

ABSTRACT

Syrup Business Bunga Padi 168 is one of the MSMEs located in Gampong Reuleut, Kota Juang District, Bireuen Regency. This study aims to analyze the factors that influence the demand for Syrup Bunga Padi 168 in Reuleut Village, Kota Juang District. The data analysis method used in the study is multiple linear regression analysis. The results of the study showed that simultaneously the variables of the price of syrup bunga padi 168, the price of syrup 66, consumer income, number of dependents, and taste have a significant effect on the demand for syrup bunga padi 168. Partially the price of syrup bunga padi 168, the price of syrup 66, consumer income, number of dependents have a significant effect on the demand for syrup bunga padi 168. While taste does not have a significant effect on the demand for syrup bunga padi 168.

Keywords : demand factors, multiple linear regression analysis, syrup