

FACTORS THAT AFFECTING DEMAND OF HOUSEHOLD ELECTRICAL ENERGY IN DISTRICT OF NORTH LAMPUNG

By

Siti Nurul Noviana

ABSTRACT

Electricity is one of the energy that needed by humans in performing daily activities. Remember that electricity is one of the important needs and concerns with the public importance, so that the management of electricity is becoming the responsibility of government, although the private sector is possible to participate in it. Provision of the electrical energy should be made caused the electricity demand is always increased as a result of the increase in the total and activity of people. This study aims to determine the factors that affect Demand Household Electrical Energy. The data that used are monthly *time series* data obtained from PT. PLN (Persero) Distribution of Lampung. The analysis that tool used is Multiple Linear Regression Analysis with the dependent variable is Demand of Household Electrical Energy. While the independent variables are Number of Household Electricity Customers, Price of Household Electricity, Number of Electricity Production and Per Capita Income. From hypothesis test have the results that Number of Consumers, Price of Electricity, Number of Electricity Production, and Per Capita Income positive and significant effect on Demand of Household Electrical Energy. Degree of elasticity estimation's result at all of independent variables obtain elasticity coefficient $E_d < 1$ which means is inelastic where electricity is a normal goods dan become primary needs.

Keywords : electricity demand, number of customers, price of electricity, number of electricity production, and per capita income.