

# **ANALYSIS OF FACTORS AFFECTING DEMAND FOR DUCK EGGS IN BANYUWANGI REGENCY**

**Tita Triska Amilia**

Poultry Business Management Study Program  
Department of Animal Husbandry

## ***ABSTRACT***

The purpose of this study is to identify what factors influence the demand for duck eggs in Banyuwangi Regency. The research method used is a survey research method with a total of 60 respondents. Data collection techniques using questionnaires and data analysis techniques used are classical assumption test, multiple linear analysis, coefficient of determination, F test, and t test with SPSS tools. The data used are primary data and secondary data. The results of the study show that the characteristics of duck egg consumers in Banyuwangi Regency are women, aged 31-40 years, the consumer's last education is high school, the consumer is a housewife, family income is around Rp. 3,100,000 - Rp. 4,000,000. The average number of family members is 1-3 people, the number of purchases of duck eggs in a month is 3-4, while for purchases per item, consumers buy 1 to 10 eggs. Consumers prefer traditional markets as a place to buy duck eggs.

Keywords: Analysis, Factors, Demand, Duck Eggs, Banyuwangi