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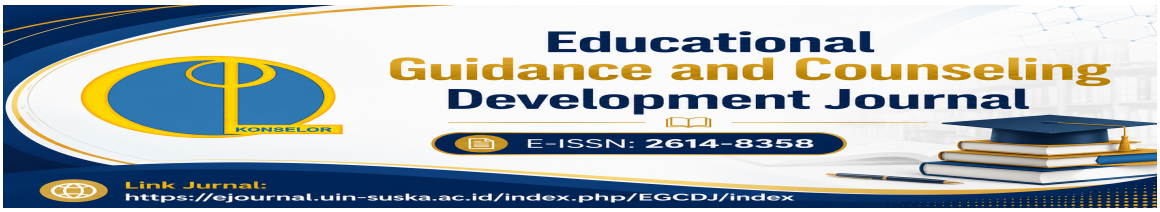


# The Effect of Peer Group Conformity on Students` Smoking Behaviorat SMKN 1 Payakumbuh

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**Abstract:** Smoking behavior among adolescents remains a prominent issue in vocational high schools and is closely linked to social influences, particularly peer relationships. This study aimed to describe the level of peer group conformity, identify smoking behavior among male students, and examine the effect of peer group conformity on smoking behavior at SMKN 1 Payakumbuh. A quantitative research design was applied using simple linear regression analysis. The population consisted of 167 male students, with 63 respondents selected through simple random sampling based on the Slovin formula with a 10% margin of error. Data were collected using structured questionnaires measuring peer group conformity and smoking behavior. The results indicated that peer group conformity had a significant influence on smoking behavior, accounting for 51.1% of the variance, with a significance value of 0.000 ($p < 0.05$). These findings demonstrate that stronger conformity to peer groups is associated with higher levels of smoking behavior among male students. Therefore, peer group influence plays a crucial role in adolescent smoking behavior and should be considered an important focus in guidance and counseling interventions within the school setting.

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## INTRODUCTION

Smoking continues to be a major global health concern with far-reaching consequences, yet it often receives insufficient attention at the social level. Data from the World Health Organization indicate that in 2020 the number of smokers aged 15 years and above reached approximately 991 million worldwide, with tobacco use causing around three million premature deaths annually due to cardiovascular diseases such as heart attacks and strokes. These conditions represent one of the leading causes of mortality globally, as highlighted during the commemoration of World No Tobacco Day (Kharisma et al., 2024; Verguet, S., et al., 2024).

Cigarette consumption shows a persistent upward trend each year, and smoking has gradually become normalized in everyday life. Many individuals perceive smoking as a source of pleasure, despite the serious health risks it poses not only to smokers but also to those exposed to secondhand smoke. Cigarettes contain various hazardous substances that can lead to disease and death, a fact that has been formally recognized in Indonesian health regulations. Nevertheless, because tobacco contains addictive compounds that cause dependence, individuals often find it difficult to stop smoking even when they are fully aware of its dangers (Indonesia, 2009).

From a medical perspective, smoking behavior is associated with numerous health problems, including hypertension and cardiovascular disorders, primarily due to chemical substances such as nicotine and tar. Smoking causes vasoconstriction in several parts of the body, forcing the heart to work harder to maintain adequate blood circulation, which in turn increases blood pressure. In addition, prolonged smoking can reduce sensory sensitivity, particularly the senses of smell and taste (Ramandhani, 2013).

In the Indonesian context, it is common to encounter adolescents who smoke openly in public spaces. Smoking has even evolved into a lifestyle symbol for some teenagers. Adolescence is a developmental stage characterized by a strong tendency to imitate others, and smoking is often viewed by adolescents as a marker of maturity. As a result, many teenagers smoke as a way to assert their identity and gain social acceptance within their peer groups (Robalino, J. D., & Macy, M., 2018, Solehah et al., 2019; Kumboyono, K., Hamid, A. Y. S., Sahar, J., & Bardosono, S. 2020). Previous studies have described smoking behavior as a process that begins with preparation and initial exposure, followed by experimentation, the formation of attitudes toward smoking, the adoption of smoking behavior, and finally the maintenance stage, which is driven by the pursuit of pleasurable physiological effects (Mayhew, et. al., 2000; Anitia et al., 2022).

From a psychosocial perspective, Kurt Lewin's theory emphasizes that behavior is shaped by the interaction between individual characteristics and environmental factors. Smoking among adolescents is therefore not solely influenced by internal factors, but also by external elements, particularly peer groups (Komalasari & Helmi, 2000; Seo, D. C., & Huang, Y. 2012; Littlecott, H.J., Moore, G.F., McCann, M. *et al.,* 2022). Empirical evidence supports this view. Research conducted among junior and senior high school students in Jakarta revealed that peer influence accounted for 56.1% of adolescents' smoking behavior (Rosdiana, 2011). Similarly, a study in Padang City found that 59.1% of male high school students were smokers, and those who had peers who smoked were more than ten times more likely to engage in smoking behavior themselves (Arlinda, 2019). Additional findings from research on male adolescents in Payakumbuh also showed that 60% of respondents smoked due to encouragement from friends (Simons-Morton, B.G., Farhat, T., 2010; Fransiska & Firdaus, 2019; Kumboyono, K., Hamid, A. Y. S., Sahar, J., & Bardosono, S. 2020).

Peer influence often manifests through conformity, which refers to the tendency of individuals to adjust their attitudes and behaviors to align with group norms. Adolescents with a strong inclination toward conformity are more likely to adopt behaviors that are accepted within their peer groups. Conformity can affect various aspects of adolescent life, including daily activities, appearance, language, attitudes, and value systems. Although these expectations are often implicit rather than formally stated, they exert considerable pressure on group members and can lead to the adoption of certain behaviors, including risky ones (Zebua & Nurdjayadi, 2001). Hurlock further explains that many adolescent behaviors emerge simply because individuals want to be accepted by their groups, including behaviors

such as smoking, alcohol consumption, truancy, and fighting. In this context, conformity may have either positive or negative consequences, depending on the norms upheld by the peer group, with smoking representing a common form of negative conformity among adolescents (Santor, D.A., Messervey, D. & Kusumakar, V., 2000., Solehah et al., 2019; Nurhidayah, I., Aryanti, K. N., Suhendar, I., & Lukman, M. 2021).

Although numerous studies have confirmed the role of peers in influencing adolescent smoking behavior, most previous research has focused on general adolescent populations or senior high school students and has rarely examined peer group conformity as a specific psychological construct within vocational school settings. In addition, empirical evidence that quantitatively measures the extent to which peer group conformity contributes to smoking behavior among male vocational students, particularly in the local context of Payakumbuh, remains limited. This gap indicates the need for more context-specific research that integrates conformity theory with empirical data from vocational education environments.

SMKN 1 Payakumbuh is one of the largest vocational high schools in Payakumbuh City, offering four areas of specialization and enrolling approximately 1,440 students. Based on interviews with school guidance counselors and case documentation, it was found that around 53% of male students engage in smoking behavior. Many of the cases handled by counselors involve male students caught smoking together in school restrooms, despite clear school regulations prohibiting smoking. Further interviews revealed that most students began smoking due to peer invitations, initially as a trial and later developing into a habit. Some students reported that refusing to smoke made them feel excluded from their peer groups. Observations also showed that after school hours, groups of male students often gather near the school cafeteria, where smoking commonly occurs as part of their social interaction.

Based on these conditions and the identified research gap, this study aims to examine the influence of peer group conformity on smoking behavior among male students at SMKN 1 Payakumbuh.

## METHOD

This study employed a quantitative research design using a regression analysis approach. Quantitative regression was chosen to examine the magnitude and direction of the relationship between peer group conformity as the independent variable and smoking behavior as the dependent variable. This approach allows research findings to be expressed numerically and analyzed statistically to draw objective conclusions regarding the influence between variables (Arikunto, 2006).

The population of this study consisted of male students at SMKN 1 Payakumbuh. The sample was selected using a simple random sampling technique to ensure that each member of the population had an equal opportunity to be included in the study. Respondents represented various vocational majors offered by the school, with ages generally ranging from mid to late adolescence. In terms of social background, the students came from diverse family and environmental contexts, reflecting the heterogeneous characteristics of vocational school students.

Data were collected using structured questionnaires measuring peer group conformity and smoking behavior. Both instruments were developed using a Likert-type scale, allowing respondents to indicate their level of agreement with each statement. Prior to data analysis, the instruments were tested for validity and reliability. Validity testing was conducted using

item–total correlation analysis, while reliability was assessed using Cronbach's alpha coefficient to ensure internal consistency of the measurement scales.

Statistical data analysis was performed using simple linear regression. Before conducting regression analysis, classical assumption tests were applied, including normality, linearity, and homoscedasticity tests, to ensure that the data met the requirements for regression analysis. All statistical analyses were carried out to determine the extent to which peer group conformity influences smoking behavior among students at SMKN 1 Payakumbuh.

## RESULT AND DISCUSSION

### Result

The influence of peer group conformity on smoking behavior among students at SMKN 1 Payakumbuh. This can be seen in the following hypothesis test table:

*Simple Linear Regression Test*

**Table 1. Simple Linear Coefficient Regression Analysis of Peer Group Conformity and Smoking Behavior**

Coefficients[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | T | Sig. |
| 1 | (Constant) | 47.957 | 9.336 | | 5.137 | .000 |
| | peer group conformity | .886 | .111 | .715 | 7.984 | .000 |

a. Dependent Variable: smoking behavior

The table above explains that the constant value (a) is 47.957, while the peer group conformity value (x) is 0.886. Therefore, the equation can be written as follows:

Y = a + bX Y = 47.957 + 0.886

The coefficient value of the peer group conformity variable is 47.957, while the regression coefficient of X is 0.886. These regression coefficients are positive, indicating that the direction of the influence of the peer group conformity variable (X) and smoking behavior (Y) is positive. This means that if the peer group conformity value (X) increases, the smoking behavior value increases, and vice versa. Therefore, the regression equation can be interpreted as meaning that for every 1% increase in the peer group conformity value, the smoking behavior value increases by 0.886. The decision-making process in a simple regression test is as follows: 1) Based on the significance value from the coefficient table, a significant value of 0.000 < 0.05 is obtained, thus concluding that the peer group conformity variable (X) influences smoking behavior (Y). 2) Based on the calculated t value of 7.984 > 0.678 from the t table, it can be concluded that the peer group conformity variable (X) influences smoking behavior (Y).

*Determination Test*

**Table 2. Summary of the Model of the Influence of Peer Group Conformity on Students' Smoking Behavior**

| Model Summary[b] | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .715[a] | .511 | .503 | 11.220 |

a. Predictors: (Constant), peer group conformity

b. Dependent Variable: smoking behavior

From the label above, it is explained about the magnitude of the correlation or relationship (R) which is 0.715, so it can be seen that there is a strong and positive relationship between the peer group conformity variable (X) and smoking behavior (Y). In addition, the coefficient of determination (KD) or R Square value which shows how good the regression model formed by the variable of the influence of peer group conformity (X) on smoking behavior in students (Y) is 0.511 or 51.1% in percentage. So it can be interpreted that the influence of peer group conformity has a contribution of 51.1% to smoking behavior in students and the remaining 48.9% is influenced by other factors

*f test*

**Tabel 3. Anova Peer Group Conformity to Smoking Behavior in Students**

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 8025.304 | 1 | 8025.304 | 63.748 | .000[b] |
| | Residual | 7679.299 | 61 | 125.890 | | |
| | Total | 15704.603 | 62 | | | |

a. Dependent Variable: smoking behavior
b. Predictors: (Constant), peer group conformity

The table above explains the significance level or linearity of the regression. The criteria can be determined based on the F test and the significance value test (Sig). It is known that the calculated F value is 63.748 and the sig value is 0.000 < 0.5, so it can be interpreted that the regression model can be used to predict the Effect of Peer Group Conformity Variables (X) on Smoking Behavior (Y).

## DISCUSSION

The findings of this study provide strong empirical evidence that peer group conformity significantly influences smoking behavior among students at SMKN 1 Payakumbuh. The positive regression coefficient and substantial coefficient of determination indicate that conformity is not merely a peripheral factor, but a central psychosocial mechanism shaping adolescents' smoking behavior. This result reinforces the core proposition of social conformity theory, which posits that individuals tend to modify their attitudes and behaviors to align with group norms in order to gain acceptance and avoid social rejection (Baron & Byrne, 2004).

From the perspective of normative social influence, adolescents often engage in behaviors that are perceived as socially approved within their peer groups, even when such behaviors conflict with personal values or health considerations. Smoking, in this context,

functions as a symbolic behavior that signals group membership and social loyalty. The present findings suggest that students with higher levels of peer conformity are more likely to internalize smoking norms, leading to increased smoking behavior. This pattern is consistent with Santrock's developmental theory, which emphasizes that during adolescence, peer approval becomes a dominant motivational force due to identity exploration and heightened sensitivity to social evaluation (Somerville, L. H., 2013; Ragelienė, 2016; Santrock, 2019; Laursen, B., & Veenstra, R., 2021; Rodman et al., 2023).

Beyond normative influence, the results can also be interpreted through Social Identity Theory, which explains that individuals define themselves partly through group membership. Adolescents who strongly identify with their peer groups may adopt group-endorsed behaviors, including smoking, as a way to maintain a positive social identity (Tajfel & Turner, 1986; Fuqua et al., 2012; Green et al., 2013). In this study, students with high conformity levels appeared more willing to sacrifice personal preferences in favor of group harmony, indicating that smoking behavior may serve as a means of reinforcing group identity rather than fulfilling intrinsic needs.

Additionally, Social Learning Theory provides further explanatory power. According to Bandura, behavior is learned through observation, imitation, and reinforcement within a social environment (Bandura, 1977). Field observations in this study revealed that students who initially did not smoke began to adopt smoking behavior after prolonged exposure to peers who smoked. This suggests that smoking behavior is learned and maintained through modeling and social reinforcement, particularly when peers provide positive feedback or social inclusion in response to smoking.

The comparison with previous empirical studies strengthens the interpretation of these findings. The results align closely with Yuliana's study, which demonstrated a significant positive relationship between peer conformity and adolescent smoking behavior, indicating that conformity remains a robust predictor in secondary school settings (Mulindra & Ariani, 2023). However, the contrast with Turnip's findings among university students highlights the importance of developmental and contextual factors. Older students typically exhibit greater autonomy, cognitive maturity, and self-regulation, which may reduce their susceptibility to peer pressure. This comparison suggests that peer conformity exerts a stronger influence during adolescence, particularly in structured school environments such as vocational high schools.

From the perspective of Bimbingan dan Konseling (BK), these findings carry important practical implications. First, school counselors should prioritize preventive and developmental interventions that strengthen students' assertiveness, self-regulation, and decision-making skills. Programs such as assertive training and self-management counseling can help students resist negative peer pressure and make healthier choices (Corey, 2017). Second, group counseling services can be strategically utilized to reshape peer norms by promoting positive conformity, where group influence is redirected toward healthy and adaptive behaviors. When peer groups collectively endorse non-smoking norms, conformity can function as a protective rather than a risk factor.

Furthermore, peer counseling and peer educator programs can be implemented to leverage the influence of influential students as positive role models. Research suggests that peer-led interventions are particularly effective in modifying adolescent health behaviors because messages delivered by peers are perceived as more credible and relatable (WHO, 2021). Collaboration between BK teachers, subject teachers, parents, and school administrators is also essential to create a consistent and supportive environment that discourages smoking and reinforces healthy social norms.

Overall, this study underscores that peer group conformity is a critical determinant of adolescent smoking behavior. By integrating theoretical insights from social conformity, social identity, and social learning perspectives, the findings highlight the need for comprehensive, theory-based BK interventions that address both individual resilience and the broader peer environment within schools.

## CONCLUSION

The results of this study confirm that peer group conformity has a significant and positive effect on smoking behavior among students at SMKN 1 Payakumbuh. Most respondents were categorized as having a moderate level of conformity, indicating a tendency to adjust attitudes and behaviors to align with peer group norms in order to gain social acceptance. This condition highlights the strong role of peer-related social pressure in shaping students' decision-making processes, particularly with regard to smoking behavior.

Statistical analysis further demonstrates that higher levels of peer group conformity are associated with increased smoking behavior. The simple linear regression analysis produced the equation **Y = 47.957 + 0.886X,** indicating that every increase in peer group conformity is followed by a corresponding increase in smoking behavior scores. Hypothesis testing through t-test and F-test confirmed the significance of this relationship, while the coefficient of determination showed that peer group conformity explains 51.1% of the variance in students' smoking behavior, with the remaining proportion influenced by other factors. These findings support the acceptance of the alternative hypothesis, which states that peer group conformity significantly influences smoking behavior.

Despite its contributions, this study has several limitations. The use of a single independent variable restricts the explanation of smoking behavior to peer conformity alone, without considering other potential determinants such as family background, media exposure, self-control, or school climate. In addition, the cross-sectional design limits the ability to capture changes in behavior over time, and the study was conducted in one vocational school, which may limit the generalizability of the findings.

Future research is therefore recommended to incorporate additional psychosocial variables, apply longitudinal or mixed-method approaches, and involve broader samples across different school contexts. Such efforts are expected to provide a more comprehensive understanding of adolescent smoking behavior and to support the development of more effective guidance and counseling interventions

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