



KEMENTERIAN RISET, TEKNOLOGI DAN PENDIDIKAN TINGGI  
UNIVERSITAS SYIAH KUALA  
UPT. PERPUSTAKAAN

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## ELECTRONIC THESIS AND DISSERTATION UNSYIAH

### TITLE

WILLINGNESS TO PAY MAHASISWA UNTUK BERHENTI MEROKOK (STUDI KASUS DI UNIVERSITAS SYIAH KUALA BANDA ACEH)

### ABSTRACT

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This study aims to analyze whether factors such as health expenditure due to the impact of cigarettes, the price of cigarettes per pack, and written messages on cigarette packs affect the students' willingness to pay (WTP) to quit smoking. This study also aims to find out how much the price that students want to pay to stop smoking at the University of Syiah Kuala. This study uses data obtained from the questionnaire distribution. This study uses Binary Logistic Regression method using the analysis tool of SPSS version 15. The result of this study indicates that the factors of total expenditure and health costs affect the students' WTP while the price of cigarettes and the effect of written message do not affect the students' WTP. The average value of WTP that is willing to be paid by the respondent is Rp. 17.650. Based on the number of respondents who are willing and not willing to pay, it can be seen that 43 of 100 respondents are willing to pay to quit smoking. The remaining 57 respondents of the total sample have low willingness to quit smoking. Therefore, the government is recommended to make local policy about non-smoking areas. The prohibition on advertising and promotion of cigarettes in print and electronic media as well as creating a rehab center for cigarette addicts.

Keywords: Expenditure, Price, Cost, Willingness to Pay (WTP), Binary Logistic Regression.