

ABSTRACT

Indonesia is recorded as the country with the highest prevalence of smokers in Southeast Asia with a prevalence rate of 41.16%. This high prevalence of smoking can have a negative long-term impact such as decreased individual productivity. This study aims to determine the factors that influence smoking behavior, such as education level, purchasing power, addiction to cigarettes, and demographic factors of each individual.

This study uses data from the IFLS wave 5 with a sample category aged 15 to 64 years (working age) and have smoking habits. The research method used is multiple linear regression with the Ordinary Least Square estimation method.

This study confirms that education and purchasing power can reduce smoking consumption. This study also confirms the existence of addiction effects as shown by the significant relationship between past cigarette consumption and smoking experience.

Keywords: *Smoking behavior, Education, Purchasing power, Past smoking consumption, Smoking experience*

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