



**ANALISIS PERMINTAAN TELUR AYAM MAS
PADA KONSUMEN RUMAH TANGGA DI
DAERAH ISTIMEWA YOGYAKARTA**

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INTISARI

Penelitian ini bertujuan untuk mengetahui permintaan dan elastisitas permintaan telur ayam ras serta faktor-faktor yang diduga berpengaruh terhadap permintaan telur ayam ras khususnya pada konsumen rumah tangga di DIY. Metode yang digunakan dalam penelitian ini adalah survai terhadap 60 konsumen rumah tangga yang berdomisili di DIY, yang dikelompokkan ke dalam lima kategori pengeluaran per kapita per bulan menurut Biro Pusat Statistik. Data yang diperoleh dianalisis menggunakan model fungsi Cobb-Douglas, yang dipakai untuk fungsi permintaan $Y = b_0 \cdot X_1^{b_1} X_2^{b_2} X_3^{b_3} X_4^{b_4} X_5^{b_5} X_6^{b_6}$ (Y : permintaan telur ayam ras, X_1 : harga telur ayam ras, X_2 : harga telur itik, X_3 : harga telur ayam kampung, X_4 : pengeluaran total rumah tangga, X_5 : jumlah anggota keluarga, X_6 : lama pendidikan formal kepala keluarga, b_0 : intersept, $b_1 \dots b_6$: nilai elastisitas masing-masing variabel). Dari hasil penelitian diperoleh rata-rata konsumsi telur ayam ras pada konsumen rumah tangga di DIY sebesar 1,78 kg per bulan. Permintaan telur ayam ras secara simultan dipengaruhi oleh harga telur ayam ras, harga telur itik, harga telur ayam kampung, pengeluaran total rumah tangga, jumlah anggota keluarga dan lama pendidikan formal kepala keluarga ($P < 0,01$). Sedangkan secara parsial permintaan telur ayam ras dipengaruhi oleh harga telur ayam ras, harga telur ayam kampung dan jumlah anggota keluarga ($P < 0,1$). Harga telur ayam ras terhadap permintaan telur ayam ras bersifat inelastis ($e_h < 0$). Antara telur ayam ras dan telur itik tidak terdapat hubungan substitusi ($e_{12} = -1,0375$), sedangkan antara telur ayam ras dan telur ayam kampung terdapat hubungan substitusi ($e_{13} = 0,6421$). Berdasarkan elastisitas pengeluaran total rumah tangga sebesar 0,3038 dalam fungsi permintaan tersebut, maka dapat dikatakan bahwa kedudukan telur ayam ras bagi masyarakat DIY adalah sebagai barang normal atau barang kebutuhan pokok.

(Kata Kunci : Telur Ayam Ras, Permintaan, Elastisitas)

**ANALYSIS OF DEMAND FOR CHICKEN EGGS AT
HOUSEHOLD CONSUMERS IN YOGYAKARTA**

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ABSTRACT

The purposes of the study were to determine the demand and demand elasticity of chicken egg, and the factors affecting the demand for chicken eggs at household consumers in Yogyakarta Special Region. The research method was survey on 60 respondents of household consumers who lived in Yogyakarta Special Region, stratified into five categories of monthly percept expenditure according to Central Bureau for Statistics. Data were analyzed using Cobb-Douglas model, adopted for demand function of $Y = b_0 \cdot X_1^{b_1} \cdot X_2^{b_2} \cdot X_3^{b_3} \cdot X_4^{b_4} \cdot X_5^{b_5} \cdot X_6^{b_6}$ (Y : the demand for chicken eggs, X_1 : the price of chicken egg, X_2 : the price of duck egg, X_3 : the price of native chicken egg, X_4 : total household expenditures, X_5 : number of family members, X_6 : duration formal education of head of the family, b_0 : intercept, $b_1 \dots b_6$: the elasticity of each variable). The results of the study indicated that the average of egg consumption at household consumers in Yogyakarta Special Region was 1.78kg per month. The demand simultaneously was affected by the prices of chicken egg, duck egg and native chicken egg, total household expenditures, number of family members and duration formal education of head of the family ($P < .01$). The demand partially was affected by the prices of chicken egg and native chicken egg and number of family members ($P < .1$). The chicken egg price elasticity of demand was .8466, which was inelastic. There was no substitution relationship between chicken egg and duck egg ($\eta = -1.0375$). There was a substitution relationship between chicken egg and native chicken egg demands ($\eta = 0.6421$). Since the elasticity of total household expenditures in this demand function was .3038, the chicken egg was considered as normal goods or as primary goods for Yogyakarta Special Region society.

(Key Words: Chicken Egg, Demand, Elasticity)