

FAKTOR-FAKTOR YANG MEMPENGARUHI PERMINTAAN
DAGING SAPI DI DAERAH ISTIMEWA YOGYAKARTA

Factors which affecting the demand of beef in Special Region of Yogyakarta

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Abstract

The aim of this reserach is to know about factors which influence the demand of beef in Yogyakarta either in its region or aggregate. This research used quantitative method with time series which was analyzed by using multiple regression. The result of this research showed that the demand of beef in special region of Yogyakarta was influenced by the price of beef, chicken, lamb, rice, egg, the number of population, and income about 70 %. Partially, the agreggate demand of beef in Yogyakarta was influenced by the price of beef, chicken as complemener, lamb as subtitution, number of population, and income. The beef was inelastic and included of primer goods in Yogyakarta.

Keywords : Demand, beef, the elasticity