

***Factors That Influence Demand for Duck Egg
In Jember Regency***

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ABSTRACT

Jember Regency is an area that has a fairly high production of duck eggs. The production of duck eggs in Jember Regency is largely absorbed by demand from household consumers, egg traders, and producers of salted eggs. Public demand is expected to increase with duck eggs. Factors expected to influence demand for duck eggs in Jember Regency are the price of goods, prices of other goods, income, number of family members, intensity of needs, and tastes. The purpose of this research was to analyze the influence of these factors on the demand for duck eggs in Jember Regency, determine the factors that have a dominant influence, and the elasticity of demand for duck eggs in Jember Regency. The method used is a survey research method with a total sample of 80 respondents. Data collection techniques using questionnaires and analysis techniques used are descriptive analysis, multiple linear regression analysis, F test, t test, and elastic of demand. The results indicate that variable price of duck eggs, price of broiler eggs, family income, number of families, number of needs, and taste dummy simultaneously affect significant to the demand for duck egg in Jember Regency. The most dominant variable affecting the demand for duck eggs is the price of duck eggs. Demand for duck eggs is inelastic, broiler eggs are substitute items, and duck eggs are normal items.

Keywords: elasticity, duck eggs, demand, descriptive, production, Jember Regency