

ABSTRACT

Cigarette is a commodity that has been proven to be the cause of many diseases that attacks various organs of the human body. But in Indonesia the level of cigarette consumption remains high. And ironically, cigarette consumption is highest among the poor.

This study aims to analyze and explore the factors that influence cigarette consumption in underprivileged households in Bukateja, Purbalingga District, by assessing its relationship with cigarette prices, incomes, food consumption, and education contributions to smoking behavior. The study used cross section data of 100 respondents of underprivileged households. The method of analysis used in this study is Ordinary Least Squares (OLS).

The results showed that the price of cigarettes and food consumption associated with negative and significant impact on cigarette consumptions. In contrast, income contribute a positive and significant impact to cigarette consumptions. And in the other hand the association between education and cigarette consumption extend to a positive impact yet insignificant. This insignificant results in education is caused by the relatively low educational attainment of the head of household.

Keywords: Cigarette consumption, cigarette prices, income, food consumption, education, OLS.