

ABSTRACT

Consumption carried out everyday by individuals or communities, either food or non-food. Based Engel's Law, public consumption will change along with the increasing amount of revenue. In addition, consumption by individuals/communities affected by various factors. Therefore, this study aimed to analyze the influence of income, age, number of members of my family members and gender on consumption garment workers in the district of Semarang.

This study uses multiple regression analysis using primary data through direct interviews with 100 respondents labor in the garment industry Semarang district with a list of questions in the questionnaire.

Based on the results of the analysis showed that of the four variables used, only income, age and number of family members significantly affect the consumption of garment workers in the District of Semarang. While gender does not significantly affect the consumption of garment workers in the District of Semarang.

Keywords : income, age, household size, gender, consumption