

## **ABSTRACT**

### **Analysis of Sanitary Water Demand in Bandar Lampung City (A Study in Kemiling District)**

**By  
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The objective of this research was determining the factors affecting the sanitary water demand in Bandar Lampung City. The independent variables used this research were the family income, the number of family members, the substitute goods availability, and the service quality; furthermore, the dependent variable used in this research was the sanitary water demand. The data collecting techniques used in this research were doing documentation, distributing the questionnaire, and conducting the direct interviews to the respondents. The data analysis technique used in this research was through the the classical assumption testing, the statistical hypothesis testing, and the elasticity. The data analysis tool used in this research was SPSS 21. The result of this research was that the family income, the number of family members, the substitute goods availability, and the service quality affected the sanitary water demand significantly. The result of the analysis of the determinant ( $R^2$ ) showed that all variables of this research (85.4%) simultaneously had an effect the sanitary water demand. Moreover, the rest of the variables (14.6%) of this research were affected by the other variables outside this research.

**Keywords:** Sanitary Water Demand, Family Income, Number of Family Members, Substitute Goods Availability, Service Quality

**ABSTRAK**  
**Analisis Permintaan Air Bersih Kota Bandar Lampung**  
**(Studi Kecamatan Kemiling)**

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Penelitian ini bertujuan untuk mengetahui faktor-faktor apa saja yang berpengaruh terhadap permintaan air bersih di Kota Bandar Lampung. Variabel independen dalam penelitian ini yaitu pendapatan, jumlah anggota keluarga, ketersediaan barang substitusi dan kualitas layanan. Selain itu, variabel dependen dalam penelitian ini yakni permintaan air bersih. Teknik pengumpulan data dalam Penelitian ini menggunakan studi Dokumentasi, Kuesioner dan wawancara langsung kepada para responden. Pengujian dalam penelitian ini menggunakan alat analisis regresi linier berganda. Dari hasil penelitian menunjukkan bahwa Pendapatan Keluarga berpengaruh sangat kecil terhadap turunya permintaan air bersih, Jumlah Anggota Keluarga berpengaruh positif terhadap permintaan air bersih, Ketersediaan Barang Substitusi berpengaruh negatif terhadap permintaan air bersih dan Kualitas Layanan berpengaruh positif terhadap permintaan air bersih.

**Kata kunci:** Jumlah Anggota Keluarga, Ketersediaan Barang Substitusi, Kualitas Layanan, Pendapatan dan Permintaan Air bersih.