

ABSTRACT

Increasing excise rates on cigarette commodities aims to reduce cigarette consumption rates in Indonesia. In 2016-2022, the government increased excise rates on conventional cigarettes 7 times with an average increase of 12.5 percent each year. However, the number of consumers of conventional cigarettes in Semarang City continues to increase. In 2016-2021, the average increase in cigarette consumers in Semarang City was 5.7 percent. This research aims to find out whether increasing cigarette excise rates will have a decreasing impact on conventional cigarette consumption. Supported by other smoker characteristics, and electric cigarette usage.

This research uses 5 independent variables. Namely, cigarette price, smoker's age, smoker's income, length of time smoking, and electric cigarette usage. Then, 1 dependent variable is also used, namely the number of cigarettes consumed. The data used is primary data. A total of 130 primary data obtained through questionnaires were subjected to regression using the Ordinary Least Square method.

The results of this research are that the cigarette price variable, the smoker's age variable, the smoker's income variable, and the dual user variable influence the quantity of cigarette consumption variable. Meanwhile, the variable length of cigarette consumption does not affect the variable number of cigarette consumption.

Keyword : *Consumption, Price, Cigarettes, Income, Age*