

## **ABSTRACT**

*Smoking is becoming one of the needs that must be met in society. Effects and dangers of smoking already published to the public, that the dangers of smoking not only in active smokers but also have an impact on people that are in the vicinity. Lately many users switch to using tobacco cigarette smoking a health innovation as electric to help smokers reduce dependence and as a tool to stop smoking. This research was conducted to find out the influence of Hedonic and Utilitarian Value against Value Interest Buy Electric Cigarettes. The purpose of doing research is to know the influence of hedonic and utilitarian value value partially against the interest and influence of hedonic and utilitarian value value simultaneously against the interest purchased. The method used is the quantitative methods of research in the form of a descriptive study and the study of causal. The data type for this research is the primary data and secondary data. Sampling techniques in the study using a Nonprobability Sampling technique with Incidental Sampling. The results showed that hedonic and utilitarian value value positive and significant effect against the interest to buy electric cigarettes.*