

## **ABSTRACT**

*Electricity is a source of energy for people's lives in conducting and improving various businesses and daily activities, almost all modern human activities depend on the availability of electrical energy. Indonesia is ranked seventh in total electricity consumption among the ten ASEAN countries, the average electricity use per capita in Indonesia in 2023, which is 1,337 kWh, is still far below the ASEAN average figure in the same year of 3,672 kWh. This study is composed of dependent and independent variables. The independent variables selected include climate, GRDP per capita, urbanization rate, and population. Meanwhile, the dependent variable is electricity consumption. This study explains the effect of climate which is influenced by rainfall, urbanization level, population, and GDP per capita.*

*Based on the discussion and data analysis of electricity consumption in Indonesia in 2019 - 2023, the study can be concluded that the climate variable influenced by rainfall is insignificant to electricity consumption, the GDP per capita variable is significant and has a positive effect on electricity consumption, the Urbanization Level variable is significant and has a negative effect on electricity consumption, this happens because people who migrate to cities often face high living costs, the Total Population variable is significant and has a positive effect on electricity consumption. The increasing population, the need for electrical energy to meet daily needs and activities.*

*Keywords: Consumption, Electricity, Climate, GDRP, Urbanization, Population*

