ABSTRACT

This study aims to identify and analyze the effect of white crystal sugar prices, brown sugar prices, tea prices, income, and income effects on white crystal sugar demand in Indonesia. Sugar products are one of the staple foods for the Indonesian people. Therefore, the supply and price of sugar must always be maintained to be stable. According to data, every year the demand for GKP continues to increase. However, due to inefficiency problems in the national sugar industry, domestic sugar production is not sufficient to meet demand, resulting in a supply deficit. This research was conducted using a quantitative method of linear regression analysis of panel data. The data in this study is secondary data sourced from the Central Statistics Agency (BPS) and the Ministry of Agriculture, in the form of annual data from 34 provinces in Indonesia for the 2015-2019 period. The results showed that during the 2015-2019 period, the demand and price of white crystal sugar had a negative trend. Meanwhile, brown sugar prices, tea prices, and income have a positive trend. With a significance level of 0.05, the independent in the form of GKP prices, tea prices, and income partially have a significant effect on GKP demand, while the independent variable brown sugar has no significant effect.

Keywords: White Crystal Sugar Demand, White Crystal Sugar Price, Income Effect, Elasticity.

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