



## THE EFFECT OF SMOKING HAZARDS SLOGAN LISTED ON CIGARETTE PACKS ON PURCHASE INTEREST

Ihwanul Muslimin<sup>\*1</sup>, Intisari Haryanti<sup>2</sup>

Sekolah Tinggi Ilmu Ekonomi (STIE) Bima, Indonesia<sup>\*12</sup>

[ihwanulmuslimin977@gmail.com](mailto:ihwanulmuslimin977@gmail.com)<sup>\*1</sup>, [intisariharyanti@gmail.com](mailto:intisariharyanti@gmail.com)<sup>2</sup>

**Abstract:** Cigarettes are rolled or rolled tobacco that is rolled/ wrapped in the paper either by hand or by machine. Cigarettes are also an addictive substance which when used can cause health hazards for individuals and society. The health slogans on the dangers of cigarettes on the cover of cigarette packs are scary, like pictures of a perforated throat or heart disease, but people still have an interest in buying and care less about stopping smoking. The purpose of this study was to determine the effect of the Dangers of Smoking Slogans on Cigarette Packs on Buying Interest in the City of Bima. The population used is all people in the city of Bima who consume cigarettes whose number is not known with certainty with a sample size of 96 respondents. The population used is all people in Bima City who consume cigarettes that are not known for certain. while the number of samples is as many as 96 people with techniques based on criteria or purposive techniques. Then analyzed the data with a simple linear regression technique. Based on the data analysis that has been done, it can be concluded that the slogan of the dangers of smoking listed on cigarette packs has no significant effect on people's purchase interest in Bima City.

**Keywords:** Dangers of Smoking Slogans; Purchase Interest

### INTRODUCTION

Buying interest is a condition in a person on the subjective possibility dimension which includes the relationship between the person himself and several actions (Schiffman & Kanuk, 2010). The increasing number of cigarette consumers makes cigarette producers make many discoveries about cigarettes and create two types of cigarettes consumed by smokers, namely kretek and filter cigarettes. The circulation of cigarettes that is growing from year to year with uncontrolled levels of consumers from the elderly, youth to children of middle school age makes parents and the government very concerned. Moreover, we know that smoking cigarettes continuously can be a source of various health problems such as cancer, heart disease, and respiratory problems. In addition, people around will also be affected by the negative effects of smoking caused by inhaling cigarette smoke from people who are smoking. Cigarettes are cylinders of rectangular paper containing chopped tobacco leaves. At present smoking is also one of the habits that we can meet in everyday life.

The magnitude of the dangers of smoking is not unnoticed among smokers, but the strong dependence on cigarettes so that smokers do not stop smoking (Putra, 2019). Another impact is on passive smokers. People who accidentally are near the active smoker will also have the same chance of disease as active smokers because they will indirectly inhale the cigarette smoke. Usually, consumers will evaluate the brand in detail. Risk is one of the factors that are highly considered by consumers in deciding on purchasing a product. Consumers will have greater involvement in the decision process. Consumers who have a good perception of the risk of smoking with all the negative consequences, then these consumers will make full and careful consideration to have the desire to buy cigarettes (Kristiani, 2017).

From this phenomenon, the government makes a regulation, government regarding tobacco or cigarette products which are regulated by law, the signing of government regulation by President Susilo Bambang Yudhoyono concerning the safety of materials containing addictive substances in the form of tobacco products for health



on packaging starting January 2014 109 of 2012 concerning Safeguarding of Materials Containing Addictive Substances in the Form of Tobacco Products for Health and Minister of Health Regulation (Permenkes) Number 28 of 2013 concerning the Inclusion of Health Warnings and Health Information on Tobacco Product Packaging by including scary images/slogans on cigarette packages or packs.

The results of the author's observations on several cigarette users, the health slogans of the dangers of cigarettes contained on the cover of cigarette packs are so scary as pictures of a perforated throat or heart disease, but people themselves still have an interest in buying and are less concerned about stopping smoking. The image or slogan aims to inform people who are consuming cigarettes to stop smoking and also to people who have not smoked so as not to smoke, thereby affecting the surrounding environment. In addition, warnings about the dangers of smoking are not only found wrapped in cigarettes, but also on the side of the road such as billboards and posters. This makes the writer interested in making its research with the title The Effect Of Smoking Hazards Slogan Listed On Cigarette Packs On Purchase Interest. Cigarettes are rolled or rolled tobacco that is rolled/wrapped in the paper either by hand or by machine. Cigarettes are also an addictive substance which when used can cause health hazards for individuals and society.

According to Widyatama (2011), slogans are words or sentences that are interesting, striking, and easy to remember to convey something. A slogan is an idea of what you want consumers to know. According to Veranita (2020) many companies use a motto or slogan to better explain the nature of the business or to create a feeling about the company or product. Slogans help customers remember what's unique about the business. Widyatama (2011) there are 3 Slogan indicators, including the following: (1) Seeing the content of the message from the slogan the dangers of smoking is a serious global health problem that causes death; (2) Attractiveness Slogans are very important so that slogans can communicate with consumers, can persuade and arouse and maintain consumers' memories of the products offered; (3) Effective, meaning that the slogan conveys the message as desired and consumers can respond to it.

According to Widyatama (2011) and Herman et al. (2016) buying interest is a condition in a person on the subjective possibility dimension which includes the relationship between the person himself and several actions. While Mustapa et. al. (2018) defines buying interest as consumer behavior to respond positively to the service quality of a brand and is interested in re-consuming the product or brand. According to Ferdinand (2013) to buying interest is identified through the following indicators: (1) Transactional interest, namely the tendency of a person to buy a product; (2) Referential interest, namely the tendency of a person to refer products to others; (3) Preferential interest, which is a request that describes the behavior of someone who has a primary preference for the product; (4) Interest in exploration, ask this to describe the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive of the product.

According to Widyatama (2011) and Sugianto and Tjandra (2019) that slogans have little effect on buying interest. Slogans as part of the identity of a product are a very important asset to buying interest because through slogans, messages can be conveyed to the public by hitting them. Slogans can also identify or bring out an identity to enthusiasts and in turn that identity can form a certain impression of a product in the eyes of the audience.



The hypothesis in this study is

Ha: there is an influence of the slogan on the dangers of smoking which is printed on cigarette packs on the buying interest of the people in Bima city.

Ho: there is no influence of the slogan of the dangers of smoking listed on cigarette packs on people's buying interest in Bima City.

## METHODS

The type of research used in this study is the type of associative research. According to Sugiyono (2014), associative research is research that aims to determine the relationship between two or more variables. In this study, the researcher wanted to know the relationship between slogans and people's buying interest in the city of Bima.

The population used is all people in the city of Bima who consume cigarettes whose number is not known with certainty. The population used is all people in the city of Bima who consume cigarettes whose number is not known with certainty with a sample size of 96 respondents. The population used is all people in Bima City who consume cigarettes that are not known for certain. while the number of samples is as many as 96 people with techniques based on criteria or purposive techniques. Then analyzed the data with a simple linear regression technique. Akdon and Riduwan (2013) explain that "the sampling technique if the population is not known with certainty, the purposive sampling technique is used. Based on purposive sampling, the researcher selects by filtering the existing questionnaires, if these people are known.

Based on this, the formula used to determine the sample if the population is not known for certain is the Unknown Populations formula:

$$n = \left[ \frac{Z_{\alpha/2} \sigma}{e} \right]^2$$
$$n = \left[ \frac{Z_{\alpha/2} \sigma}{e} \right]^2$$
$$n = \left[ \frac{(1,96) \cdot (0,25)}{0,05} \right]^2$$
$$n = 96,04$$

Information :

n = Number of samples

Z<sub>α</sub> = confidence level measure α= 0.05 (95% confidence level means 2σ) = 1.96  
= standard deviation

e = standard error or tolerable error (5%=0.05)

From the calculation above, the research sample obtained is 96 respondents. A research instrument is a tool used to measure the observed natural and social phenomena (Sugiyono, 2013). The research instrument used in collecting data is a questionnaire with a Likert Scale.

The data collection techniques used are: (1) Observation is a process of collecting data by making direct observations on the object of research to obtain an overview of the research variables; (2) The questionnaire is a data collection technique by distributing a questionnaire containing several statements, where each answer to the question has a different weight value; (3) Literature study is a data collection tool by conducting a literature study related to the object of research, to obtain library materials, especially theories that support this research. This research was conducted in Bima City, West Nusa Tenggara province



## RESULTS AND DISCUSSION

### Validity Test

A validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions and questionnaires can reveal something that will be measured by the questionnaire (Ghozali, 2013).

**Table 1. Variable Validity Test Results**

Research Variable	Statement Items	R <sub>count</sub>	R <sub>table</sub>	Valid description
The Dangers of Smoking Slogans Stamped On Cigarette Packs	Statement 1	0,814	0,300	Valid
	Statement 2	0,836	0,300	Valid
	Statement 3	0,713	0,300	Valid
	Statement 4	0,745	0,300	Valid
	Statement 5	0,807	0,300	Valid
	Statement 6	0,571	0,300	Valid
	Statement 7	0,476	0,300	Valid
	Statement 8	0,445	0,300	Valid
Purchase interest	Statement 1	0,520	0,300	Valid
	Statement 2	0,661	0,300	Valid
	Statement 3	0,690	0,300	Valid
	Statement 4	0,657	0,300	Valid
	Statement 5	0,722	0,300	Valid
	Statement 6	0,687	0,300	Valid
	Statement 7	0,321	0,300	Valid
	Statement 8	0,337	0,300	Valid

Source: Processed primary data (2021)

As seen in Table 1 above, the results of the variable validity test. The slogan of the dangers of smoking listed on cigarette packs has a positive and significant influence on people's buying interest which has been carried out, so all statement items on the questionnaire are said to be valid where  $R_{count} > R_{table}$  is 0.300.

### Reliability Test

Reliability is a tool to measure a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable or reliable if the answer to the question is consistent or stable from time to time (Ghozali, 2013).

**Table 2. Reliability Test Results**

Variable	Cronbach's alpha	Reliable limit	Reliable Description
The Dangers of Smoking Slogans Stamped On Cigarette Packs	0,832	0,600	Reliabel
Purchase Interest	0,703	0,600	Reliabel

Source: Processed primary data (2021)

As seen in Table 2 above, after measuring reliability in this study, it can be concluded that the statement on the research questionnaire shows all reliable variables at Cronbach's alpha  $> 0.600$ .



### Normality Test

Normality test is used to determine whether the dependent variable, independent or both are normally distributed, close to normal or not. A good regression model should be normally distributed or close to normal. The implementation of the normality test in this study used the Kolmogorov-Smirnov test. If the value of the Kolmogorov-Smirnov test is less or equal to 0.05, then the residuals are not normally distributed and otherwise, they are normally distributed (Ghozali, 2011).

**Table 3. Normality Test Results**

		Unstandardized Residual
N		96
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	3,59792566
	Most Extreme Differences	
	Absolute	,061
	Positive	,034
	Negative	-,061
Kolmogorov-Smirnov Z		,602
Asymp. Sig. (2-tailed)		,862

Source: Processed primary data (2021)

Based on table 3. Normality test can be seen in the Asymp value. Sig. (2-tailed)  $0.862 > 0.05$ , it can be concluded that the residual value is normally distributed

### Simple Linear Regression

According to Sugiyono (2017), Simple Linear Regression is based on a functional or causal relationship of one independent variable with one dependent variable. Besides being used to measure the strength of the relationship between two variables, it can also show the direction of the relationship between one dependent variable and one independent variable. So that the general equation for simple linear regression in this study is as follows:

$$Y = a + bx$$

Information:

Y= dependent variable

a= Price of Y when price of X = 0 (constant price)

b= The direction number or regression coefficient, which shows the increase or decrease in the dependent variable based on changes in the independent variable. If (+) then the direction of the line is going up, and if (-) then the direction of the line is going down

X= independent variable



## Simple Linear Regression Analysis

**Table 4. Simple Regression Analysis Test Results**

Model	Coefficients <sup>a</sup>				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1 (Constant)	26,038	2,300			11,322	,000
SLOGAN	,135	,076	,181		1,782	,008

Source: Processed primary data (2021)

Table 4 above shows the results of regression analysis, it can be seen that the equations of simple regression in this study are as follows:

$$Y = 26,038 + 0,135X$$

So, knowing this equation, the explanation is as follows:

The constant value (a) of 26,038 means that if the smoking hazard slogan variable listed on cigarette packs is considered zero, then people's buying interest will be 26,038.

The value of the beta coefficient (b) of the smoking hazard slogan variable listed on cigarette packs is 0.135, meaning that if there is a change in the smoking hazard slogan variable listed on cigarette packs (X) by one unit, it will result in a change in people's buying interest (Y) of 0.135, with the other assumptions being constant. An increase of one unit in the smoking hazard slogan variable listed on cigarette packs will result in a decrease in public buying interest by 0.135 units.

## Simple Correlation Analysis

This correlation technique is used to find relationships and prove the hypothesis of a relationship between two variables if the data of the two variables are in the form of intervals or ratios, and the data sources of the two or more variables are the same (Sugiyono, 2013). In correlation analysis, there is a number called the Coefficient of Determination, the magnitude of which is the square of the correlation coefficient ( $r^2$ ), where the coefficient of determination (determinant) is expressed in percent, so this coefficient is useful for knowing the magnitude of the contribution of the influence of firm size on firm value (Sugiyono, 2016). The t-test was used to determine the effect of each independent variable on the dependent variable. To see the partial effect, decision making uses the following methods: (1) If  $-t_{table} < t_{count} < t_{table}$ , then  $H_0$  is accepted; (2) If  $t_{count} < -t_{table}$  and  $t_{count} > t_{table}$ , then  $H_0$  is rejected.

**Table 5. Simple Correlation Test Results**

Model	Model Summary			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,181 <sup>a</sup>	,033	,022	3,617

Source: Processed primary data (2021)

The results of data processing obtained a correlation coefficient value of 0.181. These results explain that there is an influence between the dangers of smoking slogans listed on cigarette packs on people's buying interest. To be able to give an interpretation of the strength of the influence, the guidelines as shown in the following table can be used:



**Table 6. Influence Level Guidelines**

Coefficient Interval	Influence Level
0,00 – 0,199	Very Low
0,20 – 0,399	Low
0,40 – 0,599	Medium
0,60 – 0,799	Strong
0,80 – 1,000	Very Strong

Source: Processed primary data (2021)

So the influence of the slogan on the dangers of smoking listed on cigarette packs on public buying interest is 0.181 in the interval 0.00 – 0.199 with a very low level of influence. Table 5 shows that the R<sup>2</sup> value in this study was obtained at 0.033, meaning that this indicates the public buying interest variable (Y) is influenced by the smoking hazard slogan variable listed on cigarette packs (X) by 3.3%, while the rest is 96.7. % is influenced by other factors not included in this study.

### T-Test Results

**Table 7. Results of T-Test**

Model	Coefficients <sup>a</sup>			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	26,038	2,300		11,322	,000
SLOGAN	,135	,076	,181	1,782	,078

Source: Processed primary data (2021)

The t-test was used to determine the effect of each independent variable on the dependent variable. To see the partial effect, decision-making uses the following methods: (1) If  $-t_{table} < t_{count} < t_{table}$ , then Ho is accepted; (2) If  $t_{count} < -t_{table}$  and  $t_{count} > t_{table}$ , then Ho is rejected. Under the condition:

Ha = there is an influence of the slogan on the dangers of smoking which is printed on cigarette packs on the buying interest of the people in Bima city.

Ho = There is no Influence of the Dangers of Smoking Slogans on Cigarette Packs on Buying Interest in the City of Bima.

The statistical results of the t-test for the smoking hazard slogan variable listed on cigarette packs obtained a  $t_{count}$  value of 1.782 with a  $t_{table}$  value of 1.985 ( $1.782 < 1.985$ ) with a significance value of 0.078 greater than 0.05 ( $0.078 > 0.05$ ), meaning that Ha is rejected, so it can be concluded that Ho which reads The slogan of the dangers of smoking listed on cigarette packs has no significant effect on people's buying interest in Bima City.

### CONCLUSION

Based on the results of data analysis that has been carried out, it can be concluded that the slogan of the dangers of smoking listed on cigarette packs has no significant effect on people's buying interest in Bima City. From the observations, it can be seen that the relationship and large companies have a major influence in increasing the profits of the cigarette industry. Therefore, the government needs to pay attention to the actions of associations and large companies and member companies of associations so that competition that occurs in the cigarette industry remains healthy and there is no collusion between companies in the cigarette industry.



## REFERENCES

- Akdon., & Riduwan (2013). *Rumus dan Data dalam Aplikasi Statistika*. Bandung: Alfabeta
- Ferdinand, Augusty. (2013). *Metode Penelitian Manajemen*. Semarang: Universitas Diponegoro.
- Ghozali, Imam. (2011). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Semarang: Badan Penerbit Universitas Diponegoro.
- Herman, Moryoni, S.H, Welven, A. (2016). The Effect of Smoking Warning Advertising Images on Cigarette Packs on Quitting Attitudes for Customers of the Sampoerna A Mild Brand in the Village of Kecepatan Barat Mulya. *UPP Management Study Program Student Journal*, 3(2), 1-9.
- Kristiani, Nuning. (2017). Penggunaan Peringatan Visual dalam Pemasaran Sosial dan Resiko yang dipersepsikan Konsumen: Pengaruhnya terhadap Minat Beli Konsumen Produk Rokok. *JBMA*, IV(2).
- Mustapa, A., Patricia, D. P., & Leonardo, B.H. (2018). Pengaruh kualitas produk, harga produk, dan keragaman produk sparepart toyota terhadap minat beli ulang konsumen dengan kepuasan pelanggan sebagai variabel. *Journal of Management Universitas pandanaran* 4(4), 1-17.
- Putra, Muhammad Ardaya Maulana. (2019) Komunikasi Visual terhadap Pesan Bahaya Merokok pada Kemasan Rokok (Studi Mahasiswa Komunikasi Penyiaran Islam Fakultas Dakwah dan Ilmu Komunikasi Angkatan 2016). Undergraduate thesis, UIN Raden Intan Lampung.
- Schiffman, Leon G., and Leslie, Lazar Kanuk. (2010). *Consumer Behavior, 5th Edition*. Prentice-Hall & Co, New Jersey.
- Sugianto, Y., & Tjandra, S. (2019). Aplikasi Point of Sale Pada Toko Eceran Menggunakan Metode Pengembangan Perangkat Lunak Dinamis. *Dinamika Teknologi*, 8(1), 1–8.
- Sugiyono. (2013). *Metodologi Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta.CV
- Sugiyono. (2014). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung:Alfabeta, CV.
- Veranita. (2020). *Pengaruh Slogan Bahaya Merokok pada Bungkus Rokok dan Fatwa Mui terhadap Minat Beli Masyarakat Muslim (Studi Kasus Masyarakat Muslim Kelurahan Olak Kemang Kecamatan Danau Teluk Kota Jambi)*. Thesis, UIN Sultan Thaha Saifuddin Jambi.
- Widyatama, Rendra. (2011). *Teknik Menulis Naskah Iklan: Agar Tepat Kena Sasaran*. Yogyakarta: Horizon.