Analisis Faktor Permintaan Telur Itik Di Pasar Tanjung Kecamatan Kaliwates Kabupaten Jember. (*Analysis Factor Of Demand For Duck Eggs at Pasar Tanjung Kecamatan Kaliwates Kabupaten Jember*)

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ABSTRACT

The research was aimed to know factor of demand duck egg at tanjung market Kaliwates Subdistrict, Jember Regency. The method used is survey method with 100 respondents consumer of duck eggs. The result of data processing using Multiple Linier Regression can be acquired equation: $Y = 940 + -0{,}107X_1 + 0{,}207X_2 + 0{,}664X_3 + 0{,}125X_4$ from the equation means that for every of demand for duck egg will be affected by X_1 (the price of duck eggs) of -0,107, X_2 (average income) of 0,207, X_3 (number of family members) of 0,664 and X_4 (the price chicken eggs) of 0,125. Can be concluded average income factor and the number of family members have influence on the demand of duck eggs because it has highest coefficient. Result of calculation of the coefficient of determination is 59% and the remaining 41% is explained by other variables not included in this research.

Keywords : *Consumer of duck eggs, factor of demand, multiple regression analysis*