

ABSTRACT

ANALYSIS OF PREFERENCE, PATTERNS OF CONSUMPTION, AND THE DEMAND OF TIWUL BY CONSUMERS AT RESTAURANT IN LAMPUNG PROVINCE

By

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This research aimed to analyze preference of *tiwul* by consumers, consumption patterns of *tiwul* by consumers, and factors affecting of *tiwul*'s demand by consumers at restaurant in Lampung Province. Data collection method used was survey, in Sub-District of South Lampung and West Tulang Bawang. There are four restaurants as research location that was located in Sidomulyo, Dayasakti, and Pulung Kencana Village. The research location was chosen purposively. There were 60 respondents in this study that was taken by accidental sampling. The first purpose was analyzed using quantitative descriptive method with categorization. The second purpose was analyzed using quantitative descriptive method with data tab and the third purpose was analyzed using verification method with multiple linier regression analysis. The results showed that: (1) preference of *tiwul* by consumers at restaurant in Lampung Province was at medium category; (2) consumption patterns of *tiwul* has consumption frequency of once to twice per month, usually consumed pure *tiwul* by the number of average consumption of 932.52 grams, and the reason for taking *tiwul* because of the preference; and (3) factors that significantly affect the demand of *tiwul* by consumers at restaurant in Lampung Province was price of chicken gizzard, price of tempe, and ethnic.

Key Word: Consumption, Demand, Preference, *Tiwul*