


The Impact of Cigarette Price Increases on Smoking Behaviour in Online Motorcycle Taxis in Jambi City

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Article Info	ABSTRACT
Keywords: Price increase, Smoking behaviour	Background. The number of active smokers is increasing year by year around the world. There are 1.1 billion smokers worldwide who have caused the deaths of more than 200 million people over the past 30 years. Smoking causes an increasing public health burden globally. Objective. From this study will be obtained efforts in controlling smoking behaviour of online motorcycle taxi drivers in jambi city. Methods. This study uses a quantitative design with a cross-sectional approach. The sample used was 106 respondents. Which was taken by accidental sampling. Data collection using questionnaires by visiting online motorcycle taxi groups in 11 sub-districts of Jambi City by interviewing 11 sub-districts in Jambi city. Data analysis using chi-square test with univariate and bivariate analysis. Results. There is no impact of cigarette price increases on smoking behaviour in online ojek in Jambi City with a p-value of 0.016. With high cigarette prices, online ojek behaviour switches to cheaper brands. Conclusion. The increase in cigarette prices does not affect smoking behaviour in online motorcycle taxis in Jambi City.
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INTRODUCTION

The number of active smokers is increasing from year to year around the world. According to a report by the Health Organisation (WHO), there are approximately 1.1 billion smokers worldwide. Based on data from the World Health Organization in 2019, tobacco kills more than 8 million people per year worldwide. Countries in the Association of Southeast Asian Nations (ASEAN) constitute a region with 10% of all smokers in the world with 20% of global deaths caused by tobacco.

Basic Health Research (RISKESDAS) 2018, showed the proportion of smokers aged ≥ 10 years was 24.3%. The proportion of the age of first smoking per day in the age population was 166.563%. Data in Indonesia has increased despite the creation of smoking prevention policies. According to Ridwan (2023) the smoke-free area policy has not optimally reduced smoking behaviour. Even the tobacco tax policy will only have a small impact on smoking behaviour. Based on data from the Jambi City Central Statistics Agency (BPS) in 2022 the percentage of the population aged 25 years and over was 22.68%.

The magnitude of the problem Based on data related to the increase in cigarette

excise prices and the prevalence of smokers in Indonesia, in 2023 and 2024 cigarette excise was increased on average to 10% of the previous excise, this is one of the policies in reducing the prevalence of smokers in Indonesia.

Jambi City as a big city in Indonesia. It has a significant development of online transportation in recent years. Motorcycle taxi drivers have a habit of smoking. Most motorcycle taxi drivers start smoking due to internal and external factors with several reasons for wanting to try the taste of cigarettes, follow the invitation of friends and easy access to cigarettes. The results of Satiadji's research on 108 motorcycle taxi drivers conducted in Jakarta, Bekasi, and Depok in 2006 showed that 85% of motorcycle taxi drivers have a smoking habit. This study will be able to see the impact of cigarette price increases on smoking behaviour in online motorcycle taxis in Jambi City.

METHODS

This study uses a quantitative design with a cross-sectional approach. The sample used was 106 respondents. Data collection using questionnaires by visiting online motorcycle taxi groups in 11 sub-districts of Jambi City by interviewing 11 sub-districts in Jambi city. Which was taken by accidental sampling. Data collection using a questionnaire by interviewing online motorcycle taxi drivers in Jambi City. Data analysis using chi-square test with univariate and bivariate analysis. This study has obtained a certificate of ethical feasibility from the Health Polytechnic of the Republic of Indonesia No.LB.02.06/2/660/2023.

RESULT

The result of data processing using SPSS are as follows:

Table 1. Statistical Description

Variables	Frequency (n)	Percentage (%)
Age		
< 30 years	52	49,1
>=30 years	54	50,9
Gender		
Male	106	100,0
District		
Kota Baru	10	9,4
Alam Barajo	31	29,2
Jambi Selatan	18	17
Jambi Timur	7	6,6
Paal Merah	12	11,3
Jelutung	12	11,3
Pasar jambi	6	5,7
Telanai Pura	4	3,8
Danau Sipin	1	0,9
Danau Teluk	2	1,9

Variables	Frequency (n)	Percentage (%)
Pelayangan	3	2,8

Based on table 1. shows that a total of 106 respondents were male with ages < 30 years as many as 52 people (49.1%), while those aged ≥ 30 years were 54 people (50.9%). The addresses of respondents who came from Kota Baru sub-district were 10 people (9.4%), from Alam Barajo sub-district were 31 people (29.2%), from South Jambi sub-district were 18 people (17%), from East Jambi sub-district were 7 people (6.6%), from Paal Merah sub-district were 12 people (11.3%), from Jelutung sub-district were 12 people (11.3%). Jelutung 12 people (11.3%), from Pasar Jambi 6 people (5.7%), from Telanai Pura 4 people (3.8%), from Danau Sipin 1 person (0.9%), from Danau Teluk 2 people (1.9%), and from Pelayangan 3 people (2.8%).

Table 2: Distribution of Smoking Behavior

No	Smoking Behavior	Frequency (n)	Percentage (%)
1.	Heavy Smokers	51	48,1
2.	Light Smokers	55	51,9
	Total	106	100,0

Based on table 2. the distribution of smoking behaviour shows that the group of respondents with heavy smoking behaviour is 51 people (48.1%), while respondents with light smoking behaviour are 55 people (51.9%).

Table 3. Distribution of Cigarette Price Increases

No	Price Increase	Frequency (n)	Percentage (%)
1.	Impact	55	51,9
2.	No Impact	51	48,1
	Total	106	100,0

Based on table 3. the distribution of cigarette price increases shows that the group of respondents with an increase in cigarette prices that had an impact was 55 people (51.9%), while respondents with an increase in cigarette prices that had no impact were 51 people (48.1%).

Table 4. Bivariate results of variable cigarette price increases with smoking behaviour in online motorcycle taxis in Jambi City.

Price Increase	Perokok				<i>PR (95%CI)</i>	<i>P-Value</i>
	Heavy Smokers		Light Smokers			
	n	%	n	%		
Impact	31	56,4	24	43,6	2(0,923-4,344)	0,116
No Impact	20	39,2	31	60,8		

Based on table 4. the proportion of groups with an increase in cigarette prices that have an impact on cigarette consumption who are heavy smokers is 56.4% (31 people), while the proportion of groups with an increase in cigarette prices that do not have an impact on cigarette consumption who are heavy smokers is 39.2% (20 people). The

Prevalence Ratio value obtained was 2 (95%CI: 0.923-4.344), meaning that the group with an increase in cigarette prices that had an impact on cigarette consumption had a 2 times greater risk of becoming heavy smokers, compared to the increase in cigarette prices in the group that did not have an impact on cigarette consumption. The results of the chi-square test with a P-value of $0.116 > 0.05$ indicate that there is no significant difference between cigarette price increases and smoking behaviour.

Each smoker can be divided into several levels depending on the number of cigarettes consumed, said to be light smokers if they consume cigarettes (1-10 cigarettes), moderate smokers (10-20 cigarettes), heavy smokers (>20 cigarettes).

Discussion

The smoking ban has proven to be a strong tobacco control strategy. With the implementation of tobacco control policies almost exclusively focused on cigarettes. One factor that affects the affordability of cigarettes is the price of cigarettes. Price has an influence on costs where the quantity sold is closely related to the efficiency of production in setting prices, whose determination is influenced by the government. The statement of online motorcycle taxi drivers in planning to quit smoking, 81.1% of respondents plan to quit smoking in response to the increase in cigarette prices. This is in accordance with the results of the Systematic review Wilson et al. (2012) which shows that an increase in price will reduce cigarette consumption.

The increase in cigarette prices has a very significant impact. Cigarette prices and smoking prevalence have a negative correlation based on the results of research presented in the Chaloupka article. The results of this study indicate that the increase in cigarette prices does not provide changes in smoking behaviour in online ojek drivers in Jambi City. Caused by online ojek drivers who switch to cheaper cigarettes. This study is in line with Wandita's research (2020) which says there is no change in consumption due to an increase in cigarette prices.¹⁷ According to Golestan et al, (2021) even though cigarette prices increase, consumers still maintain their smoking habits by switching to cheaper brands. In line with the article Sagitha et al, which shows that the increase in cigarette prices that has been implemented in the 2014-2018 range has not been able to reduce cigarette consumption. If you have a smoking behaviour, it will be difficult to stop smoking. One effort that is likely to be effective in reducing tobacco use and its consequences is to reduce price variability. Not allowing taxation of cheaper tobacco production. WHO recommends achieving or exceeding an appropriate tax rate of at least 75% of the total price of cigarettes.

CONCLUSION

The increase in cigarette prices has no impact on smoking behaviour in online motorcycle taxis in Jambi City. The need to increase self-awareness for online ojek drivers to reduce or stop smoking to improve the quality of individual health, both family and the surrounding environment.

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