

Abstract

The increasing prevalence of e-cigarettes among university students has prompted the need for research into their usage patterns and perceptions. This study aims to examine the sociodemographic characteristics, perceptions, and usage behaviors of e-cigarettes among students at Universitas Gadjah Mada, focusing on the factors influencing their use, including demographic distinctions and motivations.

A non-probability sampling method, specifically convenience sampling, was employed to gather data. An online questionnaire was distributed, examining sociodemographic characteristics, perceptions of health risks and social influences, and detailed usage patterns. Descriptive analysis was used to identify trends and associations between the collected variables.

The study involved 120 respondents from various academic clusters at Universitas Gadjah Mada. The results show that gender and academic cluster significantly influence e-cigarette usage, with male students and those from non-health-related disciplines reporting higher daily usage rates. Flavored e-cigarettes and perceptions of reduced harm compared to traditional cigarettes were prominent motivators. However, persistent misconceptions about health risks underscore the importance of targeted educational campaigns.

Keywords: e-cigarettes, student perception, usage patterns, health risks, vaping behaviors