ABSTRACT

IRDA FEBRIANTY. Analysis of Factors Affecting Consumers' Demand for Broiler Eggs in Aceh Province. Supervised by EMMIA TAMBARTA KEMBAREN and CUT ROZANA SARI.

This study aims to analyze the factors that influence consumer demand for purebred chicken eggs in Aceh Province using the Autoregressive Distributed Lag (ARDL) method. The variables used in this study include the price of purebred chicken eggs (X1), fish prices (X2), income (X3), egg production (X4), population (X5). While the demand for purebred chicken eggs (Y) is the dependent variable. The data used is time series data during 2015-2024 obtained from websites and related agencies. The results showed that in the short term, the variables of broiler egg prices and population had a positive and significant effect on demand, while fish prices and production were not significant. Income shows a significant and positive influence both in the short and long term. The Error Correction Model (ECM) test results show that the model has an adjustment speed of 106.1% to return to long-term equilibrium. The classical assumption test shows that the model is free from multicollinearity, heteroscedasticity and autocorrelation, but the residual data is not normally distributed.

Keywords: Demand, broiler eggs, ARDL, time series.