

ABSTRACT

ZHAZHA, ID. 20060021. *Factors Influencing Salted Fish Demand in the Coastal Area of Malabero Beach, Bengkulu City. Supervised by Herri Fariadi, S.P.,S.Pd.,M.Si and Ana Nurmalia, S.P.,M.Si*

This research is motivated by the increasing demand for salted fish in Bengkulu city. To identify the factors influencing the demand for salted fish, this research was conducted. One of the well-known areas for salted fish is the coastal area of Malabero Beach in Bengkulu City. The objectives of this research are (1) To determine the level of demand for salted fish in the coastal area of Malabero Beach, Bengkulu City. (2) To analyze the factors influencing the demand for salted fish in the coastal area of Malabero Beach, Bengkulu City. This research was carried out at salted fish stalls within the Malabero Village. The sample consisted of 96 consumers of salted fish. The factors suspected to influence the demand for salted fish include the price of salted fish, the price of chicken eggs, the number of family members, the family income, and consumer preferences. The data analysis used Likert scale and multiple linear regression analysis. The conclusions of this research are (1) the level of demand for salted fish averages 280.2, falling under the moderate category. (2) The significant factors influencing the demand for salted fish are family income and consumer preferences.

Keywords: *Salted Fish, Malabero, Beach, Demand, Coastal.*

