



**ANALISIS FAKTOR MEDIASI PERILAKU MEROKOK MAHASISWA
DI KAWASAN TANPA ROKOK UNIVERSITAS ANDALAS**

TAHUN 2026

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FAKULTAS KESEHATAN MASYARAKAT

UNIVERSITAS ANDALAS

PADANG, 2026

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xiii + 119 halaman, 30 tabel, 3 gambar, 12 lampiran

ABSTRAK

Tujuan

Penelitian ini bertujuan untuk menganalisis pengaruh sikap, norma subjektif, dan persepsi kontrol perilaku terhadap niat dan perilaku merokok mahasiswa serta menguji peran mediasi niat dalam kerangka *Theory of Planned Behavior*.

Metode

Jenis penelitian ini adalah kuantitatif menggunakan desain *cross-sectional*. Sebanyak 180 responden mahasiswa perokok aktif dipilih dari 15 fakultas di Universitas Andalas. Pengambilan sampel menerapkan teknik *proportional quota sampling* untuk penentuan kuota fakultas serta *accidental sampling* untuk pengumpulan data melalui Google Form dan kuesioner fisik di lapangan. Analisis data menggunakan *Structural Equation Modeling Partial Least Squares* (SEM-PLS) dengan SmartPLS4.

Hasil

Sikap dan norma subjektif berpengaruh positif dan signifikan terhadap niat ($\beta=0,265$ dan $\beta=0,537$; $p<0,001$). Persepsi kontrol perilaku tidak berpengaruh terhadap niat ($p=0,161$), namun berpengaruh langsung terhadap perilaku merokok ($\beta=0,257$; $p<0,001$). Niat memiliki pengaruh terbesar terhadap perilaku merokok dan berperan sebagai mediator pada hubungan sikap dan norma subjektif terhadap perilaku merokok, namun tidak memediasi pengaruh persepsi kontrol perilaku ($p=0,178$).

Kesimpulan

Niat dapat memediasi norma subjektif dan sikap mahasiswa terhadap perilaku merokok di KTR Universitas Andalas Tahun 2026, namun tidak memediasi persepsi kontrol perilaku.

Daftar Pustaka

: 58 (1991-2025)

Kata Kunci

: Kawasan Tanpa Rokok, Perilaku Merokok, *Theory of Planned Behaviour*, SEM-PLS, Mediasi

**FACULTY OF PUBLIC HEALTH
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**ANALYSIS OF MEDIATING FACTORS OF SMOKING BEHAVIOR AMONG
STUDENTS IN THE NO-SMOKING AREA OF ANDALAS UNIVERSITY IN
2026**

xiii +119 pages, 30 tables, 3 pictures, 12 appendices

ABSTRACT

Objective

This study analyzes the effects of attitude, subjective norms, and perceived behavioral control on intention and smoking behavior among university students, examining the mediating role of intention within the Theory of Planned Behavior.

Metode

This quantitative study utilized a cross-sectional design. A sample of 180 active student smokers was selected from 15 faculties at Universitas Andalas using proportional quota and accidental sampling. Data collection via Google Forms and physical questionnaires was analyzed using SEM-PLS via SmartPLS4.

Result

Intention was favorably and significantly influenced by both attitude and subjective norms ($\beta = 0.265$ and $\beta = 0.537$; $p < 0.001$), with subjective norms having the greatest impact. Perceived behavioral control had a substantial direct impact on smoking behavior ($\beta = 0.257$; $p < 0.001$), but it was not significantly correlated with intention ($p = 0.161$). The greatest predictor of smoking behavior was intention, which also mediated the effects of attitude and subjective norms, but not the influence of perceived behavioral control ($p = 0.178$).

Conclusion

Intention mediates the effects of subjective norms and attitudes on smoking behavior within the Smoke-Free Area of Universitas Andalas in 2026, whereas perceived behavioral control bypasses intention to influence behavior directly.

References : 58 (1991-2025)

Keywords : No-Smoking Area, Smoking Behavior, Theory of
Planned Behavior, SEM-PLS, Mediation