

Analysis of Factors Affecting the Demand of Chicken Eggs Situbondo Regency

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ABSTRACT

The purpose of this study was to determine the effect of the price of broiler eggs, the price of marine fish, income, the number of family members and tastes on demand for broiler eggs and analyze the of demand for broiler eggs in Besuki District. This research method uses descriptive qualitative with the sampling method used is purposive sampling with a sample of 100 consumers buying eggs. The data obtained were processed using multiple linear regression analysis on SPSS. The results of multiple linear regression analysis produce the following equation $Y = 6,517 - 5,123 X_1 + 0,208 X_2 + 1,799 X_3 + 1,038 X_4 + 1,631 X_5$. t-test results show that the price of eggs (X_1) affect the demand for eggs (0.037), the price of sea fish (X_2) does not affect the demand for eggs (0.861), income (X_3) influences the demand for eggs broilers (0,000), the number of family members (X_4) affect the demand for eggs (0,002) and taste (X_5) affect the demand for eggs (0000). F test results showed a significance value of 0.000, which means all independent variables (X) are simultaneously influence the dependent variable (Y) with the coefficient of determination (R^2) of 47.5 %.

Keywords: Demand, Chicken Eggs, Sea Fish.