

**FAKTOR – FAKTOR YANG BERPENGARUH TERHADAP KONSUMSI
SUSU MASAK DAN PRODUK SUSU OLAHAN
DI KABUPATEN SLEMAN,
YOGYAKARTA**

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INTISARI

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang berpengaruh terhadap konsumsi susu masak, produk susu olahan, serta menentukan elastisitas harga dan pendapatan konsumen di Kabupaten Sleman Yogyakarta. Objek penelitian ini adalah konsumen susu masak dan susu olahan di lokasi penelitian. Penelitian ini menggunakan 70 responden yang diambil secara purposive sampling terdiri dari 35 responden dari konsumen susu masak dan 35 responden konsumen susu olahan. Analisis faktor-faktor yang berpengaruh terhadap konsumsi susu menggunakan Regresi Berganda model Cobb Douglass. Hasil analisis menunjukkan bahwa tingkat pendidikan, jenis susu, harga susu masak dan *dummy* jenis susu berpengaruh signifikan dan positif ($P < 0.01$) terhadap konsumsi susu. Di sisi lain, umur konsumen berpengaruh signifikan dan negatif ($P < 0.1$) terhadap konsumsi susu. Nilai elastisitas variabel harga susu dibawah satu yang berarti harga memiliki efek inelastis terhadap konsumsi susu.

(Kata kunci: Konsumsi, Susu masak, Produk susu olahan)

**THE FACTORS THAT INFLUENCE THE CONSUMPTION OF COOKED
MILK AND PROCESSED DAIRY PRODUCT
IN SLEMAN REGENCY OF
YOGYAKARTA**

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ABSTRACT

The purposes of this research were to analyze the factors that influence the consumption of cooked milk and processed dairy product, price elasticity, income elasticity of consumers in Sleman Yogyakarta. The objects of this research were the cooked milk and dairy product consumers at the sites. The respondents were the consumers of cooked milk and processed dairy product at the research location. The research used 70 respondent that taken purposive sampling, consist of 35 respondent of the cooked milk consumers and 35 respondents of processed dairy product consumer. Analysis of the factors that influence milk consumption using Multiple Regression with Cobb Douglass model. Regression Analysis showed that education level, kind of milk, the price of cooked milk and processed dairy products had a positive significant effect ($P < 0.01$) to milk consumption. In other side, consumers age had a negative significant effect ($P < 0.1$) to milk consumption. Value of milk price were under one, it means that price of milk have inelastic influence.

(Keywords: Consumption, Mature milk, Dairy product)