ABSTRACT

In 2020, Indonesia ranked second in Southeast Asia for per capita cigarette consumption, according to the Southeast Asia Tobacco Control Alliance (SEATCA). In Jakarta, the prevalence of female smokers is notably high, particularly in South and Central Jakarta, with female smokers exceeding the national average. Several factors influencing female smokers include modern lifestyles and the influence of the rapidly growing creative industry in Jakarta. This study analyzes the impact of demographic, socioeconomic, and psychosocial factors on smoking behavior among women in Jakarta, particularly those working in the creative industry.

The dependent variable in this study is smoking behavior among women, with eight independent variables: age, marital status, income level, education level, attitude, depression level, social normative beliefs, and resistance self-efficacy. The research method used is multiple linear regression, with primary data collected through purposive sampling.

The results show that income level and attitude have a positive and significant impact on smoking behavior in women. Education level has a negative and significant impact on smoking behavior. However, age, marital status, depression level, social normative beliefs, and resistance self-efficacy do not have a significant effect on smoking behavior.

Keywords: smoking behavior, demographics, socioeconomic, psychosocial, Jakarta, creative industry.