PERMINTAAN BAWANG MERAH PADA TINGKAT RUMAH TANGGA DI KOTA YOGYAKARTA

Shallot Demand Of Household In Yogyakarta City

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ABSTRACT

This Study aims at finding out factors influencing demand for shallot and calculating price, income and cross elasticities of demand for shallot in Yogyakarta City. The Study focuses on household consumers in Yogyakarta City including 91 respondents. Data were analyzed using multiple regression and statistic criteria.

Based on linear regression analysis, the demand model of shallot in Yogyakarta City is $LnY = 465,9185 - 0,425565LnX1 - 0,128921LnX_2 + 0,125213LnX_3 - 0,097221LnX_4 + 0,047745LnX_5 + 0,074437LnX_6 + 0,926903LnX_7 - 0,005946LnX_D.$ All Independent variables are simultaneously significant affecting demand for shallot in Yogyakarta City. Partially, prices of shallot, garlic, total income and number of household members are significantly affecting demand for shallot. Meanwhile, prices of bombay onion, curly red chili, tomato and dummy kinds of shallot do not have significat effect on demand for shallot. Prices elasticity of demand for shallot shows an inelastic figure (e<1), implying That demand for shalot is not responsive to the prices change. A positive sign in the value of the income elasticity indicates that shallot is a normal good. Sign of cross price elasticity of garlic and curly red chili was negative, referring that are complementary to shallot. On the other, cross price elasticities of bombay onion and tomato are positive, meaning that bombay onion and tomato are substitute commodities to shallot.

Keywords: shallot, demand, elasticity of demand