

Efek kebijakan cukai cairan rokok elektronik terhadap persepsi risiko dan manfaat pada penggunaanya di Indonesia = Effect of electronic cigarette liquid tax on perceived risk and benefit among Indonesia user

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Abstrak

Indonesia telah mengimplementasikan kebijakan cukai cairan rokok elektronik, namun penelitian tentang rokok elektronik belum banyak dilakukan. Studi ini menguji tentang efek kebijakan cukai terhadap persepsi risiko dan persepsi manfaat rokok elektronik serta faktor yang mempengaruhinya. Data berasal dari studi kohort online dengan sampel pengguna rokok elektronik dewasa di Indonesia. Data diambil sebelum implementasi cukai pada September 2018 (wave 1, n=1322) dan sesudah implementasi cukai pada November-Desember 2018 (wave 2, n=1039). Variabel dependen berupa Persepsi risiko dan Persepsi manfaat. Sedangkan variabel independen utama berupa status vaping, punya teman yang vaping, persepsi keterjangkauan harga, persepsi risiko dan persepsi manfaat sebelum implementasi cukai. Analisis menggunakan regresi linier berganda untuk mengestimasi hubungan antara variabel dependen dan variabel independen utama setelah dikontrol oleh variabel sosiodemografi. Hasil analisis menunjukkan peningkatan persepsi risiko ($t=-3.549$; $p=0.001$) dan persepsi manfaat ($t=-20.182$; $p=0,001$). Persepsi risiko berhubungan secara positif dengan status vaping ($b=0,21$, $SE=0,07$, $p=0,003$) dan persepsi risiko sebelum implementasi cukai ($b=0,45$, $SE=0,03$, $p=0,001$), serta berhubungan secara negatif dengan persepsi keterjangkauan harga ($b=-0,09$, $SE=0,03$, $p=0,001$) dan persepsi manfaat sebelum implementasi cukai ($b=-0,13$, $SE=0,03$, $p=0,001$). Sedangkan persepsi manfaat berhubungan secara positif dengan persepsi keterjangkauan harga ($b=0,05$, $SE=0,02$, $p=0,006$) dan persepsi manfaat sebelum implementasi cukai ($b=0,05$, $SE=0,02$, $p=0,011$), serta berhubungan secara negatif dengan persepsi risiko sebelum implementasi cukai ($b=-0,05$, $SE=0,02$, $p=0,039$). Kebijakan cukai seharusnya dapat meningkatkan persepsi risiko dan menurunkan persepsi manfaat, namun kondisi tersebut tidak tercapai. Variabel persepsi keterjangkauan harga menjadi faktor yang mempengaruhinya.

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Indonesia has implemented an electronic cigarette excise tax policy, but not much research on electronic cigarettes. This study examines the effect of tax policy on risk and benefits perception of electronic cigarettes and the factors that influence it. Data comes from an online cohort study with sample of Indonesian adult electronic cigarette users. Data is taken before implementation of tax in September 2018 (wave 1, n = 1322) and after implementation of tax in November-December 2018 (wave 2, n = 1039). Dependent variables of this research is perceived risk and perceived benefit. Main independent variables are vaping status, social support, perceived affordability of electronic cigarette, perceived risk and perceived benefit before implementation tax. The analysis uses multiple linear regression to estimate the relationship between dependent variables and users characteristics after being controlled by sociodemographic variables. The analysis showed an increase of perceived risk ($t=-3.549$; $p=0.001$) and perceived benefit ($t=-20.182$; $p=0,001$). Perceived risk was positively associated with vaping status ($b=0.21$, $SE=0.07$, $p=0.003$) and perceived risk before implementation tax ($b=0.45$, $SE=0.03$, $p=0.001$) and was negatively associated with perceived affordability ($b=-0.09$, $SE=0.03$, $p=0.001$) and perceived benefit before implementation tax ($b=-$

0.13, SE=0.03, p=0.001). Perceived benefit was positively associated with perceived affordability (b=0.05, SE=0.02, p=0.006) and perceived benefit before implementation tax (b=0.05, SE=0.02, p=0.011) and was negatively associated with perceived risk before implementation tax (b=-0.05, SE=0.02, p=0.039). Tax policies should be able to increase risk perceptions and reduce perceived benefits, but this condition is not achieved. Variable perceived affordability of price is a factor that affects it.