

ABSTRACT

Thesis Title: *Factors Affecting the Demand for Young Coconuts (Cocos Nucifera L.) in Pasar Pedati Village, Pondok Kelapa Subdistrict, Central Bengkulu Regency*

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This research aims to determine the level of demand for young coconuts and identify the factors influencing the demand for young coconuts, including the price of young coconuts, watermelon prices, trader income, season, and sales system on the demand for young coconuts in Pasar Pedati Village. This research method was conducted quantitatively by filling out questionnaires and conducting interviews with 65 young coconut traders who directly purchase young coconuts from young coconut farmers in Pasar Pedati Village, using a census sampling technique. The data analysis applied in this research is the multiple determination coefficient analysis (R²) with the assistance of SPSS Statistics 25 application. The hypothesis testing used in this research includes the joint regression test (F Test) and the partial regression test (T Test). The research results indicate that the level of demand for young coconuts is in the high category with a percentage of 60%. Individual testing (partial) shows that the price of young coconuts and trader income have a significant impact, while the joint testing shows a significant combined influence between independent variables and the dependent variable. The adjusted R square value is 0.844, meaning that 84.4% of the dependent variable of the young coconut demand is explained by the independent variables consisting of coconut prices, watermelon prices, trader income, season, and young coconut sales, with the remaining explained by other variables outside of those used.

Keywords: *Young Coconut, Demand, Sales.*

