

## **ABSTRACT**

*The government decided to increase the cigarette excise tax by an average of 10% in 2024. At the same time, the World Health Organization (WHO) reports that approximately 225,700 people in Indonesia die each year due to smoking. In fact, the Indonesian Ulema Council (MUI) through the Ijtima' Ulama in 2009, and the Central Leadership of Muhammadiyah's Tarjih and Tajdid Council through Fatwa NO. 6/SM/MTT/III/2010, have declared smoking as haram (forbidden). This study aims to understand the smoking preferences of Muslim students at the Faculty of Economics and Business, Diponegoro University.*

*Primary data for this research was collected by distributing a questionnaire via Google Forms to 100 respondents. The sampling technique used was purposive sampling. The analysis was conducted using quantitative analysis with the Chi-Square test.*

*The results of the Chi-Square test indicate that selected variables such as cigarette price, health, and religious norms each negatively affect smoking frequency. This shows that the variables of price, health, and religious norms each have a significant relationship with smoking frequency.*

*Keywords: Islamic Consumer Preferences, Cigarette Consumption, Student Smoking*

