



ELECTRONIC CIGARETTES BEHAVIOR AMONG INDONESIAN EMERGING ADULT WOMEN: THE APPLICATION OF THEORY OF PLANNED BEHAVIOR

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ABSTRACT

The Global Adult Tobacco Survey (GATS) of 2021 indicates that the prevalence of electronic cigarette usage among smokers in Indonesia is tenfold greater than that recorded in the 2011 survey. A contributing factor to the escalation is the perception among individuals in Indonesia that electronic cigarettes pose lower risks than traditional cigarettes. The examination of women's behavior regarding electronic cigarettes remains insufficiently researched. Consequently, the study seeks to investigate the determinants influencing electronic cigarette usage among Indonesian emerging adult women. The study uses Theory of Planned Behavior (TPB) variables, namely attitude, subjective norms, perceived behavioral control, and intention, to explain electronic cigarette behavior. The research hypothesis posits that TPB can explain electronic cigarette usage among emerging adult Indonesian women. Structural equation modeling (SEM) is employed to examine the hypotheses. A total of 206 emerging adult Indonesian women participated. Data analysis revealed TPB model explained electronic cigarette behavior among Indonesian emerging adult women (CFI = .98, TLI = .98, RMSEA = .08). Attitude ($\beta = -.40$, $p = 0.034$) and perceived behavioral control ($\beta = -1.13$, $p = 0.013$) have an effect on the intention to stop smoking electronic cigarettes, while intention has an effect on smoking electronic cigarettes ($\beta = -.53$, $p < .001$).

Keywords: *Electronic Cigarettes; Emerging Adult; Theory of Planned Behavior; Women*