

Hubungan *Self Regulation, Self efficacy, Observational Learning*, dan Fasilitas dengan Kepatuhan Pengunjung terhadap Implementasi Kawasan Tanpa Rokok di RSUD dr.Soekardjo

SKRIPSI



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**PROGRAM STUDI S1 ADMINISTRASI RUMAH SAKIT
FAKULTAS ILMU KESEHATAN
UNIVERSITAS BAKTI TUNAS HUSADA TASIKMALAYA
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Diajukan sebagai salah satu syarat untuk memperoleh gelar Sarjana Kesehatan (S.Kes)



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PROGRAM STUDI SARJANA ADMINISTRASI RUMAH SAKIT**

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Hubungan *Self Regulation*, *Self Efficacy*, *Observational Learning*, dan Fasilitas dengan Kepatuhan Terhadap Implementasi Kebijakan Kawasan Tanpa Rokok di RSUD dr. Soekardjo.

xvii + 115 Hal + 19 tabel + 16 lampiran

Abstrak

Berdasarkan GATS 2021, 34,5% penduduk Indonesia ≥ 15 tahun adalah perokok aktif. Indonesia memiliki prevalensi perokok laki-laki tertinggi, yang berkontribusi pada meningkatnya kasus PTM seperti kanker paru dan stroke setiap tahun. Kurangnya komunikasi efektif RS kepada masyarakat tentang peraturan KTR menyebabkan rendahnya kepatuhan pengunjung. Penelitian ini bertujuan untuk mengetahui gambaran *Self Regulation*, *Self Efficacy*, *Observational Learning*, fasilitas, dan kepatuhan pengunjung serta mengetahui hubungan antara *Self Regulation*, *Self Efficacy*, *Observational Learning*, dan fasilitas dengan kepatuhan pengunjung terhadap kebijakan KTR di RSUD dr. Soekardjo. Penelitian ini menggunakan pendekatan kuantitatif deskriptif analitik dengan desain cross-sectional. Populasi penelitian berjumlah 7.428 pengunjung, dengan sampel diambil menggunakan teknik non-probability accidental sampling sebanyak 100 responden. Data dikumpulkan melalui kuesioner terstruktur berskala Likert (30 item, Cronbach's Alpha 0,935) dan dianalisis menggunakan uji korelasi Rank Spearman. Hasil penelitian menunjukkan mayoritas responden memiliki *Self-Regulation* tinggi (87%), *Self-Efficacy* sedang (54%), *Observational Learning* tinggi (50%), dan persepsi Fasilitas tinggi (84%), namun 63% responden masih tidak patuh terhadap kebijakan KTR. Uji korelasi menunjukkan keempat variabel memiliki hubungan positif dan signifikan dengan Kepatuhan ($p < 0,05$), dengan *Observational Learning* sebagai faktor paling dominan ($r = 0,532$) dan Fasilitas sebagai faktor paling lemah ($r = 0,265$). Penelitian ini menyimpulkan bahwa faktor psikososial lebih menentukan kepatuhan dibandingkan ketersediaan sarana fisik. Rumah sakit disarankan memperkuat edukasi, sosialisasi, pengawasan, dan penegakan aturan KTR secara berkelanjutan.

Kata Kunci : KTR, Kepatuhan, Self-Regulation, Self-Efficacy, Observational Learning, Teori Sosial Kognitif.
Kepustakaan : 38 (2016 – 2026)

BAKTI TUNAS HUSADA UNIVERSITY
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The Relationship Between Self-Regulation, Self-Efficacy, Observational Learning, and Facilities and Compliance with the Implementation of the Smoke-Free Zone Policy at Dr. Soekardjo Regional General Hospital.

xvii + 115 page + 19 table + 16 attachment

Abstract

According to the 2021 GATS, 34.5% of Indonesia's population aged 15 and older are active smokers. Indonesia has the highest prevalence of male smokers, which contributes to the annual increase in cases of NCDs such as lung cancer and stroke. The lack of effective communication from hospitals to the public regarding smoke-free zone regulations has led to low compliance among visitors. This study aims to determine the profile of self-regulation, self-efficacy, observational learning, facilities, and visitor compliance, as well as to identify the relationship between self-regulation, self-efficacy, observational learning, and facilities with visitor compliance with the smoke-free policy at Dr. Soekardjo Regional General Hospital. This study employs a descriptive-analytical quantitative approach with a cross-sectional design. The study population consisted of 7,428 visitors, with a sample of 100 respondents selected using non-probability accidental sampling. Data were collected via a structured Likert-scale questionnaire (30 items, Cronbach's Alpha 0.935) and analyzed using Spearman's rank correlation test. The results showed that the majority of respondents had high self-regulation (87%), moderate self-efficacy (54%), high observational learning (50%), and high perceptions of facilities (84%); however, 63% of respondents still did not comply with the smoke-free policy. Correlation tests showed that all four variables had a positive and significant relationship with compliance ($p < 0.05$), with observational learning as the most dominant factor ($r = 0.532$) and facilities as the weakest factor ($r = 0.265$). This study concludes that psychosocial factors have a greater influence on compliance than the availability of physical facilities. Hospitals are advised to continuously strengthen education, outreach, monitoring, and enforcement of the KTR regulations.

Keywords : Smoke-Free Zones, Compliance, Self-Regulation, Self-Efficacy, Observational Learning, Social Cognitive Theory
Library : 38 (2016 – 2026)