

ABSTRACT

The average increase in rice consumption in the District mentik Plupuh in the last three years is significant. At first, the increase in demand for high mentik rice is expected due to increases in GDP per capita. Changes in GDP per capita public in accordance with changes in demand for rice mentik, not in accordance with changes in rice production that is suspected mentik other factors affecting changes in demand mentik rice in district Plupuh. The study was done in order to examine the factors that affect demand mentik rice, the rice price mentik, IR-64 rice prices, household income and family size using the primary data. Methods of data acquisition techniques in the form of the questionnaire method of sampling area is given to households in the District Plupuh

The research was carried out using OLS estimation methods, with five variables: the demand for rice mentik varabel dependent mentik rice prices, the price of rice IR-64, household income and family size as an independent variable that has been done testing the assumptions of classical test heterokedastisitas and multicollinearity test.

The results showed that there are negative and significant effect of rice prices mentik mentik with rice demand, the IR-64 rice with rice demand mentik. In addition, there are positive and significant among households with incomes mentik rice demand, the number of family members with a request mentik rice.

Key words: Rice prices mentik, price of rice IR-64, household income, number of family members, OLS.