

**FACTORS THAT INFLUENCE DEMAND
PROL TAPE ON CONSUMERS IN DISTRICT JEMBER
(Case Study at Ud. Primadona District Jember)**

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ABSTRACT

The prol tape price factor, the price of brownis tape, the price of suwar suwir, the intensity of the need and the family's affection influenced the demand of prol tape at Ud. Primadona Jember. In this study the variables used are the price of prol tape (X1), brownis tape (X2) price, suwar-suwir price (X3) and intensity of need (X4), family income (X5), and demand of prol tape (Y). The purpose of this study was to analyze the influence of free variables simultaneously and partially to Prol Tape Demand. The analysis technique used is multiple linear regression. The results of this study indicate that: 1) Prol tape price variables X1, brownis tape price X2, price of suwar suwir (X3) and intensity of need (X4), family income (X5) simultaneously have significant effect on demand of prol tape (Y) on the Ud. Primadona Jember, 2) Prol tape price variables (X1), brownis tape (X2) price, suwar-suwir price (X3), and family income (X5) have no significant effect on demand of prolate (Y) on Ud. Primadona Jember, 3) The need intensity variable (X4) has a significant influence on the demand of prol tape (Y) on the Ud. Primadona Jember

Keywords: *demand of prol tape, consumer of Jember Regency*