

ABSTRACT

MUMUN, NPM. 20060030. Factors Influencing the Demand for Catfish at Pasar Minggu of Bengkulu City. Supervised by Ana Nurmalia, S.P.,M.Si and Herri Fariadi, S.P.,S.Pd.,M.Si.

This research was conducted because the demand for catfish in Bengkulu City is always rising. The purpose of this research is to find out the factors which influence the demands of catfish at Pasar Minggu Bengkulu City and to analyze what factors influence the demands of catfish at Pasar Minggu Bengkulu City.

This research was conducted at Pasar Minggu Bengkulu City with 96 total samples and they were the consumers of catfish. Factors which influence the demands of catfish are the catfish price, parrot fish price, chicken meat price, members of family and family income. Analysis in this research uses Multiple Linear analysis. The result of this research is that (1) the demand for catfish is in the middle category. (2) The factors that influences toward the demand of the catfish is the catfish price and the number of family members

Keywords: catfish, parrot fish, market.

