

INTISARI

Penelitian ini bertujuan memberikan bukti empiris pengaruh harga batik, pendapatan konsumen dan harga barang substitusi terhadap permintaan batik di Kampung Batik Kauman Kota Pekalongan. Sampel dalam penelitian ini diambil dengan teknik *purposive sampling* sebanyak 100 konsumen batik Kampung Batik Kauman Kota Pekalongan yang pernah membeli batik dari Kampung Batik Kauman Kota Pekalongan. Analisis data dilakukan dengan menggunakan regresi linier berganda setelah sebelumnya dilakukan uji asumsi klasik meliputi uji normalitas, uji multikolinearitas dan uji heteroskedastisitas.

Hasil pengujian menunjukkan harga batik berpengaruh negatif dan signifikan terhadap permintaan kain batik Kampung Batik Kauman Kota Pekalongan. Pendapatan konsumen berpengaruh positif dan signifikan terhadap permintaan kain batik Kampung Batik Kauman Kota Pekalongan. Harga barang substitusi berpengaruh negatif dan signifikan terhadap permintaan kain batik Kampung Batik Kauman Kota Pekalongan.

Kata kunci: harga, pendapatan, harga barang substitusi dan permintaan.

ABSTRACT

This research aimed at providing empirical evidence of influence of batik price, customer income and the price of substitution commodity towards batik demand in Kauman Batik Village Pekalongan City. The sample of this research was taken with purposive sampling, they were 100 batik customers of Kauman Batik Village Pekalongan City that had bought batik from Kauman Batik Village Pekalongan City. The data analysis was done by using double linear regression after conducting classic assumption test including normality test, multicollinearity test and heterocedasticity test.

The test result indicated that batik price had negative and significant influence towards the demand of batik textiles in Kauman Batik Village Pekalongan City. The customer income had positive and significant influence towards the demand of batik textiles in Kauman Batik Village Pekalongan City. The price of substitution commodity had negative and significant influence towards the demand of batik textiles in Kauman Batik Village Pekalongan City.

Keyword: *price, income, substitution commodity price and demand.*