

ABSTRACT

THE ANALYSIS DEMAND OF WAY RILAU CLEAN WATER OF THE HOUSEHOLD IN BANDAR LAMPUNG

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Clean water is one of the element that is needed in the household sector especially to fullfill the needed of out life regulary. The supplies of clean water will always grow accordance with social demand of clean water. So that the writer take the title of this research is The Analysis Demand of Way Rilau Clean Water of The Household in Bandar Lampung.

The analytical toll that is used in this research is multiple regression that is used to determine the influence of independent variable from the number of PDAM Way Rialu costumer to the household the water basic rate to household type R1 and the capita income demand to clean water in Bandar Lampung. The data that is used in this research Bandar Lampung city, BPS Lampung Province and the other relevant resources. Mean while the type of data that is used is time series data is arranged to the annual data form between period 2000 to 2009.

The research show that, as the whole or as individually, the number of costumers of PDAM to household, and the income perkapita give positive influence and signifikan impact to the clean water demand, mean while the water the basic rate to househoulds type R1 give negative influence to the clean water demand in Bandar Lampung city. For the coefficient of price elasticity is not elastic or inelastic with a coefficient of elasticity of demand is between 0 and 1 where coefficient of elasticity of demand is between 0 and 1 ($Es \leq 1$) where the percentage change in price is bigger than percentage of quantity that is asked. Meanwhile for the coefficient of elasticity income is positive value so that it can be classified that clean water is a normal good, will buy the goods that circulate in the normal direction to revenue.