

ABSTRACT

THE ANALYSIS OF VEGETABLE DEMAND BY “WARTEG” RESTAURANTS IN BANDAR LAMPUNG CITY

By

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The objectives of this research were to know demand pattern of vegetables (spinach water, cassava leaves, and eggplant) and the factors that affected the demand of vegetables by warteg restaurant in Bandar Lampung City. The research was conducted in the city of Bandar Lampung purposely. The sample that used in this study were 50 restaurant chosen by proportional random sampling method. Data were collected from December 2020 to February 2021, taken by interview techniques. The research data was analyzed by descriptive statistics analysis and regression analysis. The result obtained from this study was the vegetables demand by warteg restaurant at Bandar Lampung had purchase with the average amount 8,5 kg of spinach water per week, 7,9 kg of cassava leaves per week and 3 kg of eggplant per week. The average purchase frequency amount 3,58 time per week for spinach water, 3,08 time per week for cassava leaves and 1,26 time per week for eggplant. The types of vegetables menu is stir-fried spinach water, cassava curry vegetables, and eggplant sauce. The restaurant owner usually buy the vegetables at the traditional market. The factors that positively affected the demand of spinach water were the price of spinach water, the price of cassava leaves, the price of egg, restaurant income and the price of vegetables dishes. The factors that positively affected the demand of cassava leaves were the price of spinach water, the price of cassava leaves, the price of chicken meat, restaurant income and the price of vegetables dishes. The factors that positively affected the demand of eggplant were the price of spinach water, the price of eggplant, the price of tempe, number of restaurant menu, restaurant income and the price of vegetables dishes.

Keywords: demand pattern, vegetables, warteg restaurant.

ABSTRAK

ANALISIS PERMINTAAN SAYURAN OLEH RUMAH MAKAN “WARTEG” DI KOTA BANDAR LAMPUNG

Oleh

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Penelitian ini bertujuan untuk menganalisis pola permintaan sayuran (kangkung, daun singkong, dan terong) dan menganalisis faktor-faktor yang mempengaruhi permintaan sayuran oleh rumah makan “warteg” di Kota Bandar Lampung. Lokasi penelitian ditentukan secara sengaja (*purposive*). Jumlah responden dalam penelitian ini adalah 50 rumah makan “warteg” di Kota Bandar Lampung yang diambil dengan metode *proportional random sampling*. Pengambilan data dilakukan pada bulan Desember 2020 hingga Februari 2021 menggunakan teknik wawancara. Data dianalisis dengan menggunakan metode analisis deskriptif dan metode analisis regresi berganda. Hasil penelitian menunjukkan bahwa rata-rata permintaan sayuran oleh rumah makan “warteg” sebesar 8,5 kg kangkung per minggu, 7,9 kg daun singkong per minggu dan 3 kg terong per minggu. Rata-rata frekuensi pembelian sayuran yaitu sebesar 3,58 kali per minggu untuk kangkung, 3,08 kali per minggu untuk daun singkong dan 1,26 kali per minggu untuk terong. Jenis olahan sayuran adalah sayur kangkung tumis, sayur daun singkong santan, dan sayur terong sambal. Pemilik rumah makan biasanya membeli sayuran di pasar tradisional. Faktor-faktor yang berpengaruh terhadap permintaan kangkung adalah harga kangkung, harga daun singkong, harga telur, pendapatan usaha dan harga output. Faktor-faktor yang berpengaruh terhadap permintaan daun singkong adalah harga kangkung, harga daun singkong, harga daging ayam, pendapatan usaha dan harga output. Faktor-faktor yang berpengaruh terhadap permintaan terong adalah harga kangkung, harga terong, harga tempe, jumlah jenis masakan pendapatan usaha dan harga output.

Kata kunci: pola permintaan, sayuran, rumah makan “warteg”