

The Relationship Between Sensation Seeking, Conformity, and Decision-Making Among Early Adult Female Vaporizer Users in Bogor City

Farhan Fadilah¹, Siti Aminah Alfalathi, M.Pd.², Zara Mayra, M.Pd.³
Universitas Persada Indonesia YAI¹, Universitas Indraprasta PGRI Jakarta^{2,3}
E-mail: farhanfadilah96@gmail.com¹, siti.aminahalfalathi@unindra.ac.id²,
zaramayra@gmail.com³

Abstract

A vaporizer is a type of device designed to convert nicotine into vapor without direct combustion. The decision to use this device is influenced by several factors, including sensation seeking and conformity. This study aims to (1) examine the relationship between sensation seeking, conformity, and decision-making, (2) explore the relationship between sensation seeking and decision-making, and (3) investigate the relationship between conformity and decision-making among early adult female vaporizer users in Bogor City. The study utilized purposive incidental sampling, with a sample of 66 female respondents aged 20–25 years residing in Bogor City. The research instruments included the Sensation Seeking Scale ($r=0.718$), Conformity Scale ($r=0.740$), and Decision-Making Scale ($r=0.728$). Data were analyzed using multiple linear regression and partial correlation analysis.

Keywords Sensation Seeking, Conformity, Decision-Making.

INTRODUCTION

According to WHO data from 2009, Indonesia ranks fourth among the top five countries with the highest cigarette consumption, reaching 260 billion cigarettes. The Basic Health Research (Riset Kesehatan Dasar) in 2013 reported an increase in smoking behavior among individuals aged 15 and above, rising from 34.2% in 2007 to 36.3% in 2013. The prevalence was 64.9% among men and 2.1% among women, with an average daily consumption of 12.3 cigarettes (Risikesdas, 2013). The rising trend of female smokers is attributed to a desire for gender equality, perceived social status, and a sense of belonging to specific groups (Kuwado, 2012). In Bogor City, the number of female smokers is notably high, ranking first in West Java Province (Risikesdas, 2013).

Nicotine Replacement Therapy (NRT) is a method of delivering nicotine to smokers without harmful tobacco combustion. Vaporizers, a type of NRT, use battery power to deliver low-dose nicotine vapor, recognized by WHO as an electronic nicotine delivery system (ENDS) (William et al., 2010). The shift from traditional cigarettes to vaporizers is increasingly common among women, often as a means to quit smoking.

Biological immaturity, a desire for popularity, and dominance in peer groups align with sensation-seeking behavior characterized by adventurousness, boldness, and enthusiasm. Chaplin describes sensation seeking as a pursuit of elementary experiences triggered by stimuli (Chaplin in Mawarni, Hardjono & Andayani, 2015).

Interviews conducted on March 16, 2018, with vaporizer users R and E in Bogor revealed their initial unsuccessful attempts to quit smoking, followed by recommendations from friends to try vaporizers, which led to successful cessation. Their attraction to vaporizers stemmed from their similarity to conventional cigarettes, greater vapor production, and diverse flavors. R has used vaporizers for two years, while E for one and a



half years. Both respondents were unaware of the potential risks of vaporizer use and joined a vaporizer community in Bogor for six months, learning usage tricks and sharing the latest updates.

Following these interviews, the researcher contacted a vaporizer store in Bogor via WhatsApp on March 17, 2018. The store reported a significant number of vaporizer users in Bogor, both male and female, with female users typically aged 20 to 25. Women often use vaporizers as a smoking cessation tool, buy liquid, or socialize with fellow users.

Based on these observations, the researcher aims to examine the relationship between sensation seeking, conformity, and decision-making among early adult female vaporizer users in Bogor City, culminating in the study titled "The Relationship Between Sensation Seeking, Conformity, and Decision-Making Among Early Adult Female Vaporizer Users in Bogor City."

LITERATURE REVIEW

Decision-Making

Decision-making is a deliberate and systematic activity undertaken by individuals when faced with a problem. It involves careful consideration and calculation (Siagan, 1991). Desmita (2010) defines decision-making as a behavior resulting from the conclusion of an individual's thought process when confronted with an issue. According to Terry (in Syamsi, 2000), decision-making involves selecting from among several alternatives based on specific criteria. If only one option is available, the activity cannot be considered a benchmark for decision-making.

Sensation Seeking

Reber (2010) describes sensation seeking as a dimension where individuals engage in behaviors they find stimulating and enjoyable due to high levels of sensation. This level is assessed based on a person's perspective or self-view. Zuckerman (2007) further concludes that sensation seeking emerges from a drive to seek experiences from varied perspectives, often unusual or complex, with an intense behavioral response and a willingness to take social or financial risks.

Conformity

Davidoff (1991) explains that conformity occurs due to behavioral changes caused by real or perceived pressure, known as conformity. Chaplin (2006) offers two definitions: first, conformity is the tendency of individuals to allow their attitudes and behaviors to be influenced or dominated by others. Second, it is the tendency to align opinions or behaviors with those prevalent in a group, influencing individual behavior.

Female Vaporizer Users

Early Adulthood

According to Hurlock (1986), early adulthood ranges from 18 to 40 years. This period is marked by transitions in physical, intellectual, and social roles. Dariyo (2003)

defines early adulthood as generally between 20 and 40 years. During this stage, individuals take on greater responsibilities and become less dependent on their parents, both economically and psychologically.

Vaporizer

Hajek (2014) states that vaporizers are designed to deliver nicotine by heating a liquid solution containing nicotine, flavoring, glycerin, and propylene glycol. Indra (2015) adds that vaporizers serve as an alternative to tobacco cigarettes because they do not contain tar or carbon monoxide, although they still deliver nicotine, albeit in lower doses than traditional cigarettes.

METHOD

Data Sources

The primary data for this study were collected through psychological scales utilizing a Likert scale model. The data collection method focused on gathering information directly from respondents who met specific criteria relevant to the study.

Sampling Technique

The study employed purposive incidental sampling to select respondents. This technique involves selecting individuals who meet predefined criteria and are conveniently available at the time of the study. The sample consisted of female vaporizer users aged 20 to 25 years, residing in Bogor City, who had a history of smoking prior to using vaporizers.

Validity and Reliability Testing

Content validity was employed to ensure that the instruments accurately measured the intended constructs. The reliability of the scales was tested using Cronbach's alpha, which assesses the internal consistency of the items within each scale.

Data Analysis

The data were analyzed using multiple linear regression and partial correlation analysis. These statistical methods were chosen to determine the relationships between sensation seeking, conformity, and decision-making among the study participants. The analysis aimed to explore both the individual and combined effects of sensation seeking and conformity on decision-making in early adult female vaporizer users.

RESULTS AND DISCUSSION

The study's subjects were all early adult female smokers who transitioned to using vaporizers in Bogor City. The sample was selected using multivariate analysis (correlation or regression) and consisted of 60 respondents who met the criteria. The criteria for respondents were as follows:

1. Female vaporizer users with a history of smoking.
2. Residing in Bogor City.



3. Aged between 20 and 25 years. This age range was chosen because it represents early adulthood, avoiding too broad an age span up to 40 years. Additionally, it aligns with information from vaporizer vendors who indicated that most female customers are between 20 and 25 years old.

Hypothesis Testing

The hypothesis testing results indicate that the first hypothesis is accepted, showing a significant relationship between sensation seeking, conformity, and decision-making among early adult female vaporizer users in Bogor City. The F-test yielded an F-value of 24.426, which is greater than the F-table value of 3.14, indicating that sensation seeking and conformity variables together significantly influence the dependent variable, decision-making. Specifically, women with high levels of sensation seeking and conformity are more likely to make decisions to quit smoking and switch to using vaporizers, and vice versa. The combined effect of sensation seeking and conformity on decision-making was found to be moderate, with a multiple correlation coefficient (R) of 0.661.

There is no previous research directly examining the relationship between sensation seeking, conformity, and decision-making among early adult female vaporizer users in Bogor City. This study found that when sensation seeking is combined with conformity, there is a direct relationship with decision-making. However, when analyzed separately, different results emerge. Sensation seeking shows a positive and significant relationship with decision-making, meaning it has a direct impact. In contrast, conformity does not significantly influence decision-making among the respondents.

Discussion

Initially, vaporizers were intended to reduce nicotine consumption, but in Indonesia, they are still considered illegal due to their potential harm outweighing the benefits (BPOM, 2015). Vaporizer users report that the device produces more vapor than conventional cigarettes, but it also carries risks, such as device malfunction or explosions. The use of vaporizers as a smoking substitute can be linked to sensation seeking behavior, characterized by engaging in risky activities.

Sensation seeking includes aspects such as Boredom Susceptibility, where individuals with high sensation seeking tendencies are prone to boredom, including with habitual smoking. This aligns with Delly's (2011) research, which found that individuals with high sensation seeking tendencies are prone to boredom and continually seek new experiences to satisfy their desires. This can be linked to the Experience Seeking aspect of sensation seeking, where individuals make decisions, such as using a vaporizer, based on a desire for new experiences.

Additionally, sensation seekers often enjoy engaging in dangerous and risky activities (Weiten in Reber, 2010). Although vaporizers are considered hazardous by Indonesia's National Agency of Drug and Food Control, users continue to choose them as a means to reduce nicotine intake. The decision to use vaporizers in early adulthood can also be linked to the developmental tasks of this life stage, which involve increased responsibility

and independence from parents, both economically and psychologically. This motivates young women to choose vaporizers, despite their relatively high cost.

Peer influence also plays a role in the decision to use vaporizers, as individuals often follow trends or group norms to avoid rejection, a behavior known as conformity. Darmawan's (2013) study on 40 female university students in Semarang found a positive and significant relationship between conformity and decision-making among smokers. However, in this study, partial correlation analysis between conformity and decision-making among early adult female vaporizer users in Bogor City revealed a correlation value of 0.651 ($p > 0.05$), with a t-value of 0.455, which is less than the t-table value of 1.991. This indicates that conformity does not significantly influence decision-making in this context. This finding contrasts with previous studies, such as those by Alfiah and Santi (2014) and Ayu (2015), which found significant relationships between conformity and decision-making in different contexts.

The non-significant result in this study may be due to the fact that the decision to use vaporizers is driven more by personal motivation to quit smoking rather than by group norms. This suggests that early adult women who use vaporizers are motivated by internal factors rather than conformity to group behaviors. Other factors, such as the appeal of different flavors, the novelty of the device, or the social status associated with its use, may also play a role in decision-making, as indicated by Sakti's (2017) study.

The regression equation in this study is $Y = 24.330 + 0.591(X1) + 0.054(X2)$, indicating that a 1% increase in sensation seeking (X1) leads to a 0.591% increase in decision-making, while a 1% increase in conformity (X2) results in a 0.054% increase.

Categorization and Implications

The categorization of decision-making levels among respondents shows that 18.2% have slow decision-making, 74.2% have moderate decision-making, and 7.6% have fast decision-making. This suggests that, generally, early adult female vaporizer users in Bogor City have moderate decision-making abilities.

Regarding sensation seeking, 18.2% of respondents have low sensation seeking, 72.7% have moderate sensation seeking, and 9.1% have high sensation seeking. This indicates that the majority of respondents have a moderate level of sensation seeking.

Conformity categorization reveals that 12.1% of respondents have low conformity, 75.8% have moderate conformity, and 12.1% have high conformity. Overall, early adult female vaporizer users in Bogor City exhibit moderate levels of conformity.

This study confirms the initial hypothesis that sensation seeking and conformity together influence decision-making among early adult female vaporizer users in Bogor City. It also highlights that sensation seeking has a significant and positive relationship with decision-making, while conformity does not significantly impact decision-making in this context.



Study Limitations

The study faced limitations, such as difficulty finding respondents who met the criteria (women aged 20-25, residing in Bogor City, with a history of smoking). Additionally, the large number of items (100) used in the study may have posed challenges. These limitations should be considered for future research.

CONCLUSION

Based on the research conducted, several conclusions can be drawn:

1. **Significant Relationship:** There is a significant and positive relationship between sensation seeking and conformity with decision-making among early adult female vaporizer users in Bogor City. This indicates that higher levels of sensation seeking and conformity lead to faster decision-making in this demographic.
2. **Sensation Seeking:** There is a significant and positive relationship between sensation seeking and decision-making. This suggests that as sensation seeking increases, so does the speed of decision-making among early adult female vaporizer users in Bogor City.
3. **Conformity:** There is no significant relationship between conformity and decision-making. This implies that lower levels of conformity do not necessarily correlate with faster decision-making among early adult female vaporizer users. The respondents in this study indicated that their motivation to quit smoking using vaporizers was driven by personal factors, not by conformity to group norms.
4. **Relative Contributions:** Sensation seeking contributes 96% to decision-making, while conformity contributes 4%. This demonstrates that sensation seeking has a more substantial impact on decision-making than conformity among early adult female vaporizer users in Bogor City.
5. **Effective Contributions:** Sensation seeking has an effective contribution of 42.1% to decision-making, while conformity contributes 1.6%. Therefore, the total effective contribution of sensation seeking and conformity to decision-making is 43.7%.

Overall, the study successfully confirms the hypothesis that sensation seeking and conformity together influence decision-making among early adult female vaporizer users in Bogor City. The findings also highlight that sensation seeking plays a more prominent role in decision-making than conformity in this context.

REFERENCES

- Achadi, A. (2008). Regulasi pengendalian masalah rokok di Indonesia. *Jurnal Kesehatan Masyarakat Nasional*, 2(4).
- Akhiroyani, P. R., Yusuf, M., & Likik, S. (2009). Hubungan antara konsep diri dan konformitas dengan perilaku merokok pada remaja. *Jurnal Wacana*, Program Studi Psikologi, Fakultas Kedokteran, Universitas Sebelas Maret.
- Alfiah, I., & Santi, B. M. (2014). Harga diri dan konformitas dengan pengambilan keputusan pembelian produk smartphone pada siswa di SMAN "X" Surabaya. *Jurnal Psikologi Teori dan Terapan*, 5(1), 15-22. <https://doi.org/ISSN: 2087-1708>.

- Ayu, A. (2015). Hubungan antara konformitas teman sebaya dan harga diri dengan pengambilan keputusan karir siswa kelas XII SMK Karya Rini YHI Kowani Yogyakarta. *E-journal*. Edisi 5 Tahun ke-4.
- Azwar, S. (2010). *Metode penelitian*. Yogyakarta: Pustaka Pelajar.
- Azwar, S. (2013). *Metode penelitian*. Yogyakarta: Pustaka Pelajar.
- Aziz, A. P. (2015). Hubungan antara konsep diri dan konformitas dengan gaya hidup brand minded pada mahasiswa Fakultas Hukum UNS (Skripsi tidak dipublikasikan). Universitas Sebelas Maret, Surakarta.
- Baron, R. A., & Byrne, D. (2005). *Psikologi sosial* (Jilid 2, edisi kesepuluh). (R. Djuwita, Trans.). Jakarta: Erlangga.
- Brown, J. (2014). Real-world effectiveness of e-cigarettes when used to aid smoking cessation: A cross-sectional population study. *Addiction*, *109*, 1532.
- Badan POM. (2015). *InfoPOM*. Badan Pengawasan Obat dan Makanan Republik Indonesia, *16*(5).
- Chaplin, J. P. (2006). *Kamus lengkap psikologi*. Jakarta: PT Raja Grafindo Persada.
- Dagun, M. S. (2006). *Kamus besar ilmu pengetahuan*. Jakarta: Lembaga Pengkajian Kebudayaan Nusantara (LPKN).
- Damayanti, A. (2016). Penggunaan rokok elektronik di komunitas personal vaporizer Surabaya. *Jurnal Berkala Epidemiologi*, *4*(2), 250-261.
- Darmawan, P. D. (2013). Hubungan antara intensitas terpaan iklan rokok dan tingkat konformitas peer group dengan pengambilan keputusan merokok di kalangan mahasiswi di Semarang. *E-journal*. Universitas Diponegoro.
- Davidoff, L. L. (1991). *Psikologi suatu pengantar* (edisi ke-2, Jilid 2). Jakarta: Penerbit Erlangga.
- Davison, G. C., Neale, J. M., & Kring, A. M. (2006). *Psikologi abnormal* (edisi ke-9). Jakarta: PT Raja Grafindo Persada.
- Delly, R. (2011). Hubungan antara dorongan mencari sensasi (sensation seeking) dengan kenakalan pada remaja (juvenile delinkuen). *Jurnal Psikologi UII*.
- Desmita. (2010). *Psikologi perkembangan*. Bandung: Remaja Rosdakarya.
- Dhae, A. (2012, September 8). Remaja dominasi perokok aktif di Indonesia. TCSC-Indonesia. Retrieved from <http://tcsc-indonesia.org/remaja-dominasi-perokok-aktif-di-indonesia>
- Donohew, L., Zimmerman, R., Cupp, P. S., Novak, S., Colon, S., & Abell, R. (2000). Sensation seeking, impulsive decision-making, and risky sex: Implications for risk-taking and design of interventions. *Personality and Individual Differences*, *28*, 1079-1091.
- Guslina, I. (2013). Survei: Perokok pun setuju pembatasan rokok. *Tempo*. Retrieved from <https://nasional.tempo.co/read/523381/survei-perokok-pun-setuju-pembatasan-rokok>
- Indrawati. (2017). Perbedaan kapasitas paru antara perokok tembakau dengan perokok vaporizer di wilayah RVC (Riau Vapor Cloud) Pekanbaru. *Jurnal Kesehatan Masyarakat*.
- King, L. A. (2010). *Psikologi umum*. Jakarta: Salemba Humanika.



- Kuwado, J. F. (2012). Perokok anak dan remaja 51,7 persen, pemerintah dinilai gagal. *Kompas*. Retrieved from <http://health.kompas.com/read/2012/09/14/0931167/Perokok.Anak.dan.Remaja.51.7.Persen..Pemerintah.Dinilai.Gagal>
- Leventhal, H., & Cleary, P. D. (2010). The smoking problem: A review of the research and theory in behavioural risk modification. *Psychological Bulletin*, 100(7).
- Lukito, J. (2017). Pengaruh konformitas terhadap pengambilan keputusan pada produk minuman coklat mahasiswa psikologi di Universitas Surabaya. *Calyptra: Jurnal Ilmiah Mahasiswa Universitas Surabaya*, 6(2).
- Mawarni, R., Hardjono, & Andayani, T. R. (2015). Hubungan antara mencari sensasi dan empati dengan school bullying pada remaja putra kelas X dan XI di Madrasah Mu'allimin Muhammadiyah Yogyakarta. *Jurnal Ilmiah Psikologi Candradijwa*, 4(2), 148-162.
- Molina. (2017). Hubungan antara konformitas terhadap perilaku merokok pada siswa SMP Negeri 1 Loa Jalan. *E-jurnal Psikologi*, 5(1), 96-106.
- Myers, D. G. (2012). *Psikologi sosial* (edisi ke-10). Jakarta: Salemba Humanika.
- Nururrahmah. (2014). Pengaruh rokok terhadap kesehatan dan pembentukan karakter manusia. *Prosiding Seminar Nasional*, 1(1), 78-214.
- Priyatno, D. (2009). *5 jam belajar olah data dengan SPSS 17*. Yogyakarta: Andi.
- Rakhmat, J. (2009). *Psikologi komunikasi*. Bandung: PT Remaja Rosdakarya.
- Ray, A. P. (2015). Treading lightly: Why the FDA should use its new authority to regulate electronic cigarettes sparingly. *Journal of Legal Medicine*, 3(2), 215-231.
- Reber, S. A., & Reber, S. E. (2010). *Kamus psikologi*. Yogyakarta: Pustaka Pelajar.
- Riduwan. (2013). *Skala pengukuran variabel-variabel penelitian*. Bandung: Alfabeta.
- Riskesdas. (2007). *Riset Kesehatan Dasar Provinsi Jawa Barat*. Jakarta: Badan Penelitian dan Pengembangan Kesehatan Kementerian Kesehatan RI.
- Riskesdas. (2013). *Riset Kesehatan Dasar Provinsi Jawa Barat*. Jakarta: Badan Penelitian dan Pengembangan Kesehatan Kementerian Kesehatan RI.
- Sakti, T. A. (2017). Pengambilan keputusan perokok tembakau yang beralih ke rokok elektrik. *Jurnal Ilmiah Universitas Muhammadiyah Surakarta*.
- Salusu, J. (1996). *Pengambilan keputusan strategik untuk organisasi publik dan organisasi nonprofit*. Jakarta: PT Gramedia Widiasarana Indonesia.
- Santrock, J. W. (2002). *Life span development* (edisi ke-5, Jilid 2). Jakarta: Erlangga.
- Sarwono, S. W., & Meinarno, E. A. (2009). *Psikologi sosial*. Jakarta: Salemba Humanika.
- Sears, dkk. (1994). *Psikologi sosial* (edisi ke-5). Jakarta: Erlangga.
- Setiadi, N. J. (2008). *Business economics and managerial decision making: Aplikasi teori ekonomi dan pengambilan keputusan manajerial dalam dunia bisnis*. Jakarta: Kencana Prenada Media.
- Siagian, S. (1988). *Sistem informasi untuk pengambilan keputusan*. Jakarta: PT Gita Karya.
- Siagian, S. (1994). *Teori dan praktek kepemimpinan*. Jakarta: PT Rhineka Cipta.
- Suharnan. (2005). *Psikologi kognitif*. Surabaya: Srikandi.

- Sugiyono. (2014). *Metode penelitian pendidikan: Pendekatan kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.
- Syamsi, I. S. U. (2000). *Pengambilan keputusan dan sistem informasi* (cetakan ke-2). Jakarta: Sinar Grafika Offset.
- Syifa'a, R. R. (2002). Dorongan mencari sensasi dan perilaku pengambilan resiko pada mahasiswa. *Jurnal Psikologika*, 14(VII).
- Taylor, S. E., dkk. (2009). *Psikologi sosial* (edisi ke-12). Jakarta: Kencana.
- Tribunews. (2017). Kota Bogor sukses jadi daerah percontohan penerapan kawasan tanpa rokok. *Tribunews*. Retrieved from <http://www.tribunews.com/nasional/2017/03/17/kota-bogor-sukses-jadi-daerah-percontohan-penerapan-kawasan-tanpa-rokok>
- Widyatamma, T. (2010). *Kamus psikologi*. Jakarta: Penerbit Widyatamma.
- William, M., Trtchounian, A., & Talbot, P. (2010). Conventional and electronic cigarettes (e-cigarettes) have different smoking characteristics. *Nicotine & Tobacco Research*, 12, 905–912.
- World Health Organization. (2009). Study group on tobacco regulation. *Report on the scientific basis of tobacco product regulation: Third report of a WHO study group*. World Health Organization.
- Zuckerman, M. (1971). Dimensions of sensation seeking. *Journal of Counseling and Clinical Psychology*, 36(1), 45-52.
- Zuckerman, M. (2007). *Sensation seeking and risky behaviour*. Washington: American Psychological Association.
- Zuckerman, M., & Eysenck, S. (1978). The relationship between sensation seeking and Eysenck's dimensions of personality. *Journal of Psychology*, 69, 483-487.

