

**FACTORS THAT INFLUENCE THE DEMAND OF SEMEN
FROZEN BEEF CATTLE IN SITUBONDO**
(Case study of injecting marriage at the Livestock and Animal Health Service
Office in Situbondo)

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ABSTRACT

This research to determine the factors influence frozen sperm, to know influence total of cows, how much cattle cut, average of cows, price of natural mating, service insemination, or kinds of frozen sperm for demand frozen sperm, and to know the different of demand kinds of straw India and Europe's cow. The method that it use is descriptive and data of research is second data that time series that is 2014 to 2016. The analysis result of data use regresi linear berganda and the formula is $Q_d = -0,132 + 0,150 X_1 - 0,47 X_2 + 0,219 X_3 + 0,692 X_4 + 0,042 X_5 - 0,26 X_6 + 0,18 D$. The meaning of the formula demand of frozen sperm influence by X_1 (total of cows) amount 0,150, X_2 how much cattle cut) amount -0,47, X_3 (average of cows) amount 0,219, X_4 (price of natural mating) amount 0,692, X_5 (cost service insemination) amount 0,042, X_6 (service insemination) amount -0,26 and Dummy (type sperm) amount 0,18. The result of shows factors that influence demand of frozen sperm in Situbondo are total of cows, price of natural mating, service of IB, kind of straw, and service. Demand kind of straw Europe's and India are not influence on demand of frozen sperm. It happens because all people in Situbondo do not need kind of frozen sperm as insemination to cow.

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