

ABSTRACT

The use of vape products among college students appears to be increasing, particularly in the Greater Bandung area, in line with the perception that these products are an alternative to conventional cigarettes. This study was conducted to determine how price perception, promotion, and risk perception influence vape purchasing decisions among college students throughout the Greater Bandung area. This study used a quantitative approach with a survey method with a sample size of 200 respondents. This study was conducted by distributing questionnaires to college students who are vape users. The data obtained were analyzed using multiple linear regression to determine the effect of each independent variable on the dependent variable. The tools used in collecting and processing data in this study were Google Forms, Microsoft Excel, and IBM SPSS 23 software. The results of the analysis showed that price perception and promotion had a positive and significant influence on purchasing decisions. Meanwhile, risk perception did not show a significant negative influence on purchasing decisions, not as strong as the other two variables. Simultaneously, these three variables contributed to vape purchasing decisions among respondents, amounting to 26.4%. This study is expected to provide a clearer picture of the factors influencing vape purchasing decisions, as well as being a consideration for business actors and related parties in developing relevant strategies.

Keywords: Price Perception, Promotion, Risk Perception, Purchase Decision, Vape, Students