

Analisis faktor-faktor yang mempengaruhi permintaan konsumen terhadap listrik pada rumah tangga sederhana : studi kasus pada rumah tangga pelanggan 450 VA dan 900 VA di Desa Hutatoruan 1, Tarutung, Kabupaten Tapanuli Utara

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Abstrak

The research aimed to determine the factors that influenced the demand for electrical energy at the village Hutatoruan 1, Tarutung, North Tapanuli. The population are the consumers of PT. PLN (persero) electricity grouped in the lower strata of 450 VA and 900 VA, and samples were taken as many as 50 households by stratified proportional random. Analysis of the data used multiple linear regression with log-linear model. The results showed that the demand for electricity at Village hutatoruan 1, Tarutung is signifacantly (negative) influenced by average prices variable (X1) and energy expenditure variable (X3), and significantly (positive) influenced by income variable (X2), number of family members (X4), and area of the house (X5).