

ABSTRAK

Telur ayam ras merupakan sumber protein yang relatif murah untuk memenuhi kebutuhan masyarakat. Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang mempengaruhi permintaan telur ayam ras di Kabupaten Jember, serta mengalisis tingkat elastisitasnya karena harga, elastisitas silang permintaan karena harga barang lain dan elastisitas pendapatan. Metode analisis data menggunakan analisis regresi linier berganda model Cobb-Douglas. Hasil analisis menunjukkan bahwa secara simultan faktor-faktor yang mempengaruhi permintaan telur ayam ras secara nyata meliputi; harga telur ayam buras, harga ikan laut, jumlah pendapatan per bulan, *dummy* selera dan *dummy* wilayah penelitian. Sedangkan pengaruh dari variabel harga telur ayam ras, harga telur bebek, harga tahu, harga tempe, harga tepung, jumlah anggota keluarga dan tingkat pendidikan berpengaruh tidak nyata terhadap permintaan telur ayam ras. Nilai koefisien elastisitas harga telur ayam ras bersifat elastis dengan nilai -1,924. Elastisitas silang dari harga telur bebek sebesar 0,148 bersifat inelastis, Elastisitas silang dari harga telur ayam buras sebesar -1,261 bersifat elastis, Elastisitas silang dari harga ikan laut sebesar 3,241 bersifat elastis, Elastisitas silang dari harga tahu sebesar -0,177 bersifat inelastis, Elastisitas silang dari harga tempe sebesar -0,110 bersifat inelastis, Elastisitas silang dari harga tepung sebesar 0,807 bersifat inelastis. Sedangkan elastisitas pendapatan bernilai positif sebesar 0,618 menunjukkan bahwa permintaan telur ayam ras merupakan elastisitas pendapatan inelastis yang masih bersifat barang normal yaitu apabila telur ayam ras mengalami kenaikan permintaan jika pendapatan meningkat.

Kata kunci: elastisitas, permintaan, telur ayam ras

ABSTRACT

Purebred chicken eggs are a relatively inexpensive source of protein to meet the needs of the community. This research was conducted to identify factors that influence the demand for purebred chicken eggs in Jember Regency, to analyze the level of elasticity of demand due to the price, cross-elasticity of demand due to the price of other goods and income elasticity. Methods of data analysis using multiple linear regression analysis of the Cobb-Douglas model. The analysis shows that simultaneously factors that significantly affect the demand for purebred chicken eggs include; the price of native chicken eggs, the price of marine fish, the amount of income per month, the taste dummy, and the research area dummy. Meanwhile, the effects of the price of a purebred chicken egg, duck egg prices, tofu prices, Tempe prices, flour prices, number of family members, and education level had no significant effect on the demand for a purebred chicken egg. The value of the elasticity coefficient of the price is elastic with a value of -1.924. The cross elasticity of the price of duck eggs is 0.148 and the characteristic is inelastic. The cross elasticity of the price of native chicken eggs is -1.261 and the characteristic is elastic. The cross elasticity of the price of marine fish is 3.241 is elastic. The cross elasticity of the price of tofu is -0.177 and the characteristic is inelastic. The cross elasticity of the price tempeh of -0.110 and the characteristic inelastic, the cross elasticity of flour price of 0.807 is inelastic. While the income elasticity has a positive value of 0.618, indicating that the demand for broiler eggs is an inelastic income elasticity which is still a normal item is if the demand for purebred chicken eggs increases if income increases.

Keywords: demand, elasticity, purebred chicken egg