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The Effect of Perceived Risk on Intention to Quit Smoking

Ririn Wulandari^{1*)}; Mahrinasari MS²⁾

^{1*)} ririn.wulandari@mercubuana.ac.id, Master of Management Departement of Universitas Mercu Buana, Indonesia

²⁾ mahrina.sari@unila.ac.id, Master of Management Departement of Universitas Lampung, Indonesia

*) Corresponding Author

ABSTRACT

Objectives: This study analyzes the factors that influence the attitude toward not smoking and its effect on the intention to quit smoking with utilitarian, hedonic, and risky behavior considered as a moderating variable.

Methodology: This quantitative analysis research uses the Structural Equation Modeling (SEM) method with the Smart-PLS program. The research population was smokers who live in Jakarta, Lampung, and other areas in Indonesia. The population size is not known with certainty, therefore the determination number of samples uses The Hair Method to determine the number of samples which is 5 x the number of indicators. The number of indicators is 20 so the minimum sample is 100. The number of respondents who met the requirements was 117 out of 232. The sampling technique used was nonprobability sampling with judgment.

Finding: The results of this study indicate that only the perception of risk affects the intention to quit smoking and the attitudes that are built from awareness do not make intentions appear.

Conclusion: Based on the results of this study, it is necessary to add information and develop a marketing strategy for a smoking cessation campaign regarding future health risks and risks to others, especially loved ones.

Keywords: behavior; perceived risk; intention; quit smoking

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INTRODUCTION

Data for Basic Health Research (Riskesdas) in 2018 (KemenKes, 2018) showed that the number of adolescent smokers increased to 9.1%, and was not in line with the 2014-2019 National Medium Term Development Plan (RPJMN) Target of 5.4% (Pranita, 2020). Meanwhile, the prevalence of smokers in Indonesia in 2018 in men was 62.9% and women 4.8% for those aged more than 15 years while at the age of 13-15 years, the prevalence of male smokers was 23% and women 2.4%. This condition indicates that Indonesia is currently experiencing a smoking emergency (World Health Organization, 2019). In the era of the pandemic, WHO Indonesia stated that smokers are at high risk of being exposed to the COVID-19 virus so the illness they suffer gets worse (Manafe, 2020; Samodro, 2020). This statement is supported by the results of The Lancet research which shows that smokers in China have a 14 times higher risk of being exposed to COVID-19 compared to non-smokers (Samodro, 2020). Thus, it is necessary to reduce the number of consumers to reduce smoking consumption.

According to several previous researchers, several factors influence the intention to quit smoking. Increasing awareness and knowledge is believed to be able to prevent smoking for the younger generation and adult smokers especially in facing the pandemic era. According to TRA's Theory of Reason Action, consumer attitudes toward a product can create purchase intentions (Ajzen & Fishbein, 1975) which attitudes are formed from awareness and knowledge. On the other hand, sometimes there is a low public awareness and knowledge of the importance of health so advertisements for the dangers of smoking are mostly ignored, even though they realize it will have an impact on income reduction (economic effect). According to the Southeast Asia Tobacco Control Alliance/SEATCA Report (Reyes & Assunta, 2019), this causes the number of smokers in Indonesia to not decline. In theory, a positive attitude will be formed as a result of high knowledge and awareness about the dangers of smoking but this attitude does not necessarily create an intention to quit smoking, even though knowing and realizing the consequences of smoking (Oncken et al, 2005). In theory, high selling prices are a consideration in purchasing decisions (McPhetres, et al., 2019). On the other hand, the results of Sepahvand's research (2018) show that acceptance of the price isn't the same between Utilitarian behavior (benefit drive) and Hedonic behavior (social or emotional value drive) which applies to cigarette consumers.

Han and Kim (2010); Meng and Choi (2018), state that subjective attitudes and norms can be used to predict behavioral intentions broadly. So, someone who wants something will show an attitude behavior (Trivedi and Yadav, 2018). Furthermore, the results of studies by several researchers (Arifin et al., 2019; Su et al, 2015, and Xu et al, 2015) said that attitude influences the intention to smoke. They further revealed that a positive attitude towards smoking is largely determined by the psychological, social, and perceived behavioral control aspects. In particular, their findings show that the majority of smoking friends significantly influence smoking intentions in the next six months to five years. Furthermore, the findings of Arifin et al. (2019) and Hassandra et al. (2011) stated that perceived behavioral control has implications as a disruptive or moderating factor to form smoking cessation intentions. In addition, Hassandra et al. (2011) stated that perceived behavioral control has implications as a disturbing or moderating factor to form an intention to smoke. This behavioral control forms the value of Utilitarian behavior that focuses on benefits and needs.

The moderating role of Hedonists and Utilitarians is also supported by the findings of several researchers (Richard and Habibi, 2015; Lee et al., 2022; and Pöyry et al., 2013). Wu et al (2020) revealed that the perceived risk is the consumer's belief in the adverse impact. Associated with smoking cessation, the perceived risk is the smoker's belief in the adverse effects of smoking. Meanwhile, Pacek and McClernon (2018) found that perceived large risks were more considered when compared to low risks for the health effects of smoking. Perceived risk indicators quoted from Wolff et al., (2019) include risk of dreadful things, risk in the future, and risk to others. Perceived risk affects attitude behavior (Winahyu, 2013). Attitude in terms of smoking is an inherent variable so it can be used as a mediator variable whether it weakens or strengthens the influence of risk on interest in quitting smoking. Furthermore, Kaufman et al. (2017) argue that perceived risk can influence smoking cessation intentions. So, the test of the effect of the perceived risk directly on the intention to quit smoking becomes part of this study. The intention is part of the consumer decision-making process. Intention comes before a decision is made. Purchase intention appears before a purchase decision occurs (Fitri & Wulandari, 2020) The intention to quit smoking is the final step before the decision to quit smoking is made. As Cakici et al. (2019) stated, the concept of behavioral intention is a key element in an effective marketing strategy.

Based on the suitability and discordance of the opinions of previous researchers, this study aims to analyze the effect of knowledge, awareness, and prices on non-smoking attitudes where these attitudes affect smoking cessation intentions which are moderated by Utilitarian, Hedonic, and perceived risk behavior. The variables of perceived utilitarian, hedonic, and risk behavior are used to bridge differences of opinion between the effects of price, knowledge, and awareness on attitudes where attitudes affect intentions.

LITERATURE REVIEW

The Theory of Reasoned Action

The Theory of Reasoned Action was developed by Ajzen & Fishbein (1975) which states that a person makes rational decisions based on the information received and the determinant of the decision comes from a person's behavior, namely intention which is a cognitive representation of readiness to act. The theory of reasoned action is also described as a social psychological model that explains attitudes, intentions, and behavior (Aslam et al., 2019). Likewise, Han and Kim (2010); Meng and Choi (2018) state that the theory of reasoned action as a model consists of desire factors, namely attitudes and subjective norms to predict broad behavioral intentions. So, someone who wants something will show an attitude in behaving (Trivedi and Yadav, 2018). This research was built upon this theory. However, the results of this study indicate that attitudes that are built from awareness do not make intentions appear.

Knowledge, Awareness, and Price

Knowledge is information that is in the consumer in the form of memory (Oeberst et al., 2020). Knowledge can be obtained through experience or external sources. Indicators of smoking knowledge include knowledge of the dangers of smoking and nicotine contained in cigarettes causing addiction (Garg 2013). In addition, knowledge about healthy living is added as an indicator. According to Xu (2015), there is no relationship between the knowledge of educated respondents and the attitudes and behavior toward smoking or not smoking. Grant et al. (2008) stated that awareness concerns traces in memory (Kottler & Keller, 2016) and concerns how

well consumers can identify something (Rossiter & Percy, 1987; Berliliana & Wahyuningsih, 2021). Furthermore, knowledge and awareness are elements of attitude change (Ramli et al., 2020). The statement specifically refers to how likely and how easy something is to come to mind, either before buying or at the point of purchase. There are several levels of consumer awareness of the dangers of smoking (Ng et al., 2010). Referring to the variables and indicators used by Ng et al. (2010), indicators are developed in this study, namely awareness of the dangers of smoking, awareness of smoking causing addiction, and awareness that a healthy lifestyle by not smoking. According to Lee et al. (2021), awareness affects the intention to quit smoking. In addition, awareness is a major factor in shaping attitudes (Makanyeza et al., 2021; Sweldens et al., 2014). On the other hand, the results of Bjurlin et al. (2012) show that it is necessary to increase awareness related to the dangers of smoking to increase the intention to quit smoking. Ng et al. (2010) argue that increasing awareness of smokers can be done with warnings through labels on cigarette packs.

Price can influence consumers' evaluations and purchasing decisions. Medeiros et al., 2016; Li et al. 2016; Moser, 2016; Völckner, 2008 reveal that the selling price has a role as a measurement of sacrifice and key information that indicates how much money is spent and reflects the quality of the product and the status or prestige of ownership regarding the product. In this case, the high selling price can reduce the intention to buy cigarettes (McPhetres et al., 2013) resulting in consumer reluctance to buy and consume. This means that high selling prices are a consideration in purchasing decisions (McPhetres et al. 2013). Setiawan and Haryanto (2014) reveal that sacrifice is charged as a cost consisting of a sum of money paid and other sacrifices such as time and experience. On the other hand, the behavior of cigarette consumption can also be controlled by the provision of high Cigarette Excise which has an impact on the high selling price of cigarettes. This is expected to form a positive attitude to quit smoking.

Attitude

Attitude is part of the affective component of consumers which was developed by Ajzen & Fishbein (1975) with the Theory of Reasoned Action. The concept was referred to by several researchers. Isa et al. (2019) define attitude as an effective response by individuals in evaluating an object positively. More specifically, TRA has been used to examine Attitudes toward the effectiveness of Cigarette Advertising (MS, 2011). Indicators of attitudes towards smoking presented by Garg (2013) include agreeing or disagreeing with variables about smoking, as well as attitudes in the form of supporting or not supporting. From the indicators presented, indicators of non-smoking attitudes were developed where non-smoking attitudes were about attitudes to knowledge, attitudes to awareness, and attitudes to prices (Najib & Santoso, 2016).

Han and Kim (2010); Meng and Choi (2018) state that subjective attitudes and norms can be used to predict behavioral intentions broadly. So, someone who wants something will show an attitude behavior (Trivedi and Yadav, 2018). Furthermore, the results of studies by several researchers (Arifin et al., 2019); Su et al, 2015, and Xu et al, 2015) said that attitude influences the intention to smoke. They further revealed that a positive attitude towards smoking is largely determined by the psychological, social, and perceived behavioral control aspects. In particular, their findings show that the majority of smoking friends significantly influence smoking intentions in the next six months to five years. Furthermore, the findings of Arifin et

al. (2019) and Hassandra et al. (2011) stated that perceived behavioral control has implications as a disruptive or moderating factor to form smoking cessation intentions.

Hedonic, Utilitarian, and Perceived Risk Behavior

Davis et al. (2013) revealed that attitudes shape hedonic behavior that has a positive impact on product purchases. The study of Durvasula and Lisonski (2010) found that consumers seek happiness and pleasure by spending their money which is a characteristic of hedonic behavior. Gerhard et al. (2017) also revealed that hedonic behavior consists of aspects of the value of fun, entertainment, and the benefit of the social community. Furthermore, Hassandra et al. (2011) state that perceived behavior has implications as a disturbing or moderating factor to form an intention to smoke. Behavioral control forms the value of 1) utilitarian behavior that focuses on benefits and needs and 2) hedonic behavior based on emotional satisfaction and experience due to social values. Thus, the indicators that shape utilitarian behavior are benefits and needs. The indicator that forms hedonic behavior is pleasure, entertainment, and community recognition.

In addition, Hassandra et al. (2011) stated that perceived behavioral control has implications as a disturbing or moderating factor to form an intention to smoke. This behavioral control forms the value of Utilitarian behavior that focuses on benefits and needs. The moderating role of Hedonists and Utilitarians is also supported by the findings of several researchers (Richard and Habibi, 2015; Lee & Goudeau, 2014; and Pöyry et al., 2013).

Wu et al (2020) revealed that perceived risk is the consumer's belief in the adverse impact. Associated with smoking cessation, the perceived risk is the smoker's belief in the adverse effects of smoking. Meanwhile, Pacek and McClernon (2018) found that perceived large risks were more considered when compared to low risks for the health effects of smoking. Perceived risk indicators quoted from Wolff et al., (2019) include risk of dreadful things, risk in the future, and risk to others.

Perceived risk affects attitude behavior (Winahyu, 2013). Attitude in terms of smoking is an inherent variable so it can be used as a mediator variable on whether it weakens or strengthens the influence of risk on interest in quitting smoking. Furthermore, Kaufman et al. (2017) argue that perceived risk can influence smoking cessation intentions. So, the test of the effect of the perceived risk directly on the intention to quit smoking becomes part of this study.

Intention to Quit Smoking

Purchase intention appears before a purchase decision occurs (Fitri & Wulandari, 2020; Jufrizen et al, 2020; Sidharta et al., 2018) The intention to quit smoking is the final step before the decision to quit smoking is made. The concept of behavioral intention is a key element in an effective marketing strategy. Cakici et al. (2019). Ajzen & Fishbein (2005) says that intention refers to the subjective possibility of behaving so that it is considered the main predictor of performing the behavior for the first time or repeatedly. Furthermore, the intention will appear with attitude triggers, behavioral control, and subjective norms. In this study, action is triggered by attitude whereas attitude is triggered by knowledge, awareness, and price.

Hypotheses

To overcome the problems above and to answer the research objectives, the hypotheses and research models (Figure 1) are presented, as follows:

H1: Knowledge about smoking has a significant effect on attitudes of not smoking among consumers

H2: Awareness about smoking has a significant effect on attitudes of not smoking among consumers

H3: The premium price has a significant effect on the attitude of not smoking among consumers

H4: The attitude of not smoking has a significant effect on consumers' intention to quit smoking

H5a: Moderation of utilitarian behavior significantly strengthens the influence of the attitude of not smoking on consumers' intention to quit smoking

H5b: Utilitarian behavior affects consumers' intention to quit smoking

H6a: Moderation of hedonic behavior significantly strengthens the influence of the attitude of not smoking on consumers' intention to quit smoking

H6b: Hedonic behavior affects consumers' intention to quit smoking

H7a: Moderation of perceived risk significantly strengthens the influence of the attitude of not smoking on consumers' intention to quit smoking

H7b: Perceived risk has no effect on consumers' intention to quit smoking

Research Models

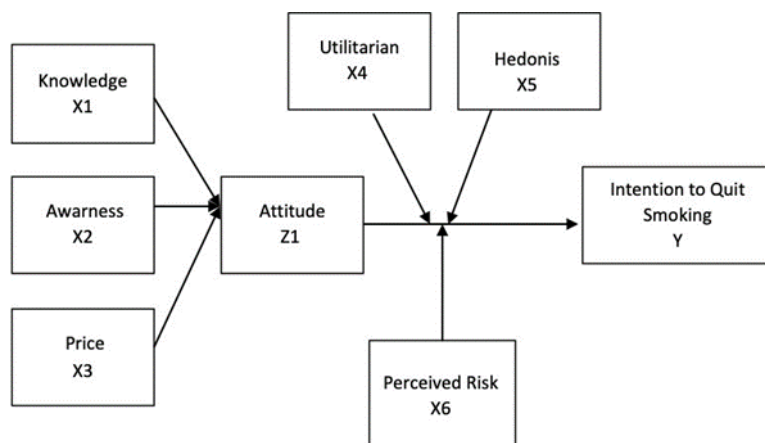


Figure 1. The model of research

METHOD

The research method used is a quantitative research method to test the predetermined hypotheses. The population is smokers in Jakarta, Lampung, and other areas in Indonesia. The population size is unknown since there is no definite data. Thus, determining the number of samples used the Hair Theory (Hair et al, 2016), namely a minimum of 5 multiples of x on the number of indicators. Therefore, this research requires a minimum of $5 \times 20 = 100$ samples. The number of respondents who met the requirements was 117 out of 232. The sampling technique is nonprobability and uses judgment sampling. The distribution of the questionnaires was carried out online by distributing Google forms via WhatsApp, Facebook, and Instagram. The data analysis technique used in this research is Structural Equation Modeling (SEM). According to Ghozali (2012), SEM is a second-generation multivariate analysis technique that allows researchers to examine the relationship between complex variables, both recursive and non-recursive to get a comprehensive picture of the entire model. The tool used as software in using SEM is Smart PLS. The independent research variables (exogenous) consisted of X1 knowledge, X2 awareness, X3 premium prices, X4 utilitarian behavior, X5 hedonic behavior, X6 perceived risk, Z attitude to not smoking, and Y intention to quit smoking.

Before testing the hypothesis, the validity and reliability tests are carried out first. The validity of the indicators that make up the variables must meet outer loading > 0.6 . Variable validity must meet Average Variance Extracted > 0.5 . Variable reliability must meet Composite Reliability > 0.7 . The hypothesis is accepted if it meets the following conditions: $P < 0.05$ and $T\text{-count} > T$ Statistics (1.96).

RESULTS AND DISCUSSION

Results

Respondent Profile

Male smokers dominate the respondents with a percentage of 90.6% of the total 117 respondents. The rest are women with 9.4%. The age of most respondents was 41-59 years old with 37.6%. Ages between 25-40 years with 35.9%. Age < 25 years with 17.9% and over 60 years old with 8.5%. Most of them live in Jakarta at 47%, Lampung at 23.1%, and Outside Jakarta and Lampung at 29.9%. The majority of respondents' education are graduates of Strata 1 at 51.3%, S2/Master at 19.7%, Doctoral Degree/Doctoral at 12%, and SMA/equivalent at 17.1%. Thus, respondents in this study were dominated by respondents with higher education as much as 83.9%. Based on monthly income, data was as follows: < 7 million with 42.7%, 7-20 million with 31.6%, 21-50 million with 21.4%, and above 50 million with 4.3%. Respondents' occupations are dominated by employees/executives at 56.4%, Entrepreneurs at 12%, Lecturers at 11.1%, Students at 8.5%, Retirees at 7.7%, and Others at 4.3%.

Indicator Validity Test Results

Some indicators have an outer loading of less than 0.6, meaning that some of these indicators are invalid indicators to measure the construct and must be deleted. The indicators that have been deleted include X1.4, X2.4, X3.3, X4.2, X5.2, and Z.3. Once removed, the following indicators meet the construct requirements and can be further processed. The following is presented in Table 1 regarding the validity of the indicators that have met the requirements for further processing.

Table 1. The Validity of the indicators

Indicators	<i>Outer Loading</i>	Indicators	<i>Outer Loading</i>
X1.1	0.846	X6.1	0.916
X1.2	0.787	X6.2	0.943
X1.3	0.769	X6.3	0.823
X2.1	0.825	Z1.1	0.894
X2.2	0.673	Z1.2	0.870
X2.3	0.846	Moderating X4Z	0.983
X3.1	0.721	Moderating X5Z	1.018
X3.2	0.846	Moderating X6Z	1.162
X4.1	1	Y	1
X5.1	0.875		
X5.3	0.840		

From table 6.10, it can be concluded that all indicators are valid because the outer loading is more than 0.6.

Results of the Reliability and Validity Test of Research Variables

Table 2 shows that all variables are reliable and valid because the Composite Reliability of all variables (constructs) is above 0.7 and AVE is above 0.5.

Table 2. The Results of The Reliability and Construct Validity Test

	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>
<i>Knowledge (X1)</i>	0.843	0.642
Awareness (X2)	0.827	0.736
Price (X3)	0.762	0.618
Utilitarian (X4)	1	1
Hedonis (X5)	0.848	0.736
Perceived Risk (X6)	0.924	0.802
Attitude (Z)	0.876	0.779
X4Z Moderating Effect	1	1
X5Z Moderating Effect	1	1
X6Z Moderating Effect	1	1
Intention to quit smoking (Y)	1	1

Coefficient of Determination Analysis

The coefficient of determination (R square Adjusted) is used to show how much influence the influencing variable has on the affected variable. The Adjusted R Square Y value of 0.196 from the table above shows that 19.6% of the Y variable can be explained by changes in Z. While the remaining 80.4% is explained by other factors outside the model. An adjusted R Square Z value of 0.282 indicates that 28.2% of variable Z can be explained by changes in Variables X1, X2, and X3. While the remaining 71.8% is explained by other factors outside the model.

Hypothesis Test Results

The results of Path Analysis show the results of hypothesis testing based on the t-test which is to test the effect of the independent variable on the dependent variable, as well as test the moderating variable. The complete path analysis results are presented in Table 3.

Table 3. Path Analysis Results

	Original Sample (O)	Sample Mean (M)	Deviation Standard (STDEV)	T Statistik (O/STDEV)	P Values	Significance
Knowledge (X1) -> Attitude (Z)	0.197	0.203	0.110	1.788	0.074	Not
Awareness (X2) -> Attitude(Z)	0.368	0.373	0.105	3.498	0.001	Significance
Price (X3) -> Attitude (Z)	0.049	0.065	0.088	0.554	0.580	Not
Utilitarian (X4) -> Intention to quit smoking (Y)	-0.037	-0.039	0.116	0.319	0.750	Not
Hedonism (X5) -> Intention to quit smoking (Y)	0.134	0.140	0.092	1.454	0.147	Not
Perceived Risk (X6) -> Intention to quit smoking (Y)	0.319	0.304	0.111	2.873	0.004	Significance
Attitude (Z) -> Intention to quit smoking (Y)	0.181	0.196	0.110	1.642	0.101	Not
Moderating Effect X4Z -> Intention to quit smoking (Y)	0.061	0.058	0.121	0.503	0.615	Not
Moderating Effect X5Z -> Intention to quit smoking (Y)	0.038	0.044	0.093	0.406	0.685	Not
Moderating Effect X6Z -> Intention to quit smoking (Y)	-0.053	-0.037	0.119	0.443	0.658	Not

Based on Table 3, H1, namely knowledge about smoking has a significant effect on attitudes not to smoke in consumers is rejected because P-value (0.074) > 0.05 & T statistic (1.788) < 1.96. The standard criteria for meeting a significant effect are P value < 0.05 and T statistic > 1.96. H3, namely the price has a significant effect on the attitude of not smoking among consumers is rejected because the P value (0.580) > 0.05 & T statistic (0.554) < 1.96 do not meet the set standards. H4, namely the attitude not to smoke has a significant effect on consumers' intention

to quit smoking is rejected because the P value (0.101) > 0.05 & T statistic (1.642) < 1.96 do not meet the set standards. H5a, namely Moderation of utilitarian behavior significantly strengthens the influence of attitudes to not smoke on consumers' intention to quit smoking is rejected because the P value (0.615) > 0.05 & T statistic (0.503) < 1.96 do not meet the standards. H5b, namely utilitarian behavior has a significant effect on consumers' intention to quit smoking is rejected because the P value (0.615) > 0.05 & T statistic (0.503) < 1.96 do not meet the standard requirements. H6a, namely moderation of hedonic behavior significantly strengthens the influence of attitudes to not smoke on consumers' intention to quit smoking was rejected because the P value (0.685) > 0.05 & T statistic (0.406) < 1.96 do not meet the standard requirements. H6b, namely hedonic behavior has a significant effect on consumers' intention to quit smoking is rejected because the P value (0.147) > 0.05 & T statistic (1.454) < 1.96 do not meet the standard requirements. H7a, namely moderation of perceived risk significantly strengthens the influence of attitudes not to smoke on consumers' intention to quit smoking is rejected because the P value (0.658) > 0.05 & T statistic (0.443) < 1.96 do not meet the standard requirements.

H2, namely awareness about smoking has a significant effect on attitudes to not smoke in consumers' attitudes is accepted because it meets the standard requirements of P value (0.001) < 0.05 & T statistic (3.498) > 1.96 with an effect value of 36.8% (original sample value). H7b, namely perceived risk has a significant effect on consumers' intention to quit smoking is accepted because the P value (0.004) < 0.05 & T statistic (2.873) > 1.96 according to standard provisions with an effect value of 31.9%. Based on the results of the analysis of the hypothesis, H2, and H7b. Apart from these two hypotheses, the other hypotheses were rejected.

Discussions

The results of this study indicate that attitudes do not affect the intention to quit smoking. This is in line with the opinion of Hassandra et al. (2011) that a positive attitude that will be formed as a result of high knowledge and awareness about the dangers of smoking does not necessarily create consumer purchase intentions. Although according to TRA theory, consumer attitudes toward a product can create purchase intentions (Ajzen & Fishbein, 2005). This study contradicts the results of the study by Su et al. (2015). Thus, smokers who have a positive attitude to quit smoking do not continue to intend to quit smoking. The results of this study also show that the awareness of smokers about the various consequences of smoking affects the positive attitude of smokers to quit smoking. However, awareness that affects the formation of attitudes is still unable to influence the intention to stop smoking.

In addition, the perceived risk significantly affects the intention to quit smoking (H2 is accepted) where the effect is 31.9%. This is in line with the opinion of Winahyu (2013) that smoking strengthens its effect on the desire to quit smoking as a result of perceived risk. However, the perceived risk is not able to be a moderator of the influence of attitudes on intentions to quit smoking of consumers with H7a being rejected. Utilitarian and hedonic behavior were also not able to significantly strengthen the influence of attitudes on smoking cessation intentions on smoking consumers with H5a and H6a being rejected. Likewise, partially both of them do not affect the intention to quit smoking on smokers. Thus, these two behavioral factors need to be ignored in the preparation of smoking cessation socialization

strategies. The results of this study contradict the results of research by Richard and Habibi (2015); Pöyry et al. (2013).

Knowledge and price have no significant effect on smoking cessation attitudes since H1 and H2 are rejected. For smokers, the price of cigarettes and knowledge do not reduce smoking activity. Although smokers know the dangers and negative impacts of smoking, it does not reduce smoking activity. This finding is reinforced by the large percentage associated with educated respondents and university graduates from the first, second, and third strata with 83.9% of the total 117 respondents. Still, the price is not a problem and can't foster the intention to quit smoking. Thus, socialization of smoking cessation by increasing knowledge about cigarettes and strategies to increase cigarette excise prices is not the right strategy to reduce the number of smokers. The results of this study contradict the opinion of (McPhetres et al., 2013).

CONCLUSION & SUGESSTION

Hypothesis 2 is accepted, namely, the awareness of smokers affects the attitude of smokers to quit smoking. The indicators that make up the construct of awareness include awareness that smoking causes addiction, awareness of the need to live a healthy life, and awareness of being more susceptible to contracting Covid-19. In addition, the accepted hypothesis is Hypothesis 7b, namely that there is a significant effect of perceived risk on smoking cessation intentions among smokers. The indicators that make up the perceived risk construct are the risk of disease and death, future health risks, and how much risk it is to others. On the other hand, the other hypothesis is not accepted. Thus, smokers who have a positive attitude to quit smoking do not continue to intend to quit smoking. This is inconsistent with the Theory of Reasoned Action that attitude will continue to intention, action, and behavior.

So far, cigarette advertisements carry the risk of disease and death. Based on the results of this study, it is necessary to add information and develop a marketing strategy for a smoking cessation campaign, regarding future health risks and risks to others, especially loved ones so that there is a decrease in the number of smokers in Jakarta, Lampung and Indonesia as a whole. In addition, to form a positive attitude to quit smoking, it is necessary to socialize the awareness of overcoming addiction, the need to live a healthy life, and efforts to avoid being infected with Covid-19. From the results of the discrimination analysis, R Square Adjusted intention to quit smoking is at 14.5% and attitude is at 26.5%. Thus, it can still be developed by further researchers to find other influencing factors.

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