

## LIST OF CONTENTS

<b>PAGE OF TITLE</b> .....	i
<b>THESIS APPROVAL</b> .....	ii
<b>PLAGIARISM FREE STATEMENT</b> .....	iii
<b>PREFACE</b> .....	iv
<b>ACKNOWLEDGEMENT</b> .....	v
<b>LIST OF CONTENTS</b> .....	vii
<b>LIST OF TABLES</b> .....	x
<b>LIST OF FIGURES</b> .....	xi
<b>LIST OF APPENDIXES</b> .....	xii
<b>LIST OF ABBREVIATED WORDS</b> .....	xiii
<b>ABSTRACT</b> .....	xiv
<b>CHAPTER I</b> .....	1
<b>INTRODUCTION</b> .....	1
A. Research Background .....	1
B. Research Questions .....	3
C. Research Objectives .....	3
D. Research Benefits .....	4
E. Novelty of Research .....	4
<b>CHAPTER II</b> .....	6
<b>LITERATURE REVIEW</b> .....	6
A. Literature Review .....	6
1. Cigarette Smoking .....	6

2. Health Risk of smoking.....	7
3. Smoking Cessation Treatment .....	8
4. Discrete Choice Experiment (DCE).....	10
5. Factors that Support Smoking Cessation .....	14
B. Theoretical Basis.....	15
C. Research Framework.....	16
D. Hypothesis.....	17
E. Empirical Information.....	18
<b>CHAPTER III .....</b>	<b>19</b>
<b>RESEARCH METHODOLOGY .....</b>	<b>19</b>
A. Research Design.....	19
B. Place and Time Research .....	20
C. Research Subject and Sample .....	20
D. Variables of the Research .....	23
E. Operational Definition of Variables.....	24
F. Research Instrument.....	25
G. Roadmap of Research .....	27
H. Data Analysis .....	29
<b>CHAPTER IV.....</b>	<b>31</b>
<b>RESULT AND DISCUSSION .....</b>	<b>31</b>
A. Respondent Characteristic.....	31
B. The Trade-Offs Between Respondent Characteristics, History of Smoking and Level-Attributes to The Choice Set Preference .....	33
C. Dominant Factors of The Respondent Characteristics and The Level- Attributes to The Choice Set Preference .....	39

D. Limitations of Study .....	43
<b>CHAPTER V .....</b>	<b>44</b>
<b>CONCLUSIONS AND RECOMMENDATIONS.....</b>	<b>44</b>
A. Conclusions.....	44
B. Recommendations.....	44
<b>BIBLIOGRAPHY .....</b>	<b>46</b>
<b>LIST OF AUTHOR PUBLICATIONS .....</b>	<b>54</b>
<b>APPENDIX.....</b>	<b>55</b>