ABSTRACT

Electricity plays a vital in life, where electricity has become the main energy source in each activity both in home and industry. This study aims to estimate the demand for electricity for household needs in District of Tembalang. The dependent variable is the electricity demand, the independent variables are income, the number of electrical appliances, family members, household size, education head of householder, and the spare time at home.

Sample of the research is 100 households in Tembalang regency Semarang. The data used are primary data, that is obtained through questionnaires. The analysis tool used is multiple linear regression.

The results shows that family income effect positively to electricity demand. Electronic equipment posively effect electrical demand. Member of family members positively effect electricity demand. Size of household positively effect electricity demand. Education of householder head also positively effect electricity demand. Time spare at home also positively effect electricity demand.

Keywords: Socio-economic, electricity demand.