

**HEALTH WARNING LABELS ON CIGARETTES PACKAGES: A  
STUDY OF YOUNG SMOKERS IN BALI**

**THESIS**

**Presented as Partial Fulfillment of the Requirements for the  
Degree of Sarjana**

**Ekonomi (S1) in International Business Management Program**

**Faculty of Economics Universitas Atma Jaya Yogyakarta**



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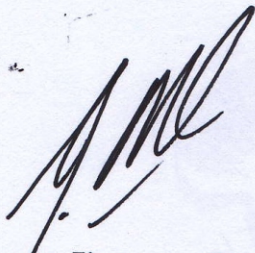
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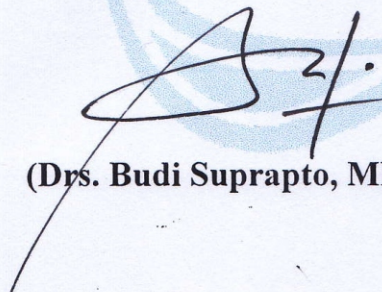
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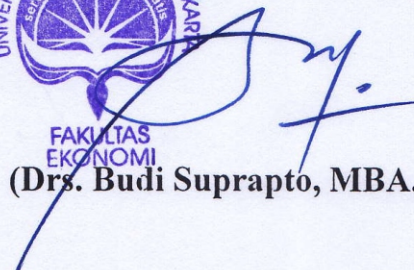
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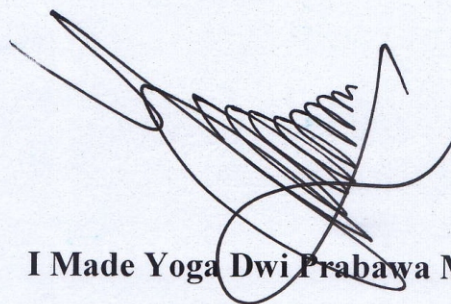
## **AUTHENTICITY ACKNOWLEDGEMENT**

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**I Made Yoga Dwi Prabawa Mimba**

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**ABSTRACT**

This research aims at investigating the relation between Indonesian Government regulation of the health warning labels on cigarettes packages towards the young smokers' smoking behavior and their purchase intention. This research is done based on the similar previous research by Madyasta, M.N. (2015). Data has been collected from 157 respondents in questionnaire form and this research took the sample of young smokers in Bali. The method will be using Regression and will be operated by using SPSS 16.00 for Windows.

The result showed that health warning labels and also the smokers' smoking behavior have significant effect on the purchase intentions. Meanwhile, regarding to the smoking behavior of the young smokers, health warning labels have insignificant effect.

**Keywords:** Cigarettes; Health Warning Labels; Smoking Behavior; Purchase Intentions.