

ABSTRACT

THE ANALYSIS OF DEMAND AND INDUSTRY MARKET STRUCTURE OF TAHU KEMPONG IT'S CENTER PRODUCTION AT WAY HALIM BANDAR LAMPUNG

BY

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This research aims to identify and analyze the effect of independent variables on the quantity demanded of tahu kempong level produsen. The independent variable in this research was the price, the price of substitutes (tofu), the level of consumer income groups, and quality of service. The data used is the cross section data. The analysis used in this research use multiple linear regression analysis by using the Ordinary Least Square method (OLS).

The estimation results show that simultaneously the independent variables significant influence on the quantity demanded of tahu kempong. In partial, the price have a negative and significant effect, the price of substitutes (tofu) have a positive and significant effect, the level of consumer income groups have a positive and significant effect, and the quality service have a positive and significant effect. Additionally, the results showed that the market for tahu kempong is monopolistic competition.

Keyword : Quantity of demand, price, the price of substitutes, the level of consumer income groups, the quality of service.