

## **ABSTRAK**

### **ANALISIS PERMINTAAN SERTA PENDUGAAN STRUKTUR PASAR DAN KINERJA USAHA PADA INDUSTRI JASA PENCUCIAN MOBIL (CARWASH) DI KOTA BANDAR LAMPUNG**

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Tujuan dari penelitian ini adalah untuk menganalisis permintaan serta pendugaan struktur pasar dan kinerja usaha industri jasa *carwash* di Kota Bandar Lampung. Penelitian ini menggunakan analisis regresi linier berganda dengan variabel harga *carwash*, dan kualitas layanan. Hasil penelitian ini menunjukkan bahwa harga *carwash* berpengaruh negatif dan signifikan, dan kualitas layanan berpengaruh positif dan signifikan terhadap permintaan jasa *carwash* di Kota Bandar Lampung. Memperhatikan elastitas harga dari permintaan dan indeks pengukuran struktur pasar lainnya, dapat dinyatakan bahwa struktur pasar jasa *carwash* termasuk kedalam pasar persaingan monopolistik. Market share berpengaruh positif dan signifikan terhadap kinerja usaha. Dengan menggunakan analisis deskriptif kuantitatif dapat dinyatakan bahwa kinerja usaha pada industri jasa *carwash* sudah baik.

**Kata kunci** : Kinerja Usaha, Permintaan, Struktur Pasar.

## **ABSTRACT**

### **THE ANALYSIS OF DEMAND AS WELL AS CONJECTURE OF MARKET STRUCTURE AND BUSSINESS PERFORMANCE IN THE CARWASH SERVICE INDUSTRY IN BANDAR LAMPUNG**

**By**

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The purpose of this research is to analysis of demand as well as conjecture of market structure and bussiness performance in the carwash service industry in Bandar Lampung. This study uses multiple linear regression analysis with the variable price of carwash, and service quality. The results of this study indicate that the price of a carwash has a negative and significant effect, the sevice quality has a positive and significant effect on the demand for carwash services in Bandar Lampung. Taking into account the price elasticity of demand and other market structure measurement indexes, it can be stated that the market structure of carwash services is included in the monopolistic market. Market share has a positive and significant effect on business performance. By using quantitative descriptive analysis, it can be stated that the business performance of the carwash service industry is good.

**Keywords** : Performance, Demand, Market Structure.