

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter discusses the formulated conclusions from discussions within the previous chapters regarding investigating health beliefs and intention for smoking cessation based on the health belief model. Furthermore, it will also present the suggestions within theoretical, practical, and social domains, providing valuable insight for certain parties interested in the topic for future communication science research.

5.1 Conclusions

Based on the results and discussions from previous chapters, it concludes:

- (1) There is a significant positive correlation between Perceived Susceptibility (.316) from the Health Belief Model (HBM) towards the Intention for Smoking Cessation
- (2) There is a significant positive correlation between Perceived Severity (.317) from the Health Belief Model (HBM) towards the Intention for Smoking Cessation
- (3) There is a significant positive correlation between Self-Efficacy (.438) from the Health Belief Model (HBM) towards the Intention for Smoking Cessation
- (4) There is a significant positive correlation between Perceived Benefits (.415) from the Health Belief Model (HBM) towards the Intention for Smoking Cessation
- (5) There is no correlation between Perceived Barriers from the Health Belief Model (HBM) towards the Intention for Smoking Cessation**

(6) There is a significant positive correlation between Cues to Action (.138) from the Health Belief Model (HBM) towards the Intention for Smoking Cessation

The research study provides empirical evidence that emphasizes the significance of health belief determinants in explaining and predicting smoking cessation as a health-promoting behavior among smokers in Indonesia through the Health Belief Model (HBM) components. Results demonstrate that HBM is capable of predicting the intentions for smoking cessation, further indicating that the five proposed research hypotheses are accepted into the study.

5.2 Suggestions

Based on the results and conclusions from the research study, there are several suggestions that will be presented and divided into the following:

5.2.1 Theoretical Suggestions

Research findings from the study had showcased a significant correlation between independent variables towards the dependent variable, however, have found that perceived barriers and cues to action had very weak correlations concerning the intention for smoking cessation. After having accumulated and evaluated the research data through quantitative method analysis focusing on perceived health beliefs and intentions for smoking cessation, further research is needed to explore the aforementioned perceived health indicators from the Health Belief Model (HBM). The researcher suggests that future research in communication science, especially within

the health communication domain associated with cigarette smoking cessation, can contribute further knowledge and insights by assessing the indicators through an in-depth perspective that accounts negative barriers and external cues to action in predicting the intention for smoking cessation among active smokers within the public society.

5.2.2 Practical Suggestions

Based on the research findings from the study, the researcher suggests that future research can increase the effectiveness of health awareness and prevention programs targeting smoking-related diseases by gaining deeper insights to the beliefs and perceptions from active smokers in order to strategically communicate and construct a more persuasive message or information regarding smoking cessation as a health-promoting behavior.

5.2.3 Social Suggestions

The modern societal norm on cigarette smoking is embedded deeply within Indonesian culture encompassing through generations and affecting public citizens, regardless if they are considered passive or active smokers. Additionally, nicotine-dependence has also become a crucial factor, which poses a significant challenge for smoking cessation to be implemented within individuals desiring to act upon the health-promoting behavior. Based on the research findings from the study, it discovered that intentions for smoking cessation from the sampled population was

exceedingly high. However, there is a contradictory belief between their beliefs and smoking behavior, which is evident from their self-efficacy and perception towards cessation barriers in quitting smoking based on the accumulated research data, indicating that smokers reluctance due to their dependence with nicotine that is acquired from cigarette smoking. Therefore, the researcher suggests that smokers must consider and re-evaluate their perceived health beliefs regarding the health consequences and risks associated with cigarette smoking, to prevent themselves from consuming misconceptions and continuing their smoking behavior that would risk their health and well-being within the long-term.