

ABSTRACT

ANALYSIS OF PRICE AND INCOME EFFECTS ON MILK DEMAND Dancow CHILDREN IN METRO CITY

Parents of children who will crave healthy and growing normally. Children will grow optimally and healthy to be someone who is mature when all the nutritional intake. High prices are also a lot of milk cause parents to provide alternate food prices are relatively cheap to support nutritional intake. Price of one brand of milk formula made not a few parents to replace with another brand of formula milk prices are relatively cheap. This research will focus on the analysis of milk demand Dancow toddler in Metro cities associated with the level of price and consumer income.

The purpose of this study is to analyze and determine the effect on milk prices Dancow toddler toddlers Dancow milk demand in Metro City, to determine the effect the price of milk substitute products of other brands of milk demand Dancow toddler in Metro City, to investigate the effect of demand for milk products complement Dancow toddlers in Metro City, and to determine the effect of consumer income on milk demand Dancow toddler in Metro City.

This research uses descriptive quantitative approach. Data collected by mall intercept survey method interviewer. Where researchers directly providing questions to the respondents who happened to be in shopping centers, are open questions.

Based on the calculation result known that the coefficient of determination (R^2) is 0.1414, meaning that only about 14.14% milk Dancow diversity of demand that can be explained by five independent variables, namely price Dancow toddler milk, substitute another brand of product prices, the price of complementary products, and consumer income. Other factors outside the model approximately 86% of its own that affect. Dancow milk prices under five, the price of other brands of milk substitute products, complementary product price is not statistically significant effect on milk demand Dancow toddler in Metro City. This study supports the concept of the law of one price. As for the consumer's income are statistically significant effect on milk demand Dancow toddler in Metro City.