it may cause pregnancy complications, cancer and sterility.

The Indonesian Government has also banned cigarette advertising that displays an endorser who is smoking or using a sound effect of people who are smoking on both television and radio media. Another example is the government regulation (Peraturan Pemerintah) No. 38/2000 that makes several laws regarding advertising. Chapter 17 point 2, rules that the showing of cigarette advertisements on TV can only be shown between 9.30pm and 5.00am. Furthermore, in both advertisements for printed and for electronic media, the appearance of a cigarette is prohibited to be displayed explicitly. The government has also banned cigarette advertising that conveys a message triggering people to smoke and displaying the cigarette on the advertisement.

Everyone knows the negative impacts of smoking, but many still do it. This is the phenomenon that happens in Indonesia, where the number of smokers

is increasing year by year, and most of them are young people (Republika Newspaper, October 30, 1998).

The data report by W.H.O. on the internet in June 2004 shows that between the years 1990 to 2001, cigarette consumption rates in Indonesia have become one of the highest rates in the world. Indonesia is placed in the fourth highest position after Pakistan, Turkey, and Bulgaria. Between 1990 and 2001, in Pakistan the cigarette consumption increased by up to 65%, Turkey by 58%, Bulgaria by 56% and Indonesia by 54% (www.gatra.com, (June 14, 2004), cited on January 12, 2006).

Why was this happened? The government already rules and limits the use of cigarette advertising, but the number of smokers is still high, increasing year by year. This phenomenon occurs perhaps because there are still no laws or rules that regulate cigarette consumption in Indonesia. There is no minimum age requirement for smoking; even adolescents are not prohibited to smoke.

One province in Indonesia, Jakarta, has already made a local government regulation (Peraturan Daerah) no.2/2005 that regulates the restriction of smoking in places of prayer, schools, health service centers, public transportation, children activity areas, public areas (shopping centre, city park, etc.), and working areas (office building, factories, etc.). The public areas and working areas are obligated to provide a specific smoking room area. Individuals who do not obey the rules face fines of up to fifty million rupiahs or 6 months jail.

This situation is different in the Yogyakarta Province. There are no regulations like in Jakarta. Yogyakarta as a city has the highest per capita



expenditure on tobacco product in Indonesia. As cited from the data of Yogyakarta's statistical bureau , monthly average per capita expenditure on tobacco products in Yogyakarta Province 2002 had reached 8.47 percent.

Yogyakarta is famous as “the city of students”. Because there are many schools, adolescents in Yogyakarta start smoking when they are in the junior-high school. One of the studies conducted by The Center of Health Behavior and Promotion, Medical Faculty Gajah Mada University, and “Research for International Tobacco Control” on students of junior-high school in Yogyakarta shows that the main reason why they are smoking is part of looking for their sense of self-personal identity (Daily Kedaulatan Rakyat, February 22<sup>nd</sup>, 2007).

As we know since from the primary school, students are already given an explanation from teachers and parents about the harmful of smoking behavior. It is already proven also in the society that smoking may cause disease. So far, this can be an effective way to prevent adolescents from smoking. But unfortunately this stereotypic belief, that smoking is harmful, could changes while the adolescent is growing up.

As already explain before, exposure to cigarette advertisements and peer group influence have been claimed to be the factors influencing adolescent smoking behavior. By considering the statement above, the writer would like to conduct a research entitled “*The Effect of Cigarette Advertisement and Peer Group Influence on Adolescents' Smoking Intention*”.

### 1.3. Problem Formulation

The aims of this research are to investigate what might cause changes in consumption behavior in adolescents such that harmful products are used? Specifically, what might weaken adolescent's negative stereotypes about cigarette smokers and make them want to use cigarettes as a means of positive self-expression?

To understand why smoker stereotypes might change, there are two possible factors that may impact adolescent's belief and smoking intention. There are cigarette advertising and peers who smoke. Therefore, the problem formulations in this research are:

- 1.3.1. How does the cigarette advertisement affect adolescent smoking intention?
- 1.3.2. How does the peer group influence affect adolescent smoking intention?
- 1.3.3. Which factor between peer group influence and cigarette advertisement most influence adolescent's smoking intention?

### 1.4. Problem Limitation

In order to reduce difficulties in finding appropriate data, the limitation of research are stated as follows:

- 1.4.1. The research is going to be conducted in several public high schools in Yogyakarta.

1.4.2. The respondents are the students of several public high schools in Yogyakarta.

### **1.5. Research Objectives**

The objectives of this research that will be obtained are:

1.5.1. To verify whether cigarette advertisements affect adolescent smoking intention or not.

1.5.2. To verify whether peer group influence affect adolescent smoking intention or not.

1.5.3. To find out which factor between peer group influence and cigarette advertisement most influence adolescent's smoking intention.

### **1.6. Research Contribution**

1.6.1. For Cigarette Industry

This research will provide guidelines to marketing managers to maximize the effectiveness of their advertising by targeting the appropriate market in an appropriate way.

1.6.2. For researcher

This research will allow the researcher to better understand the relationship between the theoretical framework and the business social reality.

### 1.6.3. For Society

The results will give guidance to parents and teachers in order to help their children avoid the smoking habit.

### 1.6.4. For Others

The findings in this research can be used as a reference for similar future research in the field of advertising.

## 1.7. Definition of Terms

### 1.7.1. Adolescent

People in the age range of 15-19 years old (Choe, Kiting, Lin, Podhisita, Raymundo and Thapa, 2001).

### 1.7.2. Advertising

The use of media to create positive product imagery or positive product associations or to connect the product with desirable personal traits, activities, or outcomes (Saffer & Chaloupka, 2000).

### 1.7.3. Peer

A person who is of equal standing with another in a group (The American Heritage Dictionary, 2000).

### 1.7.4. Stereotype/Perception

Abstract knowledge structures linking a social group to a set of traits or behavioral characteristics that guide the processing of information about the group (Hamilton and Sherman 1994, p.3; Weber and Crocker 1983)

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

#### **2.1 Theoretical Review**

The cigarette advertisement restriction in developed countries makes the competition in the cigarette industry nowadays increasingly tighter. It makes several cigarette companies more focused on creating new markets. By expanding their markets, companies can retain more sales by targeting new consumers. Most of the prospective new-consumers are young people or adolescents, since in that stage, they are looking for their self identity.

Many companies make an interesting cigarette advertisement to create a good image or stereotype of cigarettes. Even some advertisements have no clear or explicit information about cigarette products. But they rather create an advertisement that reflects an adolescent's lifestyle.

Some previous findings reported that advertising is the dominant factor that influences adolescent's smoking behavior. And some others also find that there are other factors that influencing adolescent smoking, one of those factors is peer group. These two factors are actually influencing the image or stereotype of cigarettes. They make adolescents perceive a positive stereotype in relation to cigarette.

Therefore, in this chapter, the writer reviews the related literature about the effect of these two factors, which are cigarette advertisements and peer group in

influencing the cigarette positive stereotype so that it makes adolescents have an intention to smoke.

### **2.1.1 Advertising**

Based on Well, Burnett & Moriarty (1998), advertising is paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience.

Advertising can also be explained in terms of the role it plays in business and in society. Four different roles have been identified for advertising:

#### **2.1.1.1 The Marketing Role**

Marketing is the strategic process a business uses to satisfy consumer needs and wants through goods and services. The particular consumers at whom the company directs its marketing effort constitute the target market.

#### **2.1.1.2 The Communication Role**

Advertising is a form of mass communication. It transmits different types of market information to match buyers and sellers in the marketplace. Advertising both informs and transforms the product by creating an image that goes beyond straightforward facts.

#### **2.1.1.3 The Economic Role**

Advertising is a source of information that increases consumer's price sensitivity and stimulates competition.

#### 2.1.1.4 The Societal Role

Advertising also has a number of social roles. It informs us about new and improved products and teaches us how to use these innovations. It helps society to compare products and features and make informed consumer decisions.

The question is: Can advertising manipulate people? Some critics argue that advertising has the power to dictate how people behave. They believe that, even if an individual advertisement can not control our behavior, the cumulative effect of massive advertisement can be overwhelming.

Although certain groups of people, such as young children, the less-educated, and the elderly, might be more susceptible to certain kinds of advertising, it is hard to conclude that an advertisement whether it is single or a series causes people to make a particular buying decision. There are so many other factors that contribute to the choice that people make.

The ability of advertisements to create product perception is one of the factors that can influence people in making purchase and consumption decision.

#### 2.1.2 Perception

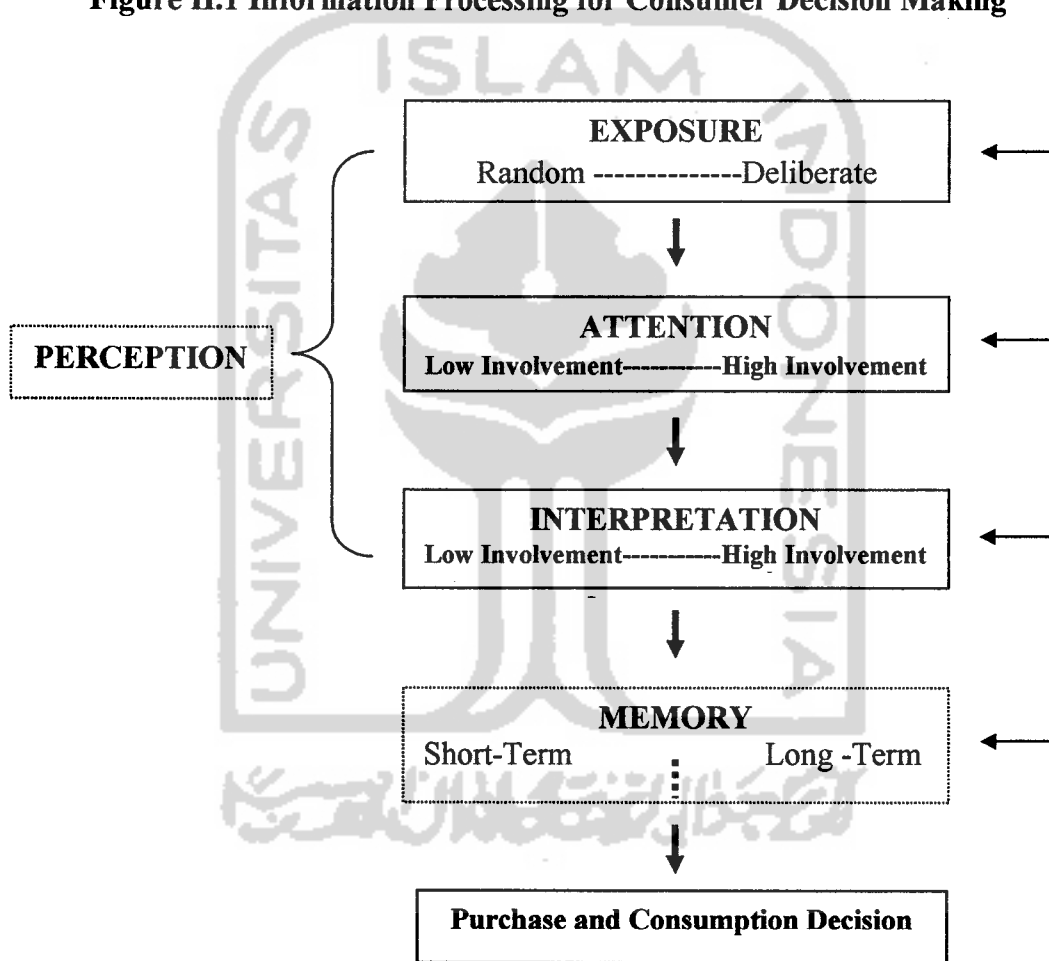
Perception is a process that begins with consumer exposure and attention to marketing stimuli and ends with consumer interpretation (Hawkins, Mothersbaugh, and Best, 2007)

Exposure and attention are highly selective, meaning that consumers process only a small fraction of the available

information while interpretation can be a highly subjective process. Thus reality and consumer perceptions of that reality are often quite different.

The following figure will give a clear view of how the information process works:

**Figure II.1 Information Processing for Consumer Decision Making**



Source: Hawkins, Del I., Mothersbaugh, David L., and Best, Roger J. "Consumer Behavior: Building Marketing Strategy", 10<sup>th</sup> edition, McGraw-Hill, 2007 Page. 282



Information processing is a series of activities by which stimuli are perceived, transformed into information, and stored. As we can see in Figure II.1, a useful information-processing model has four major stages, which are Exposure, Attention, Interpretation, and Memory. The first three of these are related to consumer perception.

Exposure occurs when a stimulus is placed within a person's relevant environment and comes within range of their sensory receptor nerves. It provides consumers with the opportunity to pay attention to available information but in no way guarantees it.

Attention occurs when the stimulus activates one or more sensory receptor nerves, and the resulting sensations go to the brain for processing. It requires consumers to allocate limited mental resources toward the processing of incoming stimuli such as reading a printed advertisement in a newspaper, banner in the road, etc.

Interpretation is the assignment of meaning to sensations. It relates to how we comprehend and make sense of incoming information. It is a function of the pattern, formed by the characteristic of the stimulus, the individual, and the situation. In a simple way, it is largely a function of individual traits, learning,

and expectations that are triggered by the stimulus and moderated by the situation.

In terms of building product perception/stereotype, an advertisement has two critical tasks, which are to capture attention and convey meaning. But other studies reported that peer group can also influence stereotype (Pechmann and Knight 2002).

Stereotypes are abstract knowledge structures linking a social group to a set of traits or behavioral characteristic that guide the processing of information about the group (Weber and Crocker 1983)

Consumption stereotypes are beliefs about the traits of people based on their use of products or brands that result in inferential self and other judgments (Belk, Bahn, and Mayer 1982). Stereotypes are most likely to be formed when products are both noticeable and distinctive such as clothing, cars, furniture, and cigarette. Further, Belk et al. 1982, also reports that children learn about consumption stereotype from four major socialization agents, they are peers, media, family, and schools. Once consumption stereotype are formed, they tend to remain relatively stable.

But somehow, there is an exception in some cases. During adolescence, stereotypic beliefs about cigarette smoking, alcohol use, and illicit drug use change markedly from negative to neutral or even positive (Keefe 1994). One of the factors that influence change in the cigarette stereotype is the influence of peer group.

### 2.1.3 Peer Group

When discussing peer group, we have to distinguish between group and reference group. Based on Hawkins, et al 2007, a group is defined as two or more individuals who share a set of norms, values, or beliefs and have certain implicitly or explicitly defined relationships to one another such that their behaviors are interdependent.

A reference group is a group whose presumed perspectives or values are being used by an individual as the basis for his or her current behavior. Thus, a reference group is simply a group that an individual uses as a guide for behavior in a specific situation.

Groups may be classified based on four criteria (Hawkins et al 2007), which are:

#### 2.1.3.1 Membership

It is dichotomous, either someone is a member of the group or not. Of course, some members are more secure in their membership than others.

#### 2.1.3.2 Strength of social tie

It refers to the closeness and intimacy of the group linkage. It can be divided into primary groups and secondary groups.

#### 2.1.3.3 Type of contact

It refers to whether the interaction is direct or indirect. Direct contact involves face-to-face interaction, while indirect not.

#### 2.1.3.4 Attraction

It refers to the desirability that membership in a given group has for the individual. It can be divided in to negative desirability (dissociative reference groups) and positive desirability (aspiration reference groups)

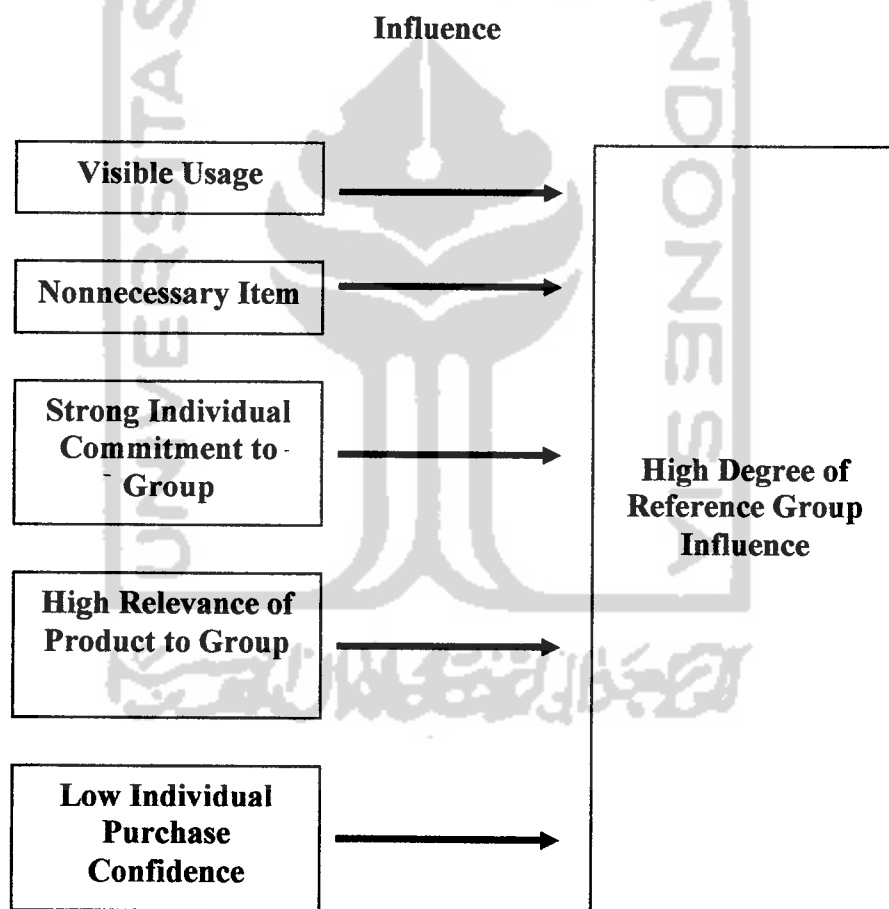
Based on the classification above, peer group can be classified into primary group since it involves strong ties and frequent interaction. Recent research has identified various groups of teens, including influencers and conformers (Teenage Research Unlimited press release 2004)

Influencers are seen by themselves and others as cool and at the center of the action. They are an inspirational group for many teens, particularly the conformers, who have a high need for acceptance and adapt their behaviors and purchases to fit in with the influencers.

Reference groups may have no influence in a given situation, or on usage of the product category, the type of product used, or the brand used. Brand influence is most likely to be a category influence rather than a specific brand, that is a group is likely to approve or disapprove.

There are two characteristic combination consumption situations, that is necessity/nonnecessity and visible/private as well as three additional determinants also affect the degree of reference group influence. Thus, there are five major determinants of the degree to which a reference group is likely to influence product and brand usage.

**Figure II.2 Consumption Situation Determinants of Reference Group**



Source: Hawkins, Del I., Mothersbaugh, David L., and Best, Roger J. "Consumer Behavior: Building Marketing Strategy", 10<sup>th</sup> edition, McGraw-Hill, 2007 Page.

Group influence is strongest when the use of a product or brand is visible to the group. For a product like cigarette, the product category (cigarette), product type (light cigarette), and brand (A-Mild) are all visible.

The less of a necessity an item is the higher the reference group influence. Thus, peer group will have a strong influence on the ownership of cigarette products.

In general, the more commitment an individual feels to a group, the more the individual will conform to the group norms. As we know that one of the characteristics of adolescents is that he/she begins to seek out support from and affiliation with a social group. They will gravitate toward the type of group that satisfies their needs for acceptance, self-esteem, and personal power. Typically their choice will be based on matching their own emerging sense of their self, their abilities, and interests, with those of the individuals they chooses to affiliate with (Acuff and Reiher 1997). Thus, adolescents must have a big commitment to their peer group.

The more relevant a particular activity is to the group's functioning, the stronger the pressure to conform to the group norms concerning that activity. Thus, smoking may be important to a peer group since they frequently hang around together, and smoking is usually used as a way of "breaking the ice".

The last factor that affects the degree of reference group influence is the individual's confidence in the purchase situation. When individuals have limited information about the product, they tend to have less confidence to purchase it. Then, the group influence is strong in this situation. When adolescent want to buy

a specific cigarette brand, they usually refer to their peer group, especially the group members who have already experienced several brands.

Powell, Tauras and Ross in 2003 reports the new evidence on the determinants of youth smoking behavior by jointly examining the importance of cigarette prices, tobacco control policies, and peer influences. The study noted that the key finding in their paper is that peer effects play a significant role in youth smoking decisions. They showed that cigarette prices and tobacco control policies significantly affected youth smoking behavior both directly and indirectly via the peer effect.

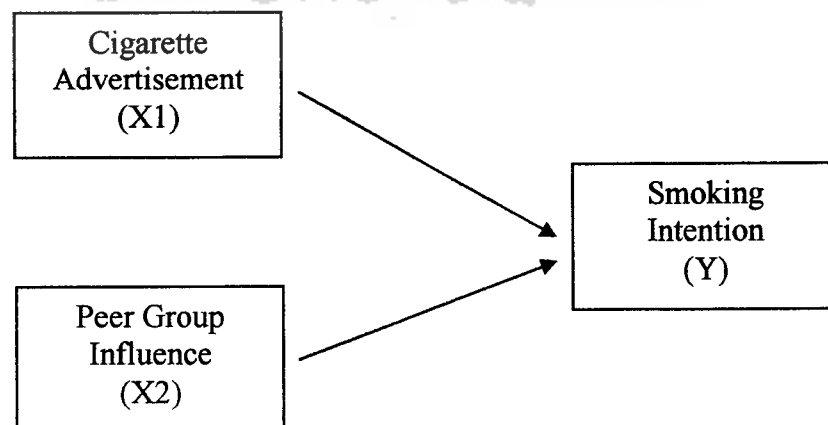
The study by Pearson and Lynn (2000) after analyzing 150 students by using social network analysis also found that risk-taking behavior occurred across all social positions. At both time points of the study the behavior of students on the periphery of peer groups rejected both the gender and the behavior of the groups themselves. At the second time point of the study there were far more students on the periphery of risk-taking groups than on the periphery of non-risk-taking groups. The relationship appears to verify that risk-taking and non-risk-taking behavior is learned predominantly in the context of peer clusters, and that risk-taking peer clusters act as a greater focus of influence and selection of peripheral students at a key stage in their development than do non-risk-taking peer clusters. Their findings are relevant in the debate about peer pressure in relation to smoking and drug use. An important finding from their study was that students who smoked tended to be the same students who adopted risk-taking behaviors.

## 2.2 Theoretical Framework

This research tries to investigate the relationship between cigarette advertisements and peer group influence on adolescent's smoking intention. The basic assumption underlying this research is based on the fact that, adolescents tend to smoke because they perceive a good image of cigarettes from the advertisement and because their peer group is also smoking.

From the understanding of some related theories and the findings from previous researchers, the writer tries to visualize the conceptual model for the effect of a cigarette advertisement (X1) and peer group influence (X2), on the smoking intention (Y). The following figure is the conceptual framework that describes the effect between these two independent variables toward Adolescent's belief and smoking intention.

**Figure II.3 Conceptual Framework of The Effect of Cigarette Advertisement and Peer Group toward Smoke Intention**





### 2.3 Hypotheses Formulation

In its simplest form, a hypothesis is a guess. A hypothesis is an unproven proposition or supposition that tentatively explains certain facts or phenomena as a probable answer to a research question (Zikmund 2003 p. 107).

Based on the explanatory remark above, it can be concluded that when adolescents pay attention to cigarette advertisements, they will perceive a positive image of cigarettes. Then they will have the intention to smoke. The same thing when they see their friends smoking, it will create a positive stereotype of the smoker, and they will have an intention to smoke. Hence, the hypothesis performed in this research is as follows:

- 2.3.1 Adolescents who see cigarette advertisements that create a positive image should manifest a more positive intention to smoke.
- 2.3.2 Adolescents who perceived a positive image of their peer that is smoking should manifest a more positive intention to smoke.

## **CHAPTER III**

### **RESEARCH METHOD**

#### **3.1. Research Methodology**

This research study can be classified as a causal study. It is conducted to identify cause-and-effect relationships among variables (Zikmund 2003). The method used in this research is survey method by using questionnaires to subjects of the research.

#### **3.2. Research Subject and Sample**

Zikmund (2003) defined population as any complete group of entities sharing some common set of characteristics. The population for this study is adolescents, which are people within the age range of 15 to 19 year olds. The people within this age range are considered to be junior-high school or high school students. Yogyakarta, where this study was conducted, has a total population of 3.1 million people (BPS 2005). Therefore, the target population of this study is several high school students in Yogyakarta.

Sampling is one of the ways to collect information from the larger group or population. Purposive proportional random sampling is applied in this study. Purposive sampling is a nonprobability sampling design in which the required information is gathered from special or specific targets or groups of people on some rational basis. Here, the sampling is confined to high school student who can provide the desired information, either because they are the only ones who possess it, or conform to some criteria set by the researcher (Sekaran 2000). The

reason to use the purposive sampling is because this technique is relevant to this research and also makes the sample choosing easiest since it will be focused on certain student.

In this research, to design the amount of sample that will be used, the researcher referred to Roscoe (Sekaran 2000). Roscoe proposes the following rules of thumb for determining sample size:

- 3.2.1 Sample sizes larger than 30 and less than 500 are appropriate for most research.
- 3.2.2 Where sample are to be broken into sub samples (males/females, juniors/seniors, etc.), a minimum sample size of 300 for each category is necessary.
- 3.2.3 In multivariate research (including multiple regression analysis), the sample size should be several times (preferably 10 times or more) as large as the number of variable in the study.
- 3.2.4 For simple experimental research with tight experimental controls (matched pairs, etc.), successful research is possible with samples as small as 10 to 20 in size.

The sample of this research is 120 students from three public high schools in Yogyakarta, which are SMA Negeri 4, SMA Negeri 6, and SMA Negeri 8 Yogyakarta. Public high schools are used with an assumption that students in public high schools are relatively heterogeneous (concerning age, sex, religion and education).

The researcher collects the data from actual students in a realistic setting. Those who do not smoke and agree to participate in the study are asked to complete and return the questionnaire directly to the data collectors.

### **3.3. Research Setting**

The research is conducted in several public high schools in Yogyakarta. The questionnaires that will be distributed to students are translated into *Bahasa Indonesia* so it is easier for students to understanding the questions in the questionnaire.

### **3.4. Research Instrument**

The type of data that will be used in this study is primary data. Primary data is the data gathered for research from the actual site of occurrence of events (Sekaran, 2000). Primary data will be collected directly from the respondents. Therefore, this study will use a structured questionnaire to collect the information from the respondent.

The questionnaire consists of a total of a 28 questions and is already translated into Bahasa Indonesia. The questionnaire consists of four parts including questions about the influence of cigarette advertisements, the influence of peer group (both of them use 12 questions each), smoking intention (two questions) and demographic characteristics (three questions). The questionnaires contain brief and clear instructions to assist the students to fill them out.

#### **3.4.1 Validity**

Basically, the function of the validity test is to measure and analyze whether each element of the questionnaire really explains the indicator researched or not.

Validity is the measurement that refers to the level of validity of a measurement tool. In other words, a high reliability measurement tool is identical with a high level of validity. A measurement tool is claimed to be valid, if it is able to measure what it wants to. The high and low level of validity of a measurement tool respectively shows how far the collected data does not stray from the path of description in the direction of the tested variables. If  $r_{\text{test}} > r_{\text{table}}$  means the measurement tool is valid and vice versa.

The formula as follows:

$$r_{xy} = \frac{N \sum xy - (\sum x)(\sum y)}{\sqrt{[N \sum x^2 - (\sum x)^2][N \sum y^2 - (\sum y)^2]}}$$

Where  $r$  : correlation coefficient between x variable and y variable  
 $N$  : total sample  
 $X$  : value of X variable;  $Y$  : value of Y variable.

### 3.4.2 Reliability

A reliability test is designed to find out the consistency of measurement tool and it could give the result which is relatively consistent if there is a re-measurement in the same subject.

Reliability refers to the reliable and appropriate measurement tool to be used to collect the data. A reliable and appropriate measurement tool tends to direct respondents to answer the questions on the way of path expected. A reliable measurement tool will provide a reliable result also, and if the data is really

relevant to the reality condition, the result of any measurements conducted in the next period will always be the same.

Reliability test is done with SPSS software by putting all questions in the program to be analyzed. It uses the alpha coefficient from Cronbach to find the value of the alpha Cronbach for each type of questionnaires to show its reliability. If the result of alpha Cronbach ( $\alpha$ )  $\geq 0.6$ , thus the measurement tool (questionnaire) of the research is declared reliable to be used. The *Alpha Cronbach* formula as follows:

$$r_{11} = \left( \frac{k}{k-1} \right) \left( 1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right)$$

Where  $r_{11}$  : instrument reliability  
 $k$  : total item of questionnaire  
 $\sigma_t^2$  : total variance  
 $\sum \sigma_b^2$  : the sum of total variance

### 3.5. Research Variables

This study uses variables which are cigarette advertisement, peer group influence, and smoking intention. Cigarette advertisements and peer group influence are independent variables, while smoking intention is the dependent variable.

#### 3.5.1 Independent Variable

The first variable, cigarette advertisement, will be assessed by asking the following 12 questions:

1. "The tag-line used in cigarette advertisement is easy to memorize"
2. "The endorser used in cigarette advertisement is interesting"
3. "The message used in cigarette advertisements makes me curious"
4. "Cigarette advertisement has an interesting theme"
5. "The intensity of cigarette advertisements makes me familiar with cigarette product"
6. "The scenario used in the cigarette advertisement is entertaining"
7. "Advertisements make cigarettes have a good image"
8. "The image and color used in the cigarette advertisement is interesting"
9. "The type and size of font used in cigarette advertisements is easy to remember"
10. "Cigarette advertisements encourage people to smoke"
11. "Cigarette advertisements makes people interested in smoking"
12. "I like watching cigarette advertisements"

This variable, the effect of cigarette advertisements, was measured by asking the students to respond to six Likert-type attitude statements. Responses were made on a 6-point scale ranging from "strongly disagree" to "strongly agree".

The second variable, peer group influence, will be assessed by the following 12 questions:

1. "One who smokes look more strong in front his/her friends"
2. "Smoking makes someone more respected by his/her friends"
3. "One who smokes looks more authoritative in front of his/her friend"
4. "Smoking makes someone more accepted in social intercourse"
5. "Smoking makes one look mature in front of his/her friend"
6. "One who smokes gets more attention in front of his/her friend"
7. "One who smokes looks more confident in front of his/her friend"
8. "Smoking makes one look stylish in front of his/her friend"
9. "Smoking makes one look charming in front his/her friend"
10. "One who smokes looks more like a soldier in front his/her friend"
11. "Smoking is a must in modern life style"
12. "Smoking makes someone more appreciated by his/her friend"

This variable, the influence of peer group, was measured by asking the students to respond to six Likert-type attitude statements. Responses were made on a 6-point scale ranging from "strongly disagree" to "strongly agree".



### 3.5.2 Dependent variable

A dependent variable is the variable of primary interest to the researcher (Sekaran 2000). The dependent variable in this study is smoking intention. Measurement of smoking intention in this research is based on behavioral aspect, which is the perception/stereotype of cigarette that is perceived by students after they are exposed by cigarette advertisements and their peer group.

The dependent variable, smoking intention will be assessed by the following 2 questions:

1. "If I pay attention to cigarette advertisements, I have an intention to smoke"
2. "If I pay attention to peers who are smoking, I have intention to smoke"

This variable, smoking intention was measured by asking the students to respond to six Likert-type attitude statements. Responses were made on a 6-point scale ranging from "strongly disagree" to "strongly agree".

The last section is questions about the respondent's demographics that are asked using a single question, such as gender (male or female), age (under 15 years old, 15 years old, 16 years old, 17 years old, 18 years old, and 19 years old and above), and their grade of education (tenth grade, eleventh grade, and twelfth grade).

### 3.6. Research Procedures

Before conducting research, the researcher should fulfill some requirements from the governor in order to conduct the research in public high schools. It takes a total of three weeks to accomplish it. Firstly by proposing research proposal in Badan Perencanaan Daerah, Propinsi Daerah Istimewa Yogyakarta, then continuing by applying for a permission letter from Dinas Perizinan Kota Yogyakarta. After that, the researcher should deliver information about the research in Dinas Pendidikan Propinsi Daerah Istimewa and also in Dinas Pendidikan Kota Yogyakarta. Finally, a research permission letter is issued by Dinas Perizinan Kota Yogyakarta and given to the public high schools which are the object of this research. They are SMA Negeri 4 Yogyakarta, SMA Negeri 6 Yogyakarta, and SMA Negeri 8 Yogyakarta.

Self-administered, anonymous, and structured questionnaires were distributed to student respondents during a counseling class, a class break or when they are going home. A letter explaining the purpose of the study and assuring the anonymity was attached to the questionnaire. Once the data was collected, then the confidentiality and anonymity was maintained. No individual or organizational identity in the data was analyzed. The writer directly accompanied the respondents to ensure they answered the questions in sequential order. The students were instructed that no discussion was allowed when answering the questionnaire.

### 3.7. Technique of Data Analysis

The quantitative data analysis method that was used to test the two hypotheses in this research is Multiple Regression Analysis. To know the value of the independent variable influencing the dependent variable, it uses Multiple Regression Analysis processed by SPSS program. The formula used is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

Y (dependent variable)	: Y is smoking intention
a	: intercept
b <sub>1</sub>	: Coefficient of Cigarette Advertisement
b <sub>2</sub>	: Coefficient of Peer Group Influence
X (independent variable)	: X <sub>1</sub> is cigarette advertisement
	: X <sub>2</sub> is peer group influence
e	: Error terms

The testing of effect significance from each dependent variable is using T-Test and F-Test. And if the p-value from statistic  $Pvalue < \alpha$ , then the effect of the independent variable that is to be tested is obviously asserted as significant.

#### 3.7.1 T – Test

T test is to check whether each independent variable has significant influence on the dependent variable. The error that will be used is 5 %, therefore the trust level is 95%.

### 3.7.2 F – Test

F test is to check whether all independent variables altogether have influence on the dependent variable. The error alpha that is used is 5%, therefore the trust level is 95%.



## CHAPTER IV

### DATA ANALYSIS, RESEARCH FINDINGS, AND DISCUSSIONS

#### 4.1. Research Description

This chapter contains the analysis of the research hypotheses and provides the data obtained through the research. Data was obtained by spreading questionnaires to the respondents. This research is conducted in the three public high schools in Yogyakarta. The public high schools that the researcher used as the object of this study are SMA Negeri 4, SMA Negeri 6, and SMA Negeri 8. This research tries to answer the questions as mentioned in the previous chapter. Firstly, it tries to investigate whether cigarette advertisements affect adolescent smoking intention or not. Secondly, it tries to verify whether peer group influence affect adolescent smoking intention or not. And the last one, it tries to find out the dominant factor among cigarette advertisements and peer group that influence adolescent's smoking intention.

The questionnaire used contained questions regarding two variables that are identified as the research independent variables (X). These two variables were cigarette advertisements and peer group influence. The questionnaire also included questions about the respondent's intention to smoke (Y) and demographic questions. The research examined the direct effect of both independent variables on the dependent variable, which is smoking intention.

The cigarette advertisement variable consisted of twelve (12) questions and peer group also consisted of twelve (12) questions. The dependent variable, which is smoking intention, consisted of two (2) questions. Questions about demography

consisted of three questions identifying sex, age and the grade of study for each respondent.

#### 4.2. Validity and Reliability

The questionnaire was tested for its validity and its reliability on 30 students in the acceleration class of SMU 8 Yogyakarta in April 2007. From analyzing the validity and reliability of the cigarette advertisement variable, two items of the questionnaire are invalid. After retesting the questionnaire without using those two items, the results found all items on the questionnaire to be valid and reliable as a tool of measure.

##### 4.2.1. Validity and Reliability Test of Cigarette Advertisement

All questions listed were put in the SPSS version 12 of Windows XP to find the value of alpha-cronbach. Moreover, the value of alpha-cronbach for each type of question shows whether the reliability of the question's use as a measurement tool in this research is reliable or feasible. The value of the validity coefficient of each question for the items in Cigarette Advertisement variable is shown in the following table IV.1.

**Table IV.1**  
The Validity and Reliability Test of Cigarette Advertisement  
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
question1	40,43	60,047	,262	,748
question2	41,17	58,144	,297	,746
question3	42,07	54,064	,404	,734
question4	40,97	57,137	,457	,730
question5	40,90	55,541	,398	,734
question6	40,70	55,803	,488	,725
question7	41,80	51,476	,523	,717
question8	40,97	52,585	,587	,711
question9	41,60	55,972	,331	,743
question10	41,67	57,885	,280	,748
question11	41,10	62,093	,116	,762
question12	42,37	52,585	,497	,721

### Reliability Statistics

Cronbach's Alpha	N of Items
,752	12

Source: The Survey Finding

Based on the Table IV.1 above, there were four questions that had a validity coefficient (see column Corrected Item-Total Correlation) less than 0.3. Therefore questions number 1, number 2, number 10, and number 11 are invalid. The writer retested the questionnaire reliability with only eight items, and the value of the validity coefficient of each question and the alpha-cronbach reliability coefficient for the questions regarding the Cigarette Advertisements variable are shown in the following table IV.2.

**Table IV.2**  
**The Validity and Reliability Test of Cigarette Advertisement after Eliminating Four Questions**

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
question3	26,17	34,420	,390	,746
question4	25,07	36,685	,469	,733
question5	25,00	36,207	,346	,751
question6	24,80	36,510	,426	,738
question7	25,90	32,300	,515	,720
question8	25,07	32,754	,617	,703
question9	25,70	34,355	,417	,740
question12	26,47	33,016	,500	,723

### Reliability Statistics

Cronbach's Alpha	N of Items
,758	8

Source: The Survey Finding

Based on the data in table IV.2, it was clear that all items had a validity coefficient (see column Corrected Item-Total Correlation) greater than 0.3. Therefore, statistically all questions for the variable of Cigarette Advertisement are seen as valid. The questionnaire reliability coefficient was measured by Alpha-Cronbach method is  $\alpha_{CB}=0.758$ . The data is considered reliable when the alpha shows a value of 0.6 or greater; hence, the questions in relation to the Cigarette Advertisement variable are seen as a reliable measurement tool.

#### 4.2.2. Validity and Reliability Test of Peer Group

All questions listed were put in the SPSS version 12 of Windows XP to find the value of alpha-cronbach. Moreover, the value of alpha-cronbach for each type of question shows whether the reliability of the question's use as a measurement tool in this research is reliable or feasible. The value of the validity coefficient of each question for the items in Peer Group variable is showed in the following table IV.3.



**Table IV.3**  
The Validity and Reliability Test of Peer Group

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
question1	21,40	115,697	,791	,937
question2	21,63	128,309	,561	,944
question3	21,43	118,185	,725	,939
question4	21,03	112,654	,789	,937
question5	21,17	111,868	,888	,933
question6	20,77	121,978	,516	,947
question7	20,73	107,444	,921	,932
question8	20,80	106,855	,932	,931
question9	21,33	128,161	,509	,945
question10	21,33	119,126	,765	,938
question11	21,27	122,754	,597	,943
question12	21,20	113,545	,874	,934

**Reliability Statistics**

Cronbach's Alpha	N of Items
,944	12

Source: The Survey Finding

Based on the data in table IV.3, it was clear that all items had a validity coefficient (see column Corrected Item-Total Correlation) greater than 0.3. Therefore, statistically all questions for the variable of Peer Group are seen as valid. The questionnaire reliability coefficient was measured by Alpha-Cronbach method is  $\alpha_{CB}=0.944$ . The data is considered reliable when the alpha shows a value of 0.6 or greater; hence, the questions in relation to the Peer Group variable are seen as a reliable measurement tool.

### 4.2.3. Validity and Reliability Test of Smoke Intention

All questions listed were put in the SPSS version 12 of Windows XP to find the value of alpha-cronbach. Moreover, the value of alpha-cronbach for each type of question shows whether the reliability of the question's use as a measurement tool in this research is reliable or feasible. The value of the validity coefficient of each question for the items in the Smoking Intention variable is shown in following table IV.4.

**Table IV.4**  
The Validity and Reliability Test of Smoke Intention

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
question1	1,73	1,651	,903	.(a)
question2	1,70	1,183	,903	.(a)

#### Reliability Statistics

Cronbach's Alpha	N of Items
,942	2

Source: The Survey Finding

Based on the data in table IV.4, it was clear that all items had a validity coefficient (see column Corrected Item-Total Correlation) greater than 0.3. Therefore, statistically all questions for the variable of Smoking Intention are seen as valid. The questionnaire reliability coefficient was measured by Alpha-Cronbach method is  $\alpha_{CB}=0.942$ . The data is

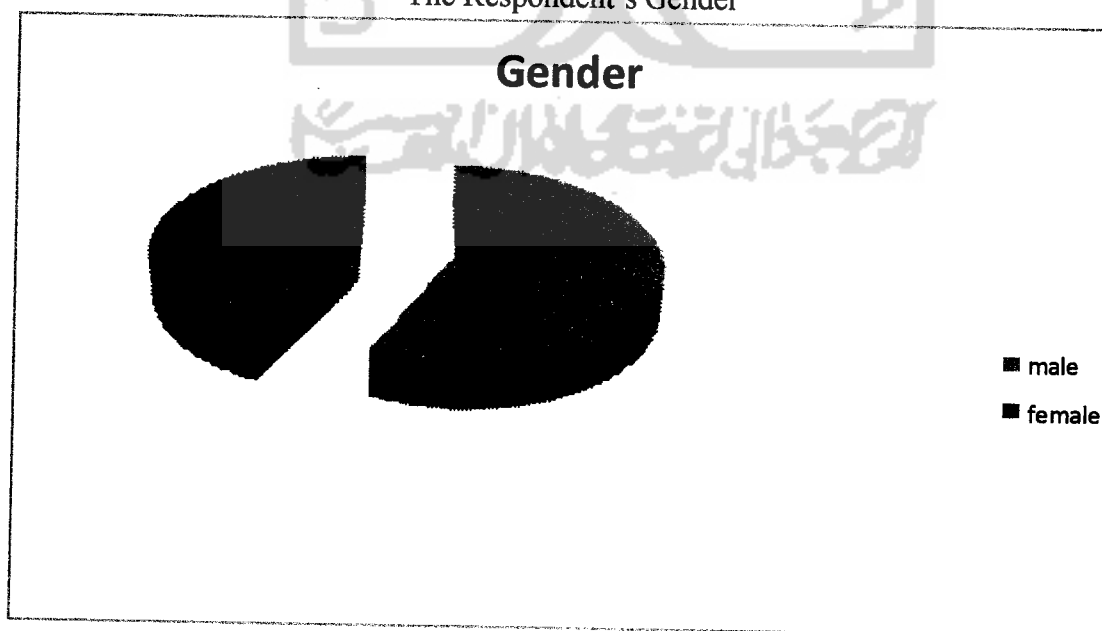
considered reliable when the alpha shows a value of 0.6 or greater; hence, the questions in relation to the Smoking Intention variable are seen as a reliable measurement tool.

### 4.3. Data Analysis and Research Findings

By using a valid and reliable questionnaire that consists of eight (8) items of questions about Cigarette Advertisement, twelve (12) questions about Peer Group, and two (2) questions about Smoking Intention, the researcher started to spread questionnaires to 120 respondents in May 2007 at three public high school, 40 respondents from each high school. The respondents were students who are not smoking because the research's objective is to identify smoking intention (future decision). There are three categories representing the respondent's demographic characteristics in this research, they are the respondents' gender, age, and grade of study.

#### 4.3.1. Respondent Gender

Graph IV.1  
The Respondent's Gender



Source: The Survey Finding

**Table IV.5**  
The Respondent's Gender

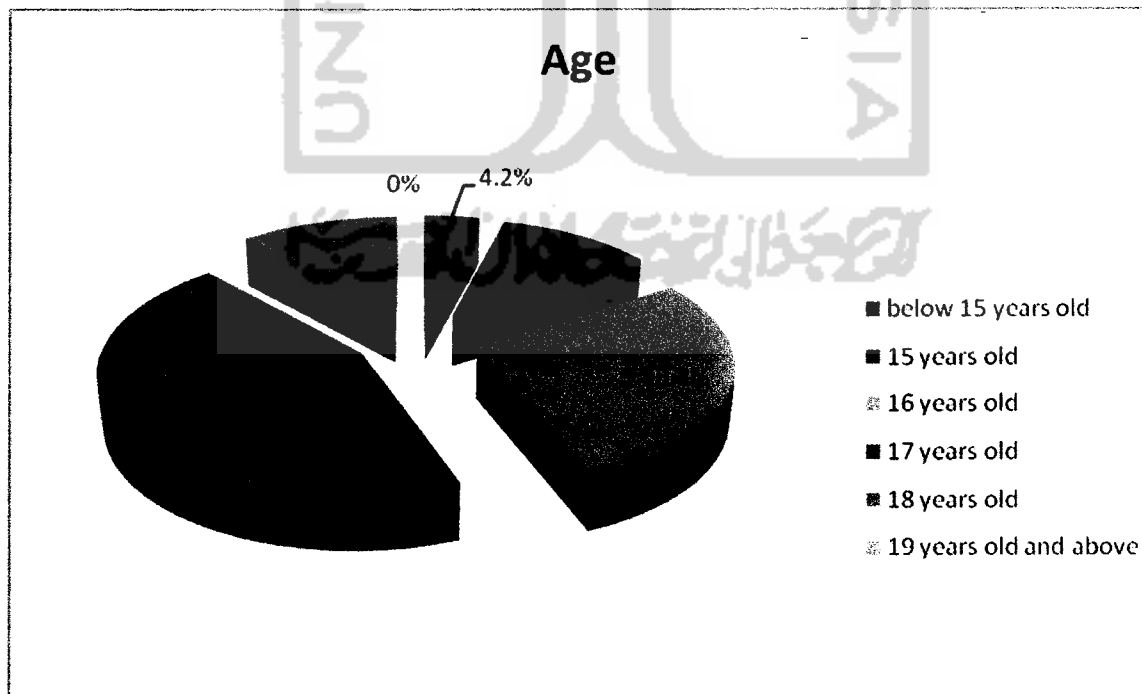
Gender		
Cluster	Number of Respondents	Percentage
Male	68	56.70 %
Female	52	43.30 %
Total	120	100 %

Source: The Survey Finding

The survey finding show that, from the 120 respondents, the male respondents are 68 people or about 56.70 %, whereas the female respondents are 52 people or about 43.30 %. The male respondents are chosen to be a larger proportion of participants in this study since the culture in Yogyakarta are such that it is not common for female to smoke.

#### 4.3.2. Respondent Age

**Graph IV.2**  
The Respondent's Age



Source: The Survey Finding

**Table IV.6**  
The Respondent's Age

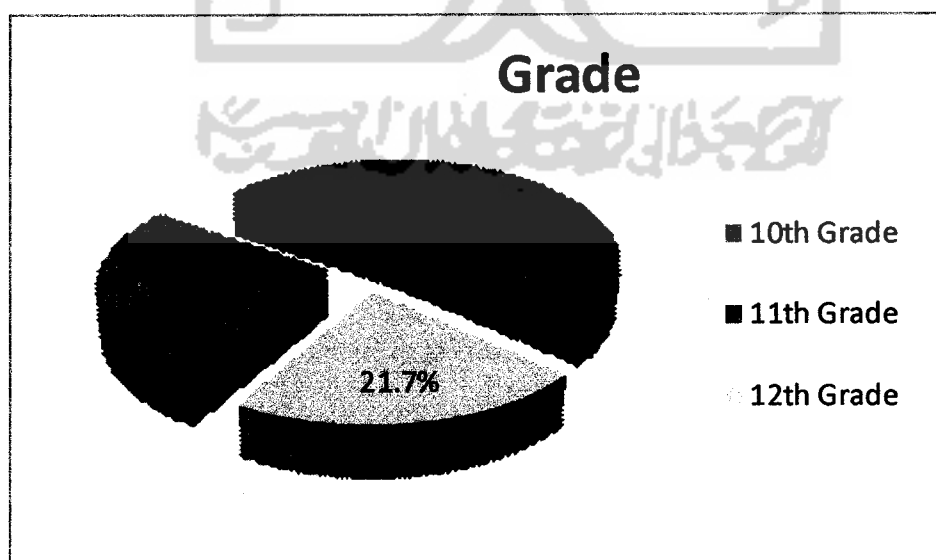
Age		
Cluster	Number of Respondents	Percentage
< 15	5	4.2%
15	14	11.7%
16	34	28.3%
17	53	44.2%
18	14	11.7%
19 #	0	0%
Total	120	100%

Source: The Survey Finding

Of the 120 respondents, the largest numbers of respondents were 17 years old. Secondly, the age of 16 years old (28.3%) followed by 15 years old and 18 years old which has the same percentage of 11.7%. Respondent less than 15 years old are 4.2% and there is no one from 19 years old and above. It can be concluded that the cluster of 17 years old make up a dominant part of this survey result since most of respondents are from the 11<sup>th</sup> grade of study.

#### 4.3.3. Respondent Grade of Study

**Graph IV.3**  
The Respondent's Grade of Study



Source: The Survey Finding

**Table IV.7**  
The Respondent's Grade of Study

Grade of Study		
Cluster	Number of Respondents	Percentage
10 <sup>th</sup> Grade	32	26.7%
11 <sup>th</sup> Grade	62	51.7%
12 <sup>th</sup> Grade	26	21.7%
Total	120	100%

Source: The Survey Finding

From the survey finding, about 26.7% (32 respondents) are 10<sup>th</sup> Grade Students, 51.7% (62 respondents) are 11<sup>th</sup> Grade Students and the remaining 21.7% (26 respondents) are 12<sup>th</sup> Grade Students. The majority of the respondents come from 11<sup>th</sup> Grade students because in May 2007, the 12<sup>th</sup> Grade students are on holiday after completing the national exam. While most of the 10<sup>th</sup> Grade students were reject the questionnaire offering by researcher.

#### 4.3.4. The Descriptive Statistics

The Descriptive Statistics explains about the mean of smoking intention, cigarette advertisements, and peer group influence, the standard deviation of smoking intention, cigarette advertisements, and peer group influence, and also the number of respondents in three public high schools, which are SMA Negeri 4 Yogyakarta, SMA Negeri 6 Yogyakarta, and SMA Negeri 8 Yogyakarta.

**Table IV.8**  
Descriptive Statistics

	Mean	Std. Deviation	N
Smoke Intention Y	2.1625	1.29667	120
Cigarette Advertisement X1	3.8358	1.19616	120
Peer Group X2	1.9301	.89492	120

Source: the SPSS calculation

The mean of Smoking Intention 2.1625 means that from all the respondents who give the answer about smoking intention, the average answers is 2.1625 from 6 Likert-Scale, ranging from "strongly disagree" to "strongly agree". The standard deviation 1.29667 means that the spreading value of the variable smoking intention is 1.29667 from the entire group of respondents. The value of N is 120 means that the number of respondents is 120 students.

The mean of Cigarette Advertisements is 3.8358 which mean that from all the respondents who give an answer about cigarette advertisements, the average answer is 3.8358 from a 6 Likert-Scale, ranging from "strongly disagree" to "strongly agree". The standard deviation 1.19616 means that the spreading value of the variable cigarette advertisements is 1.19616 from the entire group of respondents. The value of N is 120 means that the number of respondents is 120 students.

The mean of Peer Group 1.9301 means that from all the respondents who give an answer about peer group influence, the average answer is 1.9301 from 6 Likert-Scale, ranging from "strongly disagree" to "strongly agree". The standard deviation 0.89492 means that the spreading value of a variable peer group influence is 0.89492 from the entire group of respondents. The value of N is 120 means that the number of respondents is 120 students.

#### **4.3.5. The Correlation between Cigarette Advertisements, Peer Group Influence, and Smoking Intention**

The Correlation between Cigarette Advertisements, Peer Group Influence and Smoking Intention will be explained based on the table below:

**Table IV.9****Correlations**

		Smoke Intention Y	Cigarette Advertisement X1	Peer Group X2
Pearson Correlation	Smoke Intention Y	1.000	.607	.625
	Cigarette Advertisement X1	.607	1.000	.441
	Peer Group X2	.625	.441	1.000
Sig. (1-tailed)	Smoke Intention Y	.	.000	.000
	Cigarette Advertisement X1	.000	.	.000
	Peer Group X2	.000	.000	.
N	Smoke Intention Y	120	120	120
	Cigarette Advertisement X1	120	120	120
	Peer Group X2	120	120	120

Source: the SPSS calculation

The correlation between Smoking Intention and Cigarette Advertisements is 0.607, while the correlation between Smoke Intention and Peer Group is 0.625. Theoretically, since the correlation between Smoking Intention and Peer Group Influence is bigger, then the variable Peer Group Influence has more influence than Cigarette Advertisements.

The significance level that is counted from probability is 0.000. Because it is below 0.05, then the correlation between Smoking Intention with Cigarette Advertisements and Peer Group Influence is very real.

#### **4.3.6. The Influence of Cigarette Advertisements and Peer Group Influence on Smoking Intention**

To find out how significant is the influence of all independent variables on the value of the dependent variable, the indication can be observed through the determination coefficient (R Square). The value of R Square exists between 0 and 1 ( $0 < R^2 < 1$ )



**Table IV.10**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 <sup>a</sup>	.527	.519	.89939

a. Predictors: (Constant), Peer Group X2, Cigarette Advertisement X1

b. Dependent Variable: Smoke Intention Y  
Source: the SPSS calculation

The value of R Square derived from SPSS calculation is 0.527 (52.7%). It means that the variables Cigarette Advertisements and Peer Group Influence the Smoking Intention by 52.7%. The remaining percentage of 47.3% is explained by other influential factors which are not discussed in depth in this study, such as the influence from family, psychological aspect, self motivation, and other marketing activities besides advertising like product sampling, personal selling, etc.

The Standard Error of Estimate is 0.89939 which is smaller than the standard deviation of Smoking Intention that is 1.29667 (see previous analysis). It means that the model of regression is better to be the predictor of Smoking Intention rather than the mean of Smoking Intention itself.

#### **4.3.7. The simultaneous Effect of Cigarette Advertisements and Peer Group Influence on Smoking Intention (F- test)**

The objective of F-test is to find out the simultaneous effect of independent variables, which are Cigarette Advertisements (X1) and Peer Group Influence (X2) on Smoking Intention (Y). It can be seen from the ANOVA (Analysis of Variance) calculation of the linear regression analysis. The result of the analysis is considered significant when the value of  $F_{count}$  is greater than the value of  $F_{table}$ .

**Table IV.11**  
**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	105.439	2	52.719	65.173	.000 <sup>a</sup>
	Residual	94.642	117	.809		
	Total	200.081	119			

a. Predictors: (Constant), Peer Group X2, Cigarette Advertisement X1

b. Dependent Variable: Smoke Intention Y

Source: the SPSS calculation

The following is the hypothesis formulation:

$$1. H_0 = \beta_1 = \beta_2 = 0$$

( $H_0$  = There are no relationships between cigarette advertisements and peer group influence on smoking intention)

$$2. H_a = \beta_1 \neq \beta_2 \neq 0$$

( $H_a$  = There are relationships between cigarette advertisements and peer group influence on smoking intention)

The test criteria:  $F_{\text{count}} > F_{\text{table}} = H_0$  is rejected  $H_a$  accepted

$F_{\text{count}} < F_{\text{table}} = H_0$  is accepted  $H_a$  is rejected

The significance level is  $\alpha=0.05$  or 5%, The degree of freedom for the numerator is number of variables (dependent and independent) minus 1, that means  $3-1=2$ , and the degree of freedom for denominator is the number of respondents minus the number of variables (dependent and independent) which is  $120-3=117$

The computation derived from the SPSS shows that the value of the F-count is 65.173 which is greater than the value of the F-table which is 3.0738 Therefore,  $H_0$  is rejected and  $H_a$  is accepted, that means that there are cigarette advertisements and peer group influence on smoking intention. It also can be concluded that all the

independent variables, which are Cigarette Advertisements (X1) and Peer Group Influence (X2) collectively can influence the Smoking Intention (Y).

#### 4.3.8. The Coefficient of Regression for Cigarette Advertisements (X1), Peer Group Influence (X2), and Smoking intention (Y)

The regression analysis is used to measure the impact of cigarette advertisement and peer group toward adolescent's smoking intention. Cigarette advertisements and peer group influence are considered to be the independent variables which will influence the smoking intention as the dependent variable.

The impact of cigarette advertisements and peer group influence on smoking intention are evaluated by using multiple regression analysis. The multiple regressions are applied to analyse the effects of all variables on smoking intention collectively.

Below is the result of the multiple regression analysis of cigarette advertisements and peer group influence on the smoking intention after calculated using SPSS program.

**Table IV.12**  
The Regression Result

Model		Coefficients <sup>a</sup>					Correlations		
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Zero-order r	Partial	Part
		B	Std. Error	Beta					
1	(Constant)	-.787	.285		-2.762	.007			
	Cigarette Advertisement X1	.445	.077	.411	5.795	.000	.607	.472	
	Peer Group X2	.644	.103	.444	6.269	.000	.625	.501	

a. Dependent Variable: Smoke Intention Y

Source: the SPSS calculation

The equation shows that the value of coefficient regression of independent variables is negative (-0.787). Coefficient regression of Cigarette Advertisements is 0.445 and coefficient regression of Peer Group Influence is 0.644. Based on the result above, we can make a regression equation:

$$Y = -0.787 + 0.445 X_1 + 0.644 X_2$$

Where:

Y : Smoke Intention

X<sub>1</sub> : Cigarette Advertisement

X<sub>2</sub> : Peer Group

The regression equation can be explained as follows. The equation shows that the value of coefficient regression of independent variables is negative (-0.787) meaning that without the influence of independent variables (X<sub>1</sub> and X<sub>2</sub>) the student's smoking intention shows negative tendencies. Or implicitly indicates that students do not have smoking intention before being influenced by independent variables (X<sub>1</sub> and X<sub>2</sub>).

The regression coefficient of Cigarette Advertisement (X<sub>1</sub>) is 0.445. Meaning to say when other independent variables are constant, each one unit of Cigarette Advertisement will increase Smoking Intention (Y) of student's by 0.445.

The regression coefficient of Peer Group (X<sub>2</sub>) is 0.644. Meaning to say when other independent variables are constant, each one unit of Peer Group Influence will increase Smoking Intention (Y) of student's by 0.644.

#### **4.3.9. The Partial Effect of Cigarette Advertisements and Peer Group Influence on Smoking Intention (T-test)**

The objective of T-test is to check the significance level of each independent variable (X<sub>1</sub> and X<sub>2</sub>) towards the dependent variable (Y), In addition T-test also can identify which one is the dominant factor.

The following is the hypothesis formulation:

1.  $H_0 = \beta_1 = \beta_2 = 0$

( $H_0$  = the coefficient of regression is not significant)

2.  $H_a = \beta_1 \neq \beta_2 \neq 0$

( $H_a$  = the coefficient of regression is significant)

The test criteria:  $t_{count} > t_{table} = H_0$  is rejected  $H_a$  accepted

$t_{count} < t_{table} = H_0$  is accepted  $H_a$  is rejected

With a significance level of 5 %, the degree of freedom (df) is number of data minus 2, so  $120-2 = 118$  and use one side-method because based on the hypotheses, the effect of cigarette advertisements and peer group influence is already known. Cigarette advertisements and peer group influence have a positive effect on smoking intention. The T-test result is presented in the following table:

**Table IV.13**  
The T-test Result

Cigarette Advertisement (X1)	5.795	1.6579	<b>Ha is accepted</b>
Peer Group (X2)	6.269	1.6579	<b>Ha is accepted</b>

Source: the SPSS calculation

Based on the score of  $t_{count}$  presented in the table above, the score of  $t_{count} > t_{table} = H_a$  is accepted and  $H_0$  is rejected. Thus, from the result of t-test, it can be concluded that the independent variable has a significant influence on the dependent variable and the most dominant variable that influences Smoking Intention (Y) is Peer Group Influence (X2) with the highest score of t test = 6.269

#### 4.4. Discussion

To examine the relationship between Cigarette Advertisements and Peer Group Influence on Smoking Intention, the researcher employed the multiple regression analysis. The multiple regression method is the technique used to estimate the value of dependent variables by using multiple independent variables.

The results show that cigarette advertisements and peer group influence as independent variables have a strong influence on student's smoking intention ( $R^2 = 0.527$ ). This result supports the prior hypothesis that cigarette advertisements and peer group influence can be important factors in influencing student's smoking intention.

Among the two independent variables, Peer Group ( $\beta = 0.644$ ) appears to be the most significant independent variable that influences student's smoking intention. This means that students consider that the image constructed by the influence of peer group is more dominant:

1. One who smokes looks more strong in front of his/her friends;
2. Smoking makes someone more respected by his/her friends;
3. One who smokes looks more authoritative in front of his/her friend;
4. Smoking makes someone more accepted in social intercourse;
5. Smoking makes one look mature in front of his/her friend;
6. One who smokes gets more attention in front of his/her friend;
7. One who smokes looks more confident in front of his/her friend;
8. Smoking makes one look stylish in front of his/her friend;
9. Smoking makes one look charming in front of his/her friend;
10. One who smokes looks more like a soldier in front of his/her friend;
11. Smoking is a must in modern life style;
12. Smoking makes someone more appreciated by his/her friend.

Cigarette Advertisements have less significance ( $\beta = 0.445$ ) in contributing to the student's smoking compared to than peer group influence. Meaning that students disregard the factor of the influence of cigarette advertisements in their smoking

intention, due to so many cigarette advertisements that do not explicitly stimulate them to smoke. The other reason is that so many cigarette advertisements in Indonesia have content which has no relationship with cigarette products. Student enjoys watching the cigarette advertisements, but they are not influenced by the message of the cigarette advertisement because it is not clearly inviting them to smoke. They like watching cigarette advertisements because most of the cigarette advertisements are entertaining since its message is interesting. Its usually tells about social critics, humor, and any other men's activities.



## CHAPTER V

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1. Conclusions

This study has focused on identifying the effect of Cigarette Advertisements and Peer Group Influence on adolescent's Smoking Intention. The study uses 120 students from three public high schools as the sample. It can be concluded from the study that:

1. The results show that The Cigarette Advertisements variable has a significant positive influence on Adolescent's Smoking Intention. This means that if the Cigarette Advertisements variable ( $X_1$ ) increases, Adolescent's Smoking Intention (Y) will increase as well. On the other hand, if Cigarette Advertisements variable ( $X_1$ ) decreases, Adolescent's Smoking Intention (Y) will decrease as well. Thus, hypothesis 1 is proven. This means that adolescents who see cigarette advertisements that create positive images, manifest more positive intentions to smoke. This finding is relevant to Pechmann and Knight (2002), which identifies cigarette advertisements as the reason for adolescent's to smoke.
2. The results show that The Peer Group Influence variable has a significant positive influence on Adolescent's Smoking Intention. This means that if the Peer Group Influence variable ( $X_2$ ) increases, Adolescent's Smoking Intention (Y) will increase as well. On the other hand, if Peer Group Influence variable ( $X_2$ ) decreases, Adolescent's Smoking Intention (Y) will decrease as well. Thus, hypothesis 2 is proven. This means that adolescents who perceived a positive image of their peers who smoke should manifest in a more positive intention to



smoke. This finding is supported by the study of Pechmann and Knight (2002), which found that peer group influence provides a stimulus for adolescent's to smoke because it creates positive stereotype of a smoker.

3. Peer Group is the most dominant factor among the independent variables in influencing adolescents so that they have the intention to smoke. This finding is the contrary to the study done by Pechmann and Knight (2002), which has the result that cigarette advertisements have a higher influence than peer group influence. This study used questionnaire as the tools, while Pechmann and Knight used an experimental design. Another factor is the difference of environment, this study is done in Indonesia, while Pechmann and Knight did their study in The United States of America.

## **5.2. Recommendations**

1. Peer Group influence appears to have the strongest effect on adolescents' smoking intention. Adolescents may manifest a positive image/stereotype of smokers when they see their friends smoking. Marketers can use this phenomenon to stimulate adolescents to smoke by creating events that involve youngsters or relating smoking with youth activities like music, sport, automobiles, adventure, movies, etc
2. On the other hand, the results can help teachers, parents, or anti-smoking activists to prevent adolescents from engaging on smoking behavior. It can be done by creating a good environment, or creating rules or laws that forbid adolescents to smoke.

3. Cigarette Advertisements seems to be ineffective in Indonesia since they fail to create a positive stereotype/ good image of smokers, especially among adolescents. Most of cigarette advertisements that are already published in Indonesia try to make an emotional approach by presenting messages about social-critics, humanity, modern lifestyle, and even with humour. But it still fails in creating a positive stereotype/ good image of a smoker. That is why marketers should be more creative in making an entertaining cigarette advertisement, but also creating a positive stereotype/ good image of a smoker without breaking the government laws.

### **5.3. Limitations of the Study and Guidelines for Future Research**

Based on the results of the research, some limitations were encountered:

1. The results of this research have temporary implications, because the environment for adolescents is changing over time.
2. The subject of the research was only conducted in three public high schools in Yogyakarta taking a sample from only 120 respondents.
3. The research does not investigate every possible relevant effect that could potentially influence adolescent's smoking intention besides cigarette advertisement and peer group influence.

Based on the limitations, the researcher suggests the following guidelines for future research:

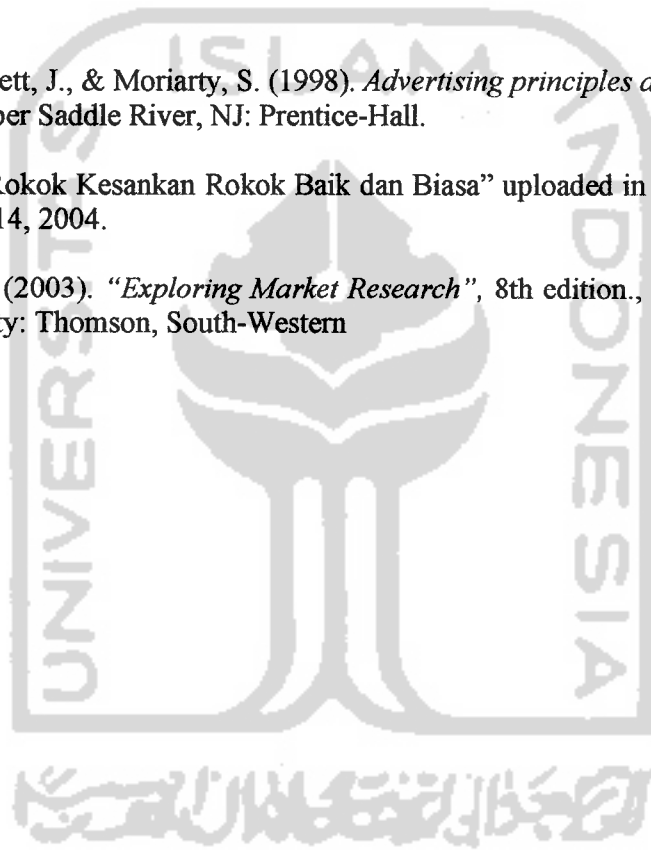
1. The evaluation of cigarette advertisements and peer group influence on adolescents' smoking intention should be conducted continually through research based on the changing environment, people, and laws.
2. Using a larger number of respondents in the sample is suggested for future research to have more reliable data. Further, the number of research subjects should be developed in order to gain results which are broadly accepted.
3. Future research should incorporate other possible relevant factors that may influence adolescents' smoking intention. These may include family members who have smoking behavior, psychological aspects, or personal/self motivation. In addition, future research may develop valid measures or enough evidence to determine whether adolescents' smoking intention is highly correlated not only with external factors, but also with internal factors. This could improve marketers' ability in implementing strategy to target new markets. On other hand, it will help teachers, parents, health scientists, or anti-smoking activists to prevent adolescents from engaging in smoking behavior.

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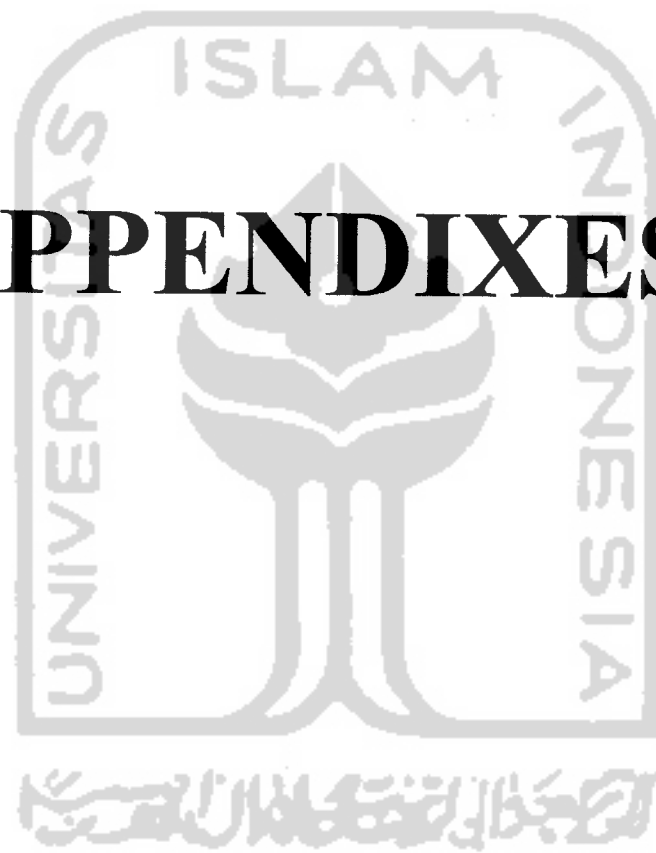
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# APPENDIXES





**APPENDIX A:**

**Permission Letter from  
Badan Perencanaan Daerah  
Propinsi Daerah Istimewa  
Yogyakarta**





**PEMERINTAH PROPINSI DAERAH ISTIMEWA YOGYAKARTA  
BADAN PERENCANAAN DAERAH  
( B A P E D A )**

Kepatihan, Danurejan, Yogyakarta - 55213  
Telepon : (0274) 589583, 562811 (Psw. : 209-219, 243-247) Fax. : (0274) 586712  
Website <http://www.bapeda@pemda-diy.go.id>  
E-mail : [bapeda@bapeda.pemda-diy.go.id](mailto:bapeda@bapeda.pemda-diy.go.id)

**SURAT KETERANGAN / IJIN**

Nomor : 070 / 2834

Membaca Surat : Dir. Prog. Internasional FE - UII No : 084.3.A.4.2007  
Tanggal : 24 April 2007 Perihal : Ijin Permohonan Data

Mengingat : 1. Keputusan Menteri Dalam Negeri No. 61 Tahun 1983 tentang Pedoman Penyelenggaraan Pelaksanaan Penelitian dan Pengembangan di Lingkungan Departemen Dalam Negeri.  
2. Keputusan Gubernur Daerah Istimewa Yogyakarta No. 38 / I 2 / 2004 tentang Pemberian Izin Penelitian di Propinsi Daerah Istimewa Yogyakarta.

Dijijinkan kepada :  
Nama : MUHAMMAD IQBAL No. MHSW : 03311033  
Alamat Instansi : Condongcatur, Sleman, Yogyakarta  
Judul : THE EFFECT OF CIGARETTE ADVERTISEMENT AND PEER GROUP ON ADOLESCENT'S SMOKE INTENTION

Okasi : Kota Yogyakarta  
Waktunya : Mulai tanggal 01 Mei 2007 s/d 01 Agustus 2007

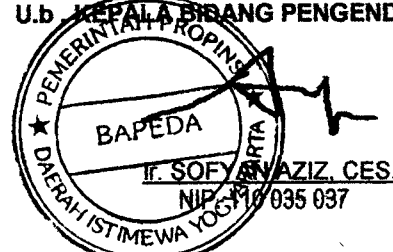
- Terlebih dahulu menemui / melaporkan diri Kepada Pejabat Pemerintah setempat ( Bupati / Walikota ) untuk mendapat petunjuk seperlunya;
- Wajib menjaga tata tertib dan mentaati ketentuan-ketentuan yang berlaku setempat;
- Wajib memberi laporan hasil penelitiannya kepada Gubernur Kepala Daerah Istimewa Yogyakarta ( Cq. Kepala Badan Perencanaan Daerah Propinsi Daerah Istimewa Yogyakarta );
- Ijin ini tidak disalahgunakan untuk tujuan tertentu yang dapat mengganggu kestabilan Pemerintah dan hanya diperlukan untuk keperluan ilmiah;
- Surat ijin ini dapat diajukan lagi untuk mendapat perpanjangan bila diperlukan;
- Surat ijin ini dapat dibatalkan sewaktu-waktu apabila tidak dipenuhi ketentuan - ketentuan tersebut di atas.

Embusan Kepada Yth. :  
Gubernur Daerah Istimewa Yogyakarta  
( Sebagai Laporan )

2. Walikota Yogyakarta, c.q. Kadis. P;erijinan
3. Ka. Dinas Pendidikan Prop. DIY;
4. Dekan Fak. Ekonomi - UII, Yk;
5. Yang bersangkutan.

Dikeluarkan di : Yogyakarta  
Pada tanggal : 01 Mei 2007

A.n. GUBERNUR  
DAERAH ISTIMEWA YOGYAKARTA  
KEPALA BAPEDA PROPINSI DIY  
U.b. KEPALA BIDANG PENGENDALIAN





**APPENDIX B:**

**Permission Letter from  
Dinas Perizinan  
Kotamadya Yogyakarta**



**SURAT IZIN**

NOMOR : 070/835  
5014/ 34

ar : Surat izin / Rekomendasi dari Gubernur Kepala Daerah Istimewa Yogyakarta  
Nomor : 070/2834 Tanggal : 01/05/2007

ingat : 1. Keputusan Walikotamadya Kepala Daerah Tingkat II Yogyakarta  
Nomor 072/KD/1986 tanggal 6 Mei 1986 tentang Petunjuk Pelaksanaan  
Keputusan Kepala Daerah Istimewa Yogyakarta, Nomor : 33/KPT/1986  
tentang : Tatalaksana Pemberian izin bagi setiap Instansi Pemerintah  
maupun non Pemerintah yang melakukan Pendataan / Penelitian  
2. Keputusan Gubernur Daerah Istimewa Yogyakarta Nomor : 38/I.2/2004  
tentang : Pemberian izin / Rekomendasi Penelitian/Pendataan/Survei/KKN/  
PKL di Daerah Istimewa Yogyakarta

kan Kepada : Nama : MUHAMMAD IQBAL NO MHS / NIM : 03311033  
Pekerjaan : Mahasiswa Fak. Ekonomi - UII Yogyakarta  
Alamat : Condongcatur, Sleman, Yogyakarta  
Penanggungjawab : Drs. Al Hasin, MBA  
Keperluan : Melakukan Penelitian dengan judul Proposal: THE EFFECT OF  
CIGARETTE ADVERTISEMENT AND PEER GROUP ON  
ADOTESCENTS' SMOKE INTENTION

/Responden : Kota Yogyakarta  
: 01/05/2007 Sampai 01/08/2007

an : Proposal dan Daftar Pertanyaan

1 Ketentuan : 1. Wajib Memberi Laporan hasil Penelitian kepada Walikota Yogyakarta  
(Cq. Dinas Perizinan Kota Yogyakarta)  
2. Wajib Menjaga Tata tertib dan mentaati ketentuan-ketentuan yang berlaku setempat  
3. Izin ini tidak disalahgunakan untuk tujuan tertentu yang dapat mengganggu kestabilan  
Pemerintah dan hanya diperlukan untuk keperluan ilmiah  
4. Surat izin ini sewaktu-waktu dapat dibatalkan apabila tidak dipenuhinya  
ketentuan -ketentuan tersebut diatas

Kemudian diharap para Pejabat Pemerintah setempat dapat memberi  
bantuan seperlunya

Tanda tangan  
Pemegang Izin

*Xbal*

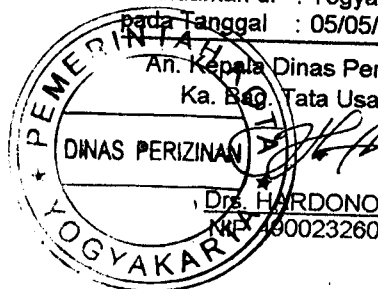
MUHAMMAD IQBAL

san Kepada :

Walikota Yogyakarta (sebagai laporan)  
Ka. BAPEDA Prop. DIY  
Ka. Dinas Pendidikan Kota Yogyakarta  
Kepala SMA N 4 Yogyakarta  
Kepala SMA N 6 Yogyakarta  
Kepala SMA 8 Yogyakarta  
Ybs.

Dikeluarkan di : Yogyakarta  
pada Tanggal : 05/05/2007

An. Kepala Dinas Perizinan  
Ka. B.0. Tata Usaha



The logo of Universitas Islam Indonesia is a shield-shaped emblem. At the top, the word "ISLAM" is written in a sans-serif font. The sides of the shield contain the words "UNIVERSITAS" on the left and "INDONESIA" on the right, both written vertically. The central part of the shield features a stylized, symmetrical floral or tree-like symbol. Below the shield, there is a line of Arabic calligraphy.

**APPENDIX C:**  
**Questionnaires**

## KUESIONER

Yth. Teman-teman SMA  
di Yogyakarta

*Assalamu 'alaikum wr wb*

Saya, Muhammad Iqbal, mahasiswa dari Internasional Program Fakultas Ekonomi UII, yang sekarang ini sedang melakukan penelitian skripsi yang berjudul, *"The Effect of Cigarette Advertisement and Peer Group on Adolescent's Smoke Intention."* Yaitu tentang pengaruh iklan rokok dan teman sebaya dalam niat untuk merokok pada remaja, dengan jangkauan area penelitian di Kotamadya Yogyakarta.

Dengan segala hormat, dalam kesempatan ini saya mengharapkan kerelaan Anda untuk berpartisipasi didalam penelitian ini dengan cara menjawab kuesioner berikut ini sesuai dengan pendapat terbaik Anda. Kuesioner ini bertujuan untuk mengetahui pendapat remaja, terutama pelajar SMA di Yogyakarta terhadap iklan rokok dan pengaruh teman sebaya dalam kaitannya dengan niat untuk merokok. Hasil dari kuesioner ini hanya akan digunakan untuk keperluan ilmiah dan tidak akan dikaitkan dengan tujuan komersialitas merek produk tertentu.

Terima kasih atas partisipasi Anda.

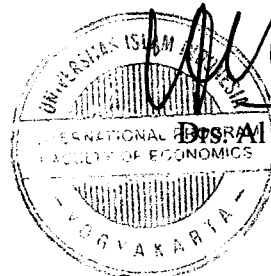
*Wassalamu 'alaikum wr. wb.*

Mahasiswa / Peneliti,



Muhammad Iqbal

Dosen Pembimbing,



Drs. Al Hasin, MBA

## PENGARUH IKLAN ROKOK

***Petunjuk:*** Perhatikan dan berilah penilaian terhadap iklan-iklan rokok yang telah beredar atau tayang pada saat ini dengan memberi tanda (√) pada jawaban yang paling sesuai menurut Anda.

**STS** = Sangat Tidak Setuju    **ATS** = Agak Tidak Setuju    **S** = Setuju  
**TS** = Tidak Setuju            **AS** = Agak Setuju            **SS** = Sangat Setuju

No.	Pernyataan	STS	TS	ATS	AS	S	SS
01	Isi Pesan dalam iklan rokok membuat saya penasaran						
02	Tema yang ada dalam iklan rokok menarik						
03	Intensitas penayangan iklan rokok di media membuat saya familiar dengan produk rokok						
04	Skenario yang ada di dalam iklan rokok menghibur						
05	Iklan membentuk image rokok menjadi lebih baik						
06	Warna dan gambar yang digunakan dalam iklan rokok menarik						
07	Jenis dan ukuran huruf yang terdapat dalam iklan rokok mudah diingat						
08	Saya senang memperhatikan iklan rokok						

## PENGARUH TEMAN SEBAYA

**Petunjuk:** Perhatikan dan berilah penilaian terhadap teman sebaya atau anggota keluarga anda yang merokok dengan memberi tanda (√) pada jawaban yang paling sesuai menurut Anda.

STS = Sangat Tidak Setuju    ATS = Agak Tidak Setuju    S = Setuju  
 TS = Tidak Setuju            AS = Agak Setuju            SS = Sangat Setuju

No	Pernyataan	STS	TS	ATS	AS	S	SS
01	Seseorang yang merokok nampak gagah dihadapan teman-temannya						
02	Merokok dapat membuat seseorang lebih dihormati oleh teman-temannya						
03	Merokok membuat seseorang nampak lebih berwibawa dihadapan teman-temannya						
04	Merokok dapat membuat seseorang diterima dalam pergaulan						
05	Seseorang yang merokok nampak dewasa dihadapan teman-temannya						
06	Seseorang yang merokok mendapatkan banyak perhatian dari teman-teman						
07	Merokok membuat seseorang tampak percaya diri dihadapan teman-temannya						
08	Merokok membuat seseorang nampak lebih bergaya dihadapan teman-temannya						
09	Seseorang yang merokok nampak menarik dihadap teman-temannya						
10	Seseorang yang merokok nampak setia kawan						
11	Merokok sudah menjadi tuntutan gaya hidup modern						
12	Merokok dapat membuat seseorang lebih dihargai oleh teman-temannya						

## JATI DIRI ANDA

**Petunjuk:** Jawablah pertanyaan-pertanyaan dibawah ini dengan melingkari (O) atau menyalang (X) jawaban yang paling sesuai menurut.

1. Apa jenis kelamin Anda?
  - a. Laki-laki
  - b. Perempuan
2. Berapakah usia Anda saat terakhir kali merayakan ulang tahun?
  - a. Dibawah 15 tahun
  - b. 15 tahun
  - c. 16 tahun
  - d. 17 tahun
  - e. 18 tahun
  - f. 19 tahun keatas
3. Duduk dikelas berapakah Anda saat ini?
  - a. Kelas X
  - b. Kelas XI
  - c. Kelas XII
4. Perhatikan pernyataan dibawah ini:

berilah tanda (√) pada jawaban yang paling sesuai menurut Anda.

STS = Sangat Tidak Setuju    ATS = Agak Tidak Setuju    S = Setuju  
TS = Tidak Setuju    AS = Agak Setuju    SS = Sangat Setuju

No.	Pernyataan	STS	TS	ATS	AS	S	SS
01	Jika saya memperhatikan iklan rokok, timbul keinginan saya untuk merokok.						
02	Jika saya memperhatikan teman-teman sebaya saya, timbul keinginan saya untuk merokok.						

**-TERIMA KASIH-**



## QUESTIONNAIRE

Dear High School Student  
in Yogyakarta

*Assalamu 'alaikum wr wb*

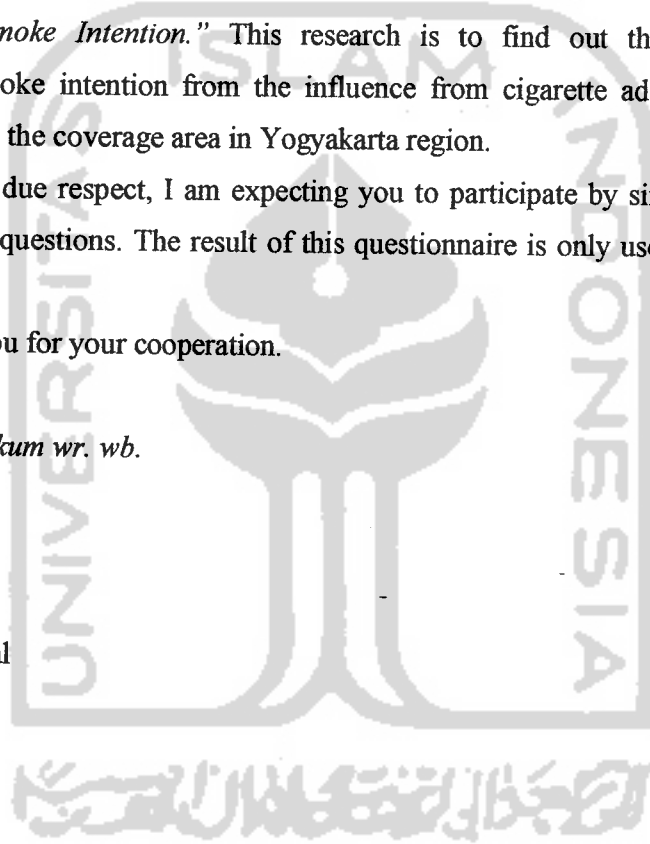
My name is Muhammad Iqbal, I am a student of International Program Faculty of Economics Universitas Islam Indonesia. Currently I am conducting a thesis research entitled "*The Effect of Cigarette Advertisement and Peer Group on Adolescent's Smoke Intention.*" This research is to find out the predictors of adolescent's smoke intention from the influence from cigarette advertisement and peer group, with the coverage area in Yogyakarta region.

With all due respect, I am expecting you to participate by simply answering these following questions. The result of this questionnaire is only used for academic purposes.

Thank you for your cooperation.

*Wassalamu 'alaikum wr. wb.*

Muhammad Iqbal



## INFLUENCE OF CIGARETTE ADVERTISEMENT

**Directions:** Please answer these following questions by thicking (V) the most suitable option.

SD = Strongly Disagree      RD = Rather Disagree      A = Agree  
 D = Disagree                  RA = Rather Agree      SA = Strongly Agree

No.	Pernyataan	SD	D	RD	RA	A	SA
01	The message used in cigarette advertisements makes me curious						
02	Cigarette advertisement has an interesting theme						
03	The intensity of cigarette advertisements makes me familiar with cigarette product						
04	The scenario used in the cigarette advertisement is entertaining						
05	Advertisements make cigarettes have a good image						
06	The image and color used in the cigarette advertisement is interesting						
07	The type and size of font used in cigarette advertisements is easy to remember						
08	I like watching cigarette advertisements						

## INFLUENCE OF PEER GROUP

**Directions:** Please answer these following questions by thicking (V) the most suitable option.

SD = Strongly Disagree      RD = Rather Disagree      A = Agree  
 D = Disagree                  RA = Rather Agree      SA = Strongly Agree

No	Pernyataan	SD	D	RD	RA	A	SA
01	One who smokes look more strong in front his/her friends						
02	Smoking makes someone more respected by his/her friends						
03	One who smokes looks more authoritative in front of his/her friend						
04	Smoking makes someone more accepted in social intercourse						
05	Smoking makes one look mature in front of his/her friend						
06	One who smokes gets more attention in front of his/her friend						
07	One who smokes looks more confident in front of his/her friend						
08	Smoking makes one look stylish in front of his/her friend						
09	Smoking makes one look charming in front his/her friend						
10	One who smokes looks more like a soldier in front his/her friend						
11	Smoking is a must in modern life style						
12	Smoking makes someone more appreciated by his/her friend						

## DEMOGRAPHIC INFORMATION

**Directions:** Please answer these following questions by circling (O) or by crossing (X) the most suitable option.

1. What is your sex?
  - a. Male
  - b. Female
  
2. How old are you in your last birthday?
  - a. below 15 years old
  - b. 15 years old
  - c. 16 years old
  - d. 17 years old
  - e. 18 years old
  - f. 19 years old and above
  
3. What grade are you in now?
  - a. 10<sup>th</sup> Grade
  - b. 11<sup>th</sup> Grade XI
  - c. 12<sup>th</sup> Grade
  
4. Please give attention to the statement below:

### SMOKE INTENTION

**Directions:** Please answer these following questions by thicking (V) the most suitable option.

SD = Strongly Disagree    RD = Rather Disagree    A = Agree  
 D = Disagree    RA = Rather Agree    SA = Strongly Agree

No.	Pernyataan	SD	D	RD	RA	A	SA
01	If I pay attention to cigarette advertisements, I have an intention to smoke						
02	If I pay attention to peers who are smoking, I have intention to smoke						

**- THANK YOU FOR YOUR PARTICIPATION -**

The background features a large, light gray watermark logo of Universitas Islam Indonesia. The logo is a shield-shaped emblem with a stylized tree or plant in the center. The word "ISLAM" is written in a semi-circle at the top, "UNIVERSITAS" on the left side, and "INDONESIA" on the right side. Below the shield is a line of Arabic calligraphy.

## **APPENDIX D:**

# **Data Recap from 120 Respondents**

No	Cigarette Advertisement 1																		Smoke Intention 1							
	X <sub>1,1</sub>	X <sub>1,2</sub>	X <sub>1,3</sub>	X <sub>1,4</sub>	X <sub>1,5</sub>	X <sub>1,6</sub>	X <sub>1,7</sub>	X <sub>1,8</sub>	Mean	X <sub>2,1</sub>	X <sub>2,2</sub>	X <sub>2,3</sub>	X <sub>2,4</sub>	X <sub>2,5</sub>	X <sub>2,6</sub>	X <sub>2,7</sub>	X <sub>2,8</sub>	X <sub>2,9</sub>	X <sub>2,10</sub>	X <sub>2,11</sub>	X <sub>2,12</sub>	Mean	Y <sub>1</sub>	Y <sub>2</sub>	Mean	
1	3	3	3	4	3	2	3	3	3,00	3	2	1	2	3	2	3	2	3	3	3	4	2	2,58	1	1	1,00
2	3	2	3	3	3	4	2	2	2,75	1	1	1	2	1	1	1	1	1	1	1	2	1	1,25	1	1	1,00
3	5	2	5	4	6	5	4	4	4,38	5	3	4	3	3	5	6	5	3	4	5	4	4	4,17	6	6	6,00
4	4	4	3	4	3	4	4	4	3,75	2	2	2	5	2	2	5	5	2	5	5	5	5	3,50	2	2	2,00
5	3	3	2	3	3	3	3	4	3,00	1	1	1	1	1	1	1	1	1	1	1	1	1	1,00	1	2	1,50
6	5	5	5	5	5	5	5	5	5,00	2	2	2	2	2	5	2	2	2	2	2	2	2	2,25	2	4	3,00
7	4	4	3	4	4	4	4	5	4,00	1	2	2	2	2	2	2	2	2	2	2	2	2	1,92	2	2	2,00
8	2	2	3	2	3	3	3	2	2,50	1	1	1	1	1	1	1	1	1	1	1	2	1	1,08	1	1	1,00
9	1	4	3	4	4	4	3	3	3,25	2	1	1	1	1	2	2	2	1	2	1	1	1	1,42	1	1	1,00
10	5	6	6	6	2	6	6	6	5,38	1	1	1	1	1	1	1	1	1	1	4	1	1	1,25	1	4	2,50
11	2	3	2	2	1	2	2	1	1,88	1	1	1	1	1	1	1	1	1	1	1	1	1	1,00	1	1	1,00
12	4	6	5	6	4	5	5	5	5,00	4	2	2	3	4	4	4	4	4	4	2	2	2	3,00	2	2	2,00
13	4	5	4	5	4	4	4	4	4,25	4	2	2	2	2	2	4	4	4	4	2	2	2	2,67	2	5	3,50
14	5	6	6	5	6	4	6	5	5,38	2	2	2	2	2	4	4	4	2	3	2	2	2	2,42	4	5	4,50
15	4	5	5	4	5	5	5	4	4,63	4	3	3	3	3	4	4	4	4	3	2	2	2	3,25	3	4	3,50
16	4	4	4	5	4	4	3	4	4,00	1	1	1	1	1	5	1	1	1	1	1	1	1	1,33	2	4	3,00
17	2	3	2	2	1	2	2	2	2,00	1	1	1	1	1	1	1	1	1	1	1	1	1	1,00	1	1	1,00
18	2	2	2	2	2	2	2	2	2,00	1	1	1	1	1	1	1	1	1	1	1	1	1	1,00	1	1	1,00
19	4	2	3	2	2	2	2	3	2,50	1	1	1	1	1	1	2	1	1	1	1	1	1	1,08	1	1	1,00
20	4	4	5	4	3	4	5	4	4,13	2	2	2	2	2	2	2	2	2	2	2	2	2	2,00	2	2	2,00
21	1	1	6	1	1	6	6	1	2,88	1	1	1	1	1	1	1	1	1	1	1	1	1	1,00	1	1	1,00
22	4	6	6	6	4	6	6	6	5,50	2	1	1	1	1	1	1	1	1	1	1	1	1	1,08	5	1	3,00
23	1	1	1	1	1	1	1	1	1,00	1	1	1	1	1	1	1	1	1	1	1	1	1	1,00	1	1	1,00
24	6	5	1	3	2	5	4	5	3,88	1	1	1	2	2	1	1	1	1	2	4	2	2	1,58	2	2	2,00
25	6	6	6	6	6	6	3	6	5,63	2	2	1	2	2	2	4	4	2	1	1	1	4	2,25	3	2	2,50
26	2	5	6	4	1	4	4	5	3,88	1	1	1	1	1	1	1	1	1	1	1	1	1	1,00	1	1	1,00
27	3	4	4	4	2	4	4	4	3,63	2	1	2	2	2	2	2	2	2	1	2	2	2	1,83	2	2	2,00
28	5	6	5	6	6	5	5	5	5,38	3	3	3	3	3	3	4	2	2	3	3	3	3	2,92	5	5	5,00
29	5	5	5	4	5	5	5	4	4,75	4	2	2	2	2	2	5	5	5	1	1	1	1	2,67	2	5	3,50
30	4	4	3	3	4	4	4	4	3,75	3	3	2	4	2	4	3	4	4	4	2	2	2	3,08	2	2	2,00
31	3	2	2	2	2	3	3	2	2,38	1	1	1	1	1	1	1	1	1	1	1	1	1	1,00	1	1	1,00
32	5	4	5	5	5	5	5	5	4,88	4	3	3	2	4	4	4	4	4	2	4	3	3	3,42	5	6	5,50
33	2	3	4	5	4	5	5	2	3,75	2	2	2	2	2	2	3	3	2	2	5	2	2	2,42	2	3	2,50
34	5	5	4	6	5	4	5	5	4,88	3	2	2	5	2	2	2	2	3	3	3	3	3	2,67	4	3	3,50
35	5	6	3	6	2	2	2	2	3,50	1	1	1	1	1	1	1	1	1	3	1	1	1	1,17	1	2	1,50

36	5	1	3	4	4	1	3	2	2,88	1	1	1	1	1	1	1	4	1	1	1	1	1	1	1,50	1	1	1,00
37	6	5	5	5	6	6	4	4	5,38	4	4	3	5	3	1	5	4	4	3	5	5	3	3,75	4	5	4,50	
38	4	4	4	5	4	4	5	6	4,50	3	1	1	1	1	1	2	2	2	2	3	1	1	1,58	3	3	3,00	
39	1	1	2	2	3	2	2	2	1,88	1	1	1	1	1	1	1	5	5	3	3	3	5	2,33	1	1	1,00	
40	4	4	1	6	2	5	5	5	4,00	2	2	2	2	2	2	2	2	2	2	2	2	2	2,00	2	4	3,00	
41	5	4	5	6	5	4	5	4	4,75	1	1	1	1	1	1	1	1	1	1	1	1	1	1,00	4	5	4,50	
42	2	4	3	4	4	4	4	4	3,50	2	1	1	2	2	2	2	2	1	2	1	1	1	1,50	2	3	2,50	
43	4	5	4	5	5	5	4	5	4,63	4	2	3	2	4	3	2	5	3	2	3	3	3	3,00	4	3	3,50	
44	2	3	2	3	2	3	3	3	2,63	2	2	2	2	2	2	2	2	2	2	2	2	2	1,92	2	1	1,50	
45	1	1	2	4	1	3	1	1	1,75	1	1	1	1	1	1	1	1	1	1	1	1	1	1,00	1	1	1,00	
46	4	5	5	4	3	5	5	3	4,25	2	1	2	2	2	2	2	2	2	2	2	2	2	1,92	2	2	2,00	
47	4	4	4	4	2	4	3	4	3,63	2	1	2	2	1	2	2	2	2	1	2	3	2	1,83	2	1	1,50	
48	3	5	1	5	1	1	2	6	3,00	1	1	1	1	1	1	1	1	1	1	1	1	1	1,00	1	1	1,00	
49	1	2	2	3	3	2	3	3	2,38	2	1	1	2	2	3	3	3	3	3	2	2	1	2,08	1	1	1,00	
50	5	5	2	2	3	3	4	4	3,38	1	2	2	2	2	2	2	2	2	2	2	2	2	1,92	1	2	1,50	
51	5	5	4	4	3	4	2	2	3,63	2	2	1	2	2	2	2	2	2	2	2	2	2	1,92	2	2	2,00	
52	4	5	5	6	5	4	5	3	4,63	2	1	2	2	2	2	2	1	2	2	2	4	2	2,00	2	2	2,00	
53	3	2	1	4	4	4	4	2	3,00	1	1	1	1	1	1	1	1	1	1	1	1	1	1,00	1	1	1,00	
54	4	6	5	5	3	3	4	5	4,38	2	2	2	3	2	4	3	5	5	3	2	4	4	3,08	2	5	3,50	
55	4	4	4	4	4	4	2	3	3,63	1	1	1	1	1	1	1	1	1	1	1	1	1	1,00	2	3	2,50	
56	2	2	4	4	2	4	4	2	3,00	1	1	1	1	1	1	1	1	1	1	1	1	1	1,00	2	2	2,00	
57	2	2	2	2	1	2	4	1	2,00	1	1	1	1	1	1	1	1	1	1	1	1	1	1,00	1	1	1,00	
58	4	4	4	5	4	3	4	4	3,88	3	3	3	3	3	4	3	3	3	3	2	1	2,67	3	3	3,00		
59	5	5	5	5	5	5	5	5	5,13	2	2	2	2	2	2	5	2	2	2	2	2	2	2,25	5	5	5,00	
60	2	2	1	3	2	2	2	1	1,88	1	1	1	2	2	3	1	1	1	1	1	3	1	1,50	1	1	1,00	
61	2	1	1	1	2	2	2	1	1,50	1	1	1	2	1	1	1	2	1	2	1	1	1	1,25	1	1	1,00	
62	4	5	5	4	4	5	5	2	4,25	2	2	2	2	2	2	1	2	2	2	1	4	4	2,08	2	2	2,00	
63	4	4	1	5	1	2	2	2	2,63	1	1	1	1	1	1	1	1	1	1	1	1	1	1,00	1	1	1,00	
64	6	5	5	5	6	6	5	5	5,38	2	2	2	2	2	2	2	2	2	2	2	2	2	2,00	5	5	5,00	
65	1	1	1	2	1	2	2	1	1,38	1	1	1	1	1	1	1	1	1	2	3	3	3	1,58	1	1	1,00	
66	1	3	5	3	4	4	5	4	3,63	1	1	1	2	3	3	2	3	3	1	2	2	2,00	1	1	1,00		
67	4	3	3	4	4	4	3	3	3,50	2	2	2	2	2	2	2	2	2	2	2	2	2	2,00	2	2	2,00	
68	4	6	5	6	6	5	5	6	5,38	2	2	2	2	2	2	2	2	2	2	2	2	2	2,00	2	2	2,00	
69	4	6	5	4	4	4	3	4	4,25	2	2	2	3	2	2	3	2	2	2	2	1	2	2,17	3	3	3,00	
70	3	2	2	2	2	2	2	1	2,00	1	1	2	1	1	1	1	1	2	1	2	2	2	1,33	1	1	1,00	





106	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4,25	6	6	6	6	6	6	6	6	6	6	6	6	6	6,00	4	5	4,50
107	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1,00	1	1	1	1	1	1	1	1	1	1	1	1	1,00	1	1	1,00	
108	6	6	6	5	6	6	6	6	6	6	6	6	6	6	6	5,25	1	1	1	1	1	1	1	1	1	3	3	3	1	2,00	1	1	2,00
109	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4,50	3	2	2	4	5	4	4	4	2	3	2	2	2,92	5	5	5,00	
110	5	5	6	5	6	5	2	5	5	4	5	2	5	5	4	4,63	2	2	2	2	2	2	2	2	2	2	2	2	2,00	2	5	3,50	
111	4	6	5	5	5	5	5	5	4	5	5	5	5	4	5	4,88	5	2	2	2	2	2	2	2	2	1	1	1,92	1	1	1,00		
112	1	4	1	6	4	5	4	5	5	6	5	5	6	5	6	4,00	1	1	1	1	1	1	1	1	1	4	3	1,42	1	1	1,00		
113	6	6	4	6	6	4	6	4	6	2	5	6	2	5	6	4,88	1	1	1	2	1	2	1	1	1	1	1	1,17	1	4	2,50		
114	2	5	5	5	5	2	5	2	5	2	2	5	2	2	2	3,50	2	2	1	1	1	1	1	1	1	1	1	1,17	1	1	1,00		
115	1	4	5	5	5	5	4	2	3	2	3	2	3	2	3	3,25	1	1	1	1	1	1	1	1	1	2	1	1,17	1	1	1,00		
116	6	2	1	4	4	4	1	4	4	5	4	4	4	4	5	3,38	1	1	1	1	2	1	2	1	2	2	2	1,42	1	1	1,00		
117	5	6	6	4	4	4	5	5	4	5	4	5	4	5	5,00	3	2	1	2	4	2	4	3	4	2	2	3	2,67	3	5	4,00		
118	5	6	6	4	4	4	6	6	4	4	6	6	6	4	4	5,13	3	3	2	2	1	5	3	4	1	1	2	2,58	5	6	5,50		
119	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3,88	2	1	2	3	2	3	2	2	2	2	2	2,08	2	2	2,00		
120	4	5	3	3	3	3	5	6	4	4	4	4	4	4	4	4,25	5	5	2	3	3	3	4	3	3	3	3	3,58	4	4	4,00		





**APPENDIX E:**

**Validity and Reliability  
Tests**

## Reliability for Cigarette Advertisements Variable

### Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
,752	12

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
question1	40,43	60,047	,262	,748
question2	41,17	58,144	,297	,746
question3	42,07	54,064	,404	,734
question4	40,97	57,137	,457	,730
question5	40,90	55,541	,398	,734
question6	40,70	55,803	,488	,725
question7	41,80	51,476	,523	,717
question8	40,97	52,585	,587	,711
question9	41,60	55,972	,331	,743
question10	41,67	57,885	,280	,748
question11	41,10	62,093	,116	,762
question12	42,37	52,585	,497	,721

## Reliability for Cigarette Advertisements after Eliminating Question1, Question2, Question10 and Question11

### Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
,758	8

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
question3	26,17	34,420	,390	,746
question4	25,07	36,685	,469	,733
question5	25,00	36,207	,346	,751
question6	24,80	36,510	,426	,738
question7	25,90	32,300	,515	,720
question8	25,07	32,754	,617	,703
question9	25,70	34,355	,417	,740
question12	26,47	33,016	,500	,723

## Reliability for Peer Group Influence Variable

### Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
,944	12

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
question1	21,40	115,697	,791	,937
question2	21,63	128,309	,561	,944
question3	21,43	118,185	,725	,939
question4	21,03	112,654	,789	,937
question5	21,17	111,868	,888	,933
question6	20,77	121,978	,516	,947
question7	20,73	107,444	,921	,932
question8	20,80	106,855	,932	,931
question9	21,33	128,161	,509	,945
question10	21,33	119,126	,765	,938
question11	21,27	122,754	,597	,943
question12	21,20	113,545	,874	,934

## Reliability for Smoking Intention Variable

### Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

### Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded <sup>a</sup>	0	,0
	Total	30	100,0

- a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
,942	2

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
question1	1,73	1,651	,903	.(a)
question2	1,70	1,183	,903	.(a)

The logo of Universitas Islam Indonesia is a large, light gray watermark in the background. It features a shield-shaped emblem with the word "ISLAM" at the top, "UNIVERSITAS" on the left, and "INDONESIA" on the right. The central part of the emblem depicts an open book with a stylized plant or tree growing from it. Below the shield is a line of Arabic calligraphy.

## **APPENDIX F:**

# **Multiple Regression Calculation**

## Regression

### Descriptive Statistics

	Mean	Std. Deviation	N
Smoke Intention Y	2.1625	1.29667	120
Cigarette Advertisement X1	3.8358	1.19616	120
Peer Group X2	1.9301	.89492	120

### Correlations

		Smoke Intention Y	Cigarette Advertisement X1	Peer Group X2
Pearson Correlation	Smoke Intention Y	1.000	.607	.625
	Cigarette Advertisement X1	.607	1.000	.441
	Peer Group X2	.625	.441	1.000
Sig. (1-tailed)	Smoke Intention Y	.	.000	.000
	Cigarette Advertisement X1	.000	.	.000
	Peer Group X2	.000	.000	.
N	Smoke Intention Y	120	120	120
	Cigarette Advertisement X1	120	120	120
	Peer Group X2	120	120	120

### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	Peer Group X2, Cigarette Advertisement X1		Enter

a. All requested variables entered.

b. Dependent Variable: Smoke Intention Y

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 <sup>a</sup>	.527	.519	.89939

a. Predictors: (Constant), Peer Group X2, Cigarette Advertisement X1

b. Dependent Variable: Smoke Intention Y

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	105.439	2	52.719	65.173	.000 <sup>a</sup>
	Residual	94.642	117	.809		
	Total	200.081	119			

a. Predictors: (Constant), Peer Group X2, Cigarette Advertisement X1

b. Dependent Variable: Smoke Intention Y



Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order r	Partial	Part
1								
	(Constant)	-.787	.285					
	Cigarette Advertisement X1	.445	.077	.411	-2.762	.007		
	Peer Group X2	.644	.103	.444	5.795	.000	.607	.472
					6.269	.000	.625	.501
								.369
								.399

a. Dependent Variable: Smoke Intention Y

