

BAB V

PENUTUP

A. Kesimpulan

Berdasarkan hasil dan pembahasan yang telah diuraikan pada bab sebelumnya, maka penelitian ini menyimpulkan beberapa poin sebagai berikut:

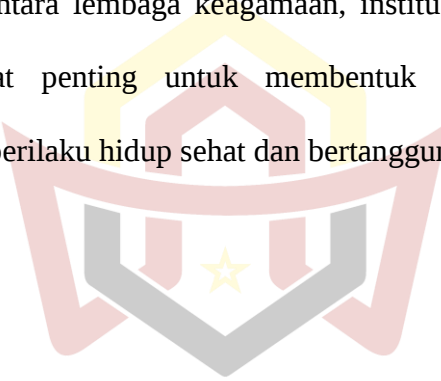
1. Variabel literasi ekonomi Islam berpengaruh positif dan signifikan terhadap preferensi konsumsi rokok. Hal ini dibuktikan hasil uji-t yang menghasilkan nilai $t\text{-hitung} > t\text{-tabel}$ ($8.106 > 1.98498$) dan nilai estimate 0.583 dengan nilai signifikan $0.000 < 0.05$. Literasi ekonomi Islam yang dimiliki mahasiswa belum sepenuhnya berperan efektif dalam mengurangi kecenderungan untuk merokok, karena masih dipengaruhi berbagai faktor lainya.
2. Variabel norma sosial berpengaruh negatif dan signifikan terhadap preferensi konsumsi rokok. Hal ini dibuktikan hasil uji-t yang menghasilkan nilai $t\text{-hitung} > t\text{-tabel}$ ($-2.070 > 1.98498$) dan nilai estimate -0.162 dengan nilai signifikan $0.04 < 0.05$. Norma sosial di sekitar mahasiswa yang membentuk persepsi negatif terhadap rokok dapat mengurangi kecenderungan untuk merokok. Dorongan lingkungan untuk tidak merokok mendorong mahasiswa membangun prinsip dalam menghindari konsumsi rokok.
3. Berdasarkan uji simultan variabel literasi ekonomi Islam dan norma sosial berpengaruh positif dan signifikan. Hal ini dibuktikan dengan nilai F statistik 33.107 dan $\text{sig} < 0.000$. Hasil penelitian menunjukkan pengaruh positif secara

simultan karena literasi ekonomi Islam memberikan kontribusi yang lebih dominan dibanding norma sosial.

B. Saran

1. Mahasiswa diharapkan untuk meningkatkan kesadarannya terhadap dampak dari perilaku merokok untuk dirinya dan lingkungan sekitar. Mahasiswa disarankan lebih bijak dalam mengelola keuangan dengan terus meningkatkan literasi terhadap ekonomi, khususnya ekonomi Islam. Menerapkan segala norma-norma sosial yang memiliki pengaruh positif, yang mendukung pola hidup sehat untuk menghindari pengaruh negatif lingkungan.
2. Peneliti selanjutnya dapat menggali pendekatan tambahan yang memperkuat internalisasi nilai-nilai Islam dan keterlibatan sosial secara lebih intensif. Pendekatan ini dapat mencakup integrasi pendidikan karakter berbasis nilai-nilai Islam, program komunitas yang mendorong kontrol sosial, serta kajian mendalam terhadap faktor psikologis dan lingkungan yang memengaruhi perilaku merokok. Selain itu, penggunaan metode kualitatif atau mixed methods dapat memberikan pemahaman yang lebih komprehensif terhadap dinamika sosial dan spiritual yang mempengaruhi keputusan individu dalam mengonsumsi rokok.
3. Pemerintah diharapkan dapat meningkatkan upaya literasi ekonomi Islam secara lebih masif, khususnya di kalangan generasi muda dan mahasiswa, sebagai langkah strategis dalam mengurangi tingkat konsumsi rokok.

Melalui penyuluhan, kurikulum pendidikan, serta kampanye publik yang menekankan prinsip-prinsip ekonomi Islam seperti keseimbangan, kemaslahatan, dan tanggung jawab sosial, masyarakat akan semakin menyadari dampak negatif dari konsumsi rokok, baik dari segi kesehatan maupun pemborosan harta. Selain itu, pemerintah juga perlu mendorong penguatan norma sosial yang menstigma perilaku merokok sebagai tindakan yang tidak sesuai dengan nilai-nilai kebaikan bersama. Kolaborasi antara lembaga keagamaan, institusi pendidikan, dan media massa sangat penting untuk membentuk lingkungan sosial yang mendukung perilaku hidup sehat dan bertanggung jawab secara moral dan ekonomi.



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PADANG

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