ABSTRACT

Cigarette consumption in Indonesia is a crucial social and economic issue, given the high prevalence of smokers, which places the country with the highest number of smokers in ASEAN and the third highest globally. The smoking prevalence of 28.26% among the population aged ≥15 years, along with high exposure to secondhand smoke, significantly impacts public health, labor productivity, and the national economic burden. Therefore, an analysis of the determinant factors influencing cigarette consumption is essential to support the formulation of more effective tobacco control policies in Indonesia. This study aims to analyze the factors affecting cigarette consumption in Indonesia, specifically focusing on cigarette prices, income, gender, and education level. This study utilizes data from the Indonesia Family Life Survey (IFLS) 5 as its primary data source to obtain an empirical overview of smoking consumption behavior at the individual and household levels. The research method employed is the analysis of secondary data obtained from the IFLS 5, which is representative of the national population. The analysis was conducted using a logistic regression method to examine the influence of cigarette prices, income, gender, and education level on cigarette consumption rates. The findings indicate that cigarette price and income have a significant influence on the likelihood of an individual becoming a heavy smoker, although the practical effect is relatively small. Meanwhile, the variables of gender and education level did not have a significant effect on cigarette consumption. This finding confirms that economic factors are more dominant in influencing smoking consumption behavior compared to other demographic factors. This implies that tobacco control policies should focus on economic instruments such as price adjustments and income management, but still need to be integrated with other more comprehensive strategies. For future research, it is recommended to include additional variables and utilize more diverse analytical methods to gain a more comprehensive understanding of smoking consumption behavior.

Keywords*: Cigarette Consumption, Indonesia Family Life Survey, Socioeconomic Factors, Tobacco*