

**ANALYSIS FACTORS OF AFFECTING FOR DEMAND QUAIL EGG'S IN
JEMBER REGENCY**

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ABSTRACT

This study aims to determine the factors of affecting for demand quail eggs, namely the price of chicken eggs, the price of quail eggs, tastes, income, number of family members, and age. Determination of the research area by purposive sampling. Sampling technique used slovin method with a sample of 81 consumers. Analytical method used in this research is multiple linear regression analysis method with SPSS. Data used are primary data obtained from several consumers through in-depth interviews in Banyuwangi Regency and secondary data sourced from the Banyuwangi Regency Central Statistics Agency, books, and other sources. The results showed that the variables of broiler egg price, quail egg price, taste, income, number of family members, and age simultaneously had a significant effect on the demand for quail eggs in Jember Regency. The number of family members is the most dominant factor influencing the demand for quail eggs.

Keywords: Demand, Quail Eggs, Banyuwangi