ABSTRACT

THE CONSUMPTION PATERN ANALYSIS OF BEEF BY HOUSEHOLD IN BANDAR LAMPUNG

By

Joni Parulian

The study aims to know: (1) the pattern of consumption of beef, (2) factors that affect the demand of beef, (3) elasticity of the demand of beef. Location of the research conducted in the city of Bandar Lampung was determined on purpose, based on the class of Prasejahtera households to Sejahtera III +, namely upper class in the District Kemiling at Kemiling Permai Village, middle class in the District Kedaton at Labuhan Ratu Village and lower classes in the District of Southern Teluk Betung at Pesawahan Village. The sample in the study was 54 housewives. Data collection was carried out from October-November 2013. Data analysis included qualitative analysis using the tabulation, multiple linear regression and analysis of the elasticity of demand. The results showed as follows. (1) The greatest amount of beef demand in the period of July–September 2013 was 0.5-3 kg / for 3 month, pieces of beef that was being the most widely consumed was chuck of 43.61 kg / for 3 month, frequency of beef consumption as much as 1-3 times in the period of July to September 2013, and a total of 76.64% of households chose the traditional market to buy beef. (2) Factors affecting beef demand by households in the city of Bandar Lampung were chicken prices, level of education, income and place of purchase. (3) Cross elasticity between broiler chicken and domestic chickens was positive, it meant that beef was substitution stuff; and income elasticity of the demand of beef worth positive; so that beef was normal stuff.

Keywords: beef, consumption patterns, elasticity, factor demand