

ABSTRACT

This study aims to examine the effect of individual behaviour, environment, and lifestyle towards decision for smoking which the case study; women in Jakarta. The respondents of this research are women smokers in Jakarta. This research method was used linear regression with 3 independent variables also taken from a survey conducted on 120 respondents by using quantitative approach. SEM-PLS had been used for data analysis. The results of this research stated that the coefficient of determination is 0.507, which means the percentage contribution of independent variables (individual behaviour, environment, lifestyle) to the dependent variable (decision for smoking) is 50.7%. The remaining 49.3% is influenced or explained by other variables not included in this research model. The results of this study showed that individual behaviour, environment, and lifestyle have been significantly influenced decision for smoking of women in Jakarta.

Keyword: Individual Behaviour, Environment, Lifestyle, Decision Making, Women, Smoking

UNIVERSITAS
MERCU BUANA