



THE APPLICATION OF THE THEORY OF PLANNED BEHAVIOR TO PREDICT CIGARETTE SMOKING AMONG INDONESIAN SMOKERS

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ABSTRACT

Tobacco was responsible for 8.71 million deaths and 229.77 million disability-adjusted life years (DALYs) worldwide in 2019. As a result, each country creates regulations and tries to design interventions to reduce smoking behavior. The theory of planned behavior is one of the most widely used models of health behavior. The theory of planned behavior states that intention, attitude, subjective norm, and perceived behavioral control all influence smoking behavior. Thus, the purpose of this study is to apply planned behavior theory to predict cigarette smoking behavior among Indonesian smokers. Empirical data came from the Global Adult Tobacco Survey (GATS) 2021 in Indonesia. The study found that subjective norms have the greatest impact on smoking intentions when compared to attitude and perceived behavioral control. The findings suggest that health interventions should prioritize social engagement campaigns to help smokers understand the societal norms that govern acceptable behavior. Furthermore, smoking cessation research should take into account the various social factors identified in this study.

Keywords: *Adults; Indonesia; Smoking Behavior; Theory of Planned Behavior*