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# THE APPLICATION OF BEHAVIOR INTENTION CONCEPT TO ANALYZE SMOKING BEHAVIOR OF EMPLOYEES POST IMPLEMENTATION OF NO-SMOKING AREA

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**Abstract.** This study aimed to analyze the smoking behavior of employees after the implementation of the no-smoking area by using the concept of behavior intention on the theory of Snehandu B Kar. This research is a qualitative research with phenomenological design. Informants were selected by using the snowball technique. We found eighteen employees at the mayor's office of Makassar as participants in this study. Data were collected using in-depth interviews, observation and document analysis. Data validation was done by triangulation methods and member check. Data were analyzed using content analysis and presented in a narrative. The results showed that the informant has intention to change smoking behavior before the implementation of no-smoking area. Social support is obtained by the informant in the form of support information sourced from family, friends and superiors. Informants felt the ease of reaching information and facilities regarding no-smoking area. Personal autonomy in the form of a decision to change the behavior was experienced by the two informants. Action situation is the situation which prompted the informant to quit smoking that is triggered by the availability of warning boards prohibiting from smoking, and restrictions on the provision of facilities like ashtray. Thus concluded that the smoking behavior of employees is determined by the intention, social support, accessibility of information and the action situation that affect personal autonomy that allows employees to change their smoking behavior. This study suggested to form a special unit officers and managers of the no-smoking area for disciplining an employee smoking behavior, and impose sanctions for employees who smoke in the no-smoking area.

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## INTRODUCTION

The smoking habit in any place has become commonplace encountered ranging from smoking in the markets, public transport, offices, workshop places, educational institutions and some other public places. Smoking behavior was a cigarette burn activity and then suck and blow out and caused smoke that can be inhaled by people surrounding [1]. World Health Organization (WHO) states that the smoke caused by smoking causes fatal and serious health problems, such as respiratory problems, lung and cancer [2]. According to the WHO tobacco use in 2009 over the age of 15 years was approximately 44% of the world population [3].

Riskesdas data in 2013 shows in Indonesia the people with age 15 and older who smoke and chew tobacco in 2007 (34.2%), in 2010 (34.7%) and in 2013 (36.3%) [4]. In Indonesia Riau has the highest prevalence of tobacco use of the 33 provinces that is equal to 27.2%. While South Sulawesi province has 23 to the highest position with a prevalence of 22.8% of the population that smokes every day, where every year this figure is likely to increase [4]. The number of smokers in the city of Makassar is 22.1%, or approximately 287.300 people with an average consumption of 14.2 cigarettes per day.

Makassar is positioned 18th related to smoking habit in the province of South Sulawesi. One of the districts with the highest smoking people in South Sulawesi is Bantaeng [4].

Research conducted by [5] indicates that the intention of factors accounting for 59% affects the behavior to stop smoking after the determination of no-smoking area in West Sumatra [5]. Furthermore, the results of [6] in the district of Poso show that the support of family and work environment can also affect a person's smoking behavior compared to his knowledge about smoking [6]. Other research by [7] on access to information, result in that person's access to information on cigarettes in this case information obtained from cigarette advertising has a strong relationship with someones smoking behavior [7].

Government programs regarding the appropriate script tobacco Framework Convention on Tobacco Control (FCTC) is the application of no-smoking area as stipulated in Health Law number 36 in 2009. No-smoking area is a room or area where it is otherwise forbidden to smoke or conduct any activity of producing, selling, advertising, and/or promoting tobacco products [8]. No-Smoking Area in Makassar mayor's office has been applied since the circulars regarding Smoking Area made

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by the secretary of the area were circulated in 2014. Based on the results of preliminary observations that were made by researchers, it appears that the application of No-Smoking Area is visible from the memorial board placed at each entrance of the room and noticed about the banned smoking in every corner of the mayor's office in Makassar. A special smoking room for employees is also provided in every government agency with offices in the mayor's office to support the implementation of No-Smoking Area. Sanctions are given to employees for offenses committed in the form of a verbal reprimand sanctions and the assessment of discipline. Although there has been the implementation of No-Smoking Area, however there were still found some Makassar mayor's office employees who did not smoke in the space provided. In addition the results of preliminary observations also show that there were cigarettes sold in the canteen, still provided ashtrays in certain places, and still found cigarette sellers who roam in the area of Makassar mayor's office.

This has encouraged researchers to study the behavior intention of the mayor's office employees in Makassar. This context is associated with one of the theories developed by Snehandu B Kar, who assessed a person's behavior intention, social support, and accessibility of information, personal autonomy and action situation related to the post-implementation of

No-Smoking Area in the Mayor's office in Makassar.

**METHODS**

This study is a qualitative research, with phenomenological approach. The study was conducted in the Mayors Office of Makassar from November to December 2014. Informants were selected by using the snowball method. There were sixteen employees as active smokers and two superior who participated in this study. Data were collected using in-depth interviews, observation and document analysis. Triangulation methods and member check were applied for data validation. And data analysis used in this study was content analysis, then presented in a narrative.

**RESULTS**

**Behavior Intention**

Behavior intention in this research is a form of desire or urge attitudes of informants to change the smoking habit. Behavior Intention arising from informants is divided into two, namely the intention to stop smoking that appeared since before and after the implementation of No-Smoking Area. Description of the behavior intention of informants can be seen in the following scheme:

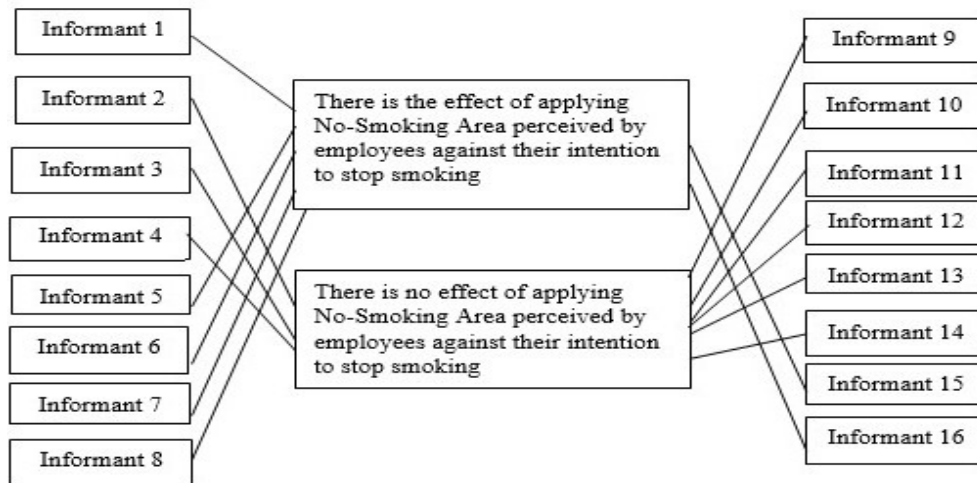


Fig.1. The behavior intention of informants

**Social Support**

Social support is very important in a stage of behavior change, where if there is social support, it will make the informant more confident to perform decision making. Social support that was found from in-depth interviews with infor-

mants among others, came from family, friends and superiors at the workplace. The overview of social support can be seen in the following scheme:

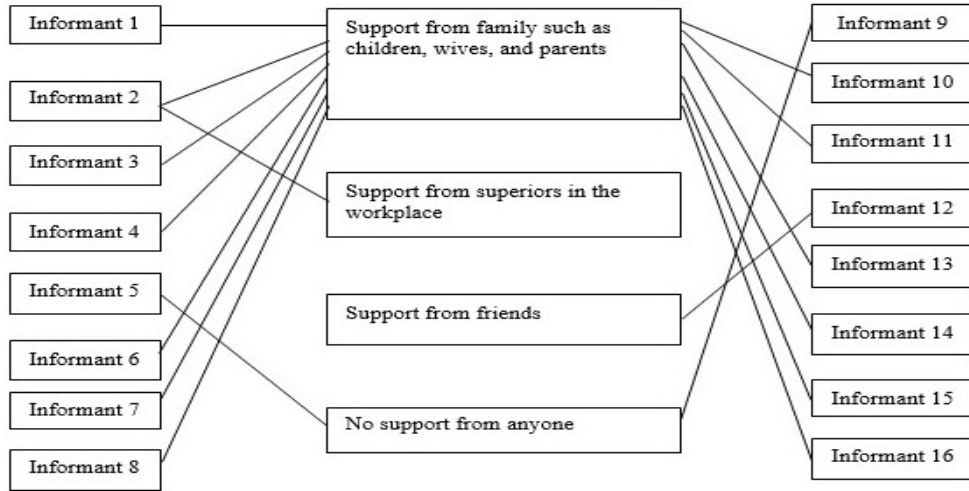


Fig. 2. Social support of people around the informants to stop their smoking habit

**Accessibility of Information**

Source of information regarding the implementation of No-Smoking Area in this study originated from warning boards, circulars, coworkers and when attending a ceremony in the mayor’s office. However when there are informants admitted it is difficult to reach the information regarding the application

of No-Smoking Area. The facilities for smokers are provided such as ashtrays available in free smoking area, on the first floor, backyard and canteens. More details on this aspect of access to information that is perceived by informants can be seen in the following scheme:

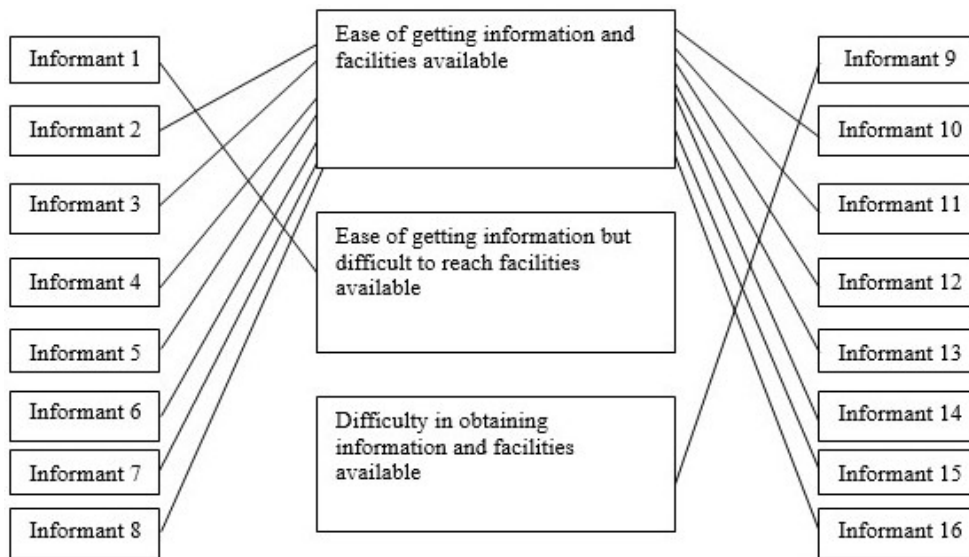


Fig. 3. Accessibility of information related to smoking behavior based on informants’ perception

**Personal Autonomy**

Personal autonomy in this study is a decision by the informant in the case of changing the smoking habit by reducing the number of cigarettes consumed and trying to discipline smoke only in the designated places. There were informants

who confessed to change their smoking behavior after the implementation of No-Smoking Area. A description of the aspects of personal autonomy which is found from in-depth interviews with informants is as follows:

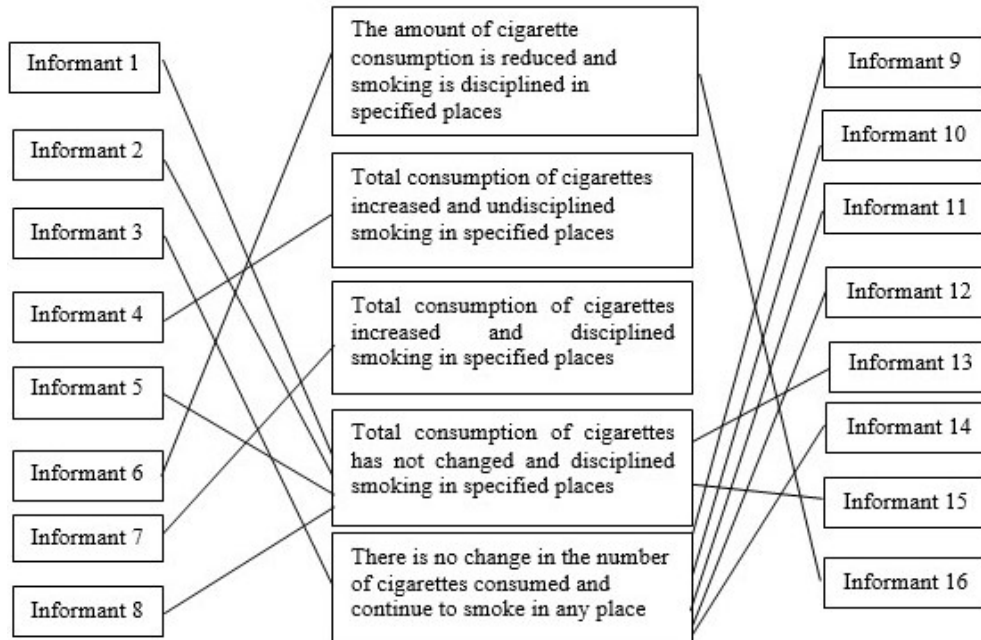


Fig. 4. Description of personal autonomy of informant related to smoking behaviors

**Action Situation**

This study considered the situation that allows informants to stop the smoking habit after implementation of No-Smoking Area in Makassar Mayor’s Office when the no-smoking signs were posted in strategic places as well as the limitation of the free smoking area, while the situation is considered to be actually triggering them to maintain the persistence

of the smoking habit because of the cigarette sellers who roam in the workplace, the canteen that sells cigarettes in the smoking area and still provided ashtrays in some places. More details about the situation that allows informants associated with the smoking habit can be seen in the following scheme:

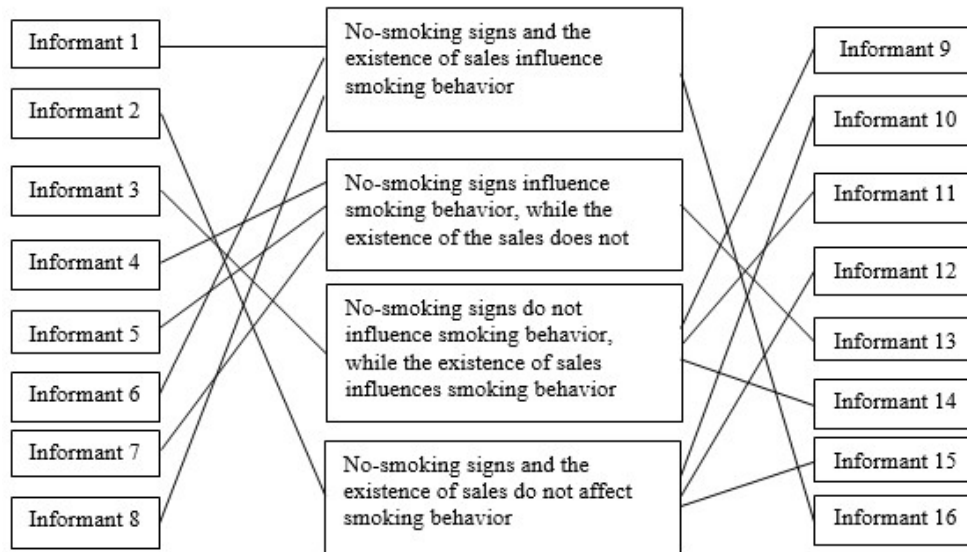


Fig. 5. Description of the situation that allows informants to behave and not behave for smoking

## DISCUSSION

Some research about one's intention to change smoking behavior produces that attempts to quit smoking are influenced by personal intentions. There was a research conducted by [9] regarding the process of quitting on their own in a former cigarette addict in early adulthood. That study stated that the factors that support the process of quitting smoking work independently, one of which is the intention and belief in a person who is very strong for the success of the process [9]. Intention is determined by the extent to which a person has a positive attitude towards a particular behavior and the extent to which a person chooses to perform certain behaviors and get support from others who are influential in their lives [10].

Results of this research found that the intention to change smoking behavior that appears in employees who become informants in this study, has existed before the implementation of No-Smoking Area so that employees feel that the application no longer affects their smoking behavior intention. The results are consistent with a study entitled "Determinant of the success of smoking in students" [11]. In the study, results are stating that there is a relationship between the intention to quit smoking and the success of smoking cessation and a strong intention to quit smoking has a chance of successfully quitting smoking by 14.4 times more easily than smokers who only intend to reduce the number of cigarettes consumed [11].

Social support can come from various sources such as a spouse, family, girlfriend, friends, co-workers and community organizations [12]. Forms of social support and appreciation are emotional support, instrumental support, support information, and support for friendship [12]. Support was obtained by informants in this study to change the behavior of smoking, such as support information as the provision of advice to quit smoking or reduce the number of cigarettes consumed. Most of the support provided comes from families such as wife, children and parents as well as some employees who become informants also get support from friends and superiors at workplace.

Accessibility of information and facilities are important in changing smoking behavior. Affordability is not only distance but an ease in getting information and easy access to the facilities provided. Benefit of information acquired for each person is different, as for the benefits of information according to [13] is to increase knowledge, reduce uncertainty of users of information, reduce the risk of failure, reducing the diversity that is not needed and provide standards, rules, and the decision to form achievement, goals, and objectives [13].

Sources of information through which informants obtained the information are the bulletin boards placed at each entrance to the city hall, a circular letter issued by the regional secretaries, co-workers and during the ceremony held every

Monday at the City Hall. Informants in the study experienced the ease of reaching the information obtained regarding the application of the no-smoking area in the Mayor's office of Makassar.

Facilities provided to support and discipline the employees not to smoke in the no-smoking area at the Mayors office of Makassar are providing free smoking area that is located in the area of the open floor of the tower of the mayor's office, the ashtrays available in every free smoking area and in the backyard, etc. More informants in this study feel the ease to reach the facilities available because the facilities are easily seen and close to the room of every employee.

There are three human rights that are the most fundamental in everyday life, namely the right to life, right to freedom, and the right to have. Personal autonomy is the right to freedom of every person. Freedom is to take the decision to change the behavior of smoking such as reducing the amount of cigarettes consumed as well as achieving the discipline to not smoke in no-smoking area made by two informants in this study. However, there are fourteen other informants who did not change their smoking behavior despite of existing implementation of No-Smoking Area in their offices because of the lack of supervision of the management of No-Smoking Area and the absence of real sanctions given to employees who violate these rules.

Research carried out on the implementation of smoke-free regulations in the area of students at the University of Hasanuddin (2014) to get the result showed that the respondents in the study who had a positive influence on the social environment adhered better to the implementation of No-Smoking Area [14]. The same thing can be found in research on student and employee compliance factor regulatory non-smoking area in the campus of the Faculty of Medicine, University of [15]. The study got results that the environment had the risk of 1.6 times the level of compliance with the implementation of No-Smoking Area [15]. Work environment that allows such a situation to form and stick to no-smoking signs and curb cigarette sales or sellers to change the smoking behavior of employees will help employees to obey the regulations enacted.

The presence or attachment of no-smoking signs in every corner of the mayor's office perceived influence by some informants. Situations that arise because of the sales and cigarette sellers are felt to have no effect on smoking behavior of most of the employees, but still there are five employees who experienced the influence. Results from this study are consistent with research on no-smoking signs that had previously been done with adherence title of the region without cigarettes used by student [16]. Results of the study state that there was a relationship between responses to the no-smoking signs in compliance with No-Smoking Area. This is in line with the results of this study

that the situations that allow employees to change the smoking behavior after the implementation of No-Smoking Area is a situation that arises because of the no-smoking signs.

## CONCLUSION

Makassar mayor's office employees have the intention to change their smoking behavior before the implementation of No-Smoking Area and the employees did not feel the effect of the application on their intentions. Social support comes from family, friends and superiors. The support is in the form of support information. The facilities provided at the mayor's office for a smoke in the form of a free smoking area and ashtrays are placed in each area and backyard of the mayor's office. Most employees find it easy to access the facilities provided. Personal autonomy in this case is behavioral changes experienced by

two employees who became informants. A situation that allows employees to change the behavior of smoking in Makassar Mayor's Office is a situation that arises because of attachment of warning signs prohibiting from smoking and the restrictions of free smoking area.

Suggested the establishment of a special unit of officers and no-smoking area for managers to manage and regulate employees in the Mayor's office of Makassar. Other suggestions are giving better information about the application of no-smoking area that is applied in the mayor's office and is also conveyed through the media loudspeakers available in the office so as to increase the awareness of employees to stop their smoking behavior.

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