

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh pendapatan, harga air, jumlah anggota keluarga, dan sumber air lain terhadap permintaan air PDAM, serta mengidentifikasi variabel yang paling berpengaruh terhadap permintaan air PDAM golongan rumah tangga “A” di Kabupaten Purworejo Cabang Banyuurip. Metode penelitian ini adalah deskriptif kuantitatif dan pelaksanaannya menggunakan teknik survei. Penelitian dilakukan di Kecamatan Banyuurip. Populasi penelitian ini adalah pelanggan PDAM golongan rumah tangga “A” di Kecamatan Banyuurip sebanyak 67 pelanggan. Teknik analisis data menggunakan regresi linier berganda dengan metode *Ordinary Least Square (OLS)*.

Hasil analisis menunjukkan bahwa harga air dan sumber air lain, mempunyai pengaruh negatif dan signifikan terhadap permintaan air PDAM golongan rumah tangga A di Kecamatan Banyuurip, sedangkan jumlah anggota keluarga berpengaruh positif namun tidak signifikan, dan pendapatan berpengaruh tidak berpengaruh signifikan terhadap permintaan air PDAM golongan rumah tangga “A” di Kecamatan Banyuurip. Variabel yang paling berpengaruh terhadap permintaan air PDAM golongan rumah tangga “A” di Kecamatan Banyuurip adalah jumlah anggota keluarga.

Implikasi dari kesimpulan di atas yaitu pertama, Pemerintah harus memberikan harga yang serendah mungkin dikarenakan hampir sebagian pelanggan PDAM berpendapatan rendah atau dibawah Upah Minimum Regional (UMR) Kabupaten Purworejo supaya warga tidak terbebani dengan harga air dan pihak PDAM harus meningkatkan kualitas pelayanannya, agar masyarakat tetap menggunakan PDAM meskipun harga air PDAM mengalami peningkatan. Kedua, masyarakat perlu membuat sumur dalam menunjang kehidupan sehari-hari dengan memanfaatkan lahan pekarangan rumah, hal tersebut dapat menjadikan ketergantungan terhadap air PDAM akan berkurang dan menghemat biaya dalam mendapatkan air. Ketiga, mengaktifkan program Keluarga Berencana yaitu 2 anak cukup guna menekan pertumbuhan penduduk, dengan pengendalian jumlah penduduk maka beban dalam membiayai jumlah anggota keluarga akan berkurang khususnya dalam penggunaan air PDAM.

Kata kunci : Permintaan air PDAM, Pendapatan, Harga Air, Jumlah Anggota Keluarga, dan Sumber Air Lain.

SUMMARY

This study is aimed to analyze the effect of variables of income, price of water, number of family member, and the ownership of water source to PDAM demand water, with identifies variables wich the most influence to PDAM demand water of household group "A" in Purworejo regency brunch Banyuurip. The reseach method is quantitative descriptive and implementation uses survey technique. The study was conducted in subdistric Banyuurip. Population in this research is costumer of PDAM household group "A" in the subdistric Banyuurip as many 67 costumer. The technique of data analysis is uses a multiple linear regression with Ordinary Least Square method (OLS).

The analysis result showed that the price of water and ownership of water source has a negative and significant impact on PDAM water demand of household group "A" in subdistric Banyuurip, while the number of family member is positif and not significantly, however the income is not significantly to PDAM water demand of household group "A" in subdistric Banyuurip. The most dominating variable against PDAM water demand of household group "A" in subdistric Banyuurip is the number of family members.

The implication of the conclutions above are firstly,the government should provide the lowest possible price because most of the PDAM customer has low income or below the regional minimum wages Purworejo regency so that people are not burdened with the price of water, and the PDAM should improve the quality of this services, so the people still continou to use the PDAM water deposite increased. Secondly, society needs to be made a draw well in supporting daily life by utilizing the yard area of the house, it can make the dependence on PDAM water is decrease and save costs in obtaining water. Thirty, making family planning program that two child are enough to curb the population control, the burden of the costs or the number of family members will be reduced, especially in the use PDAM water.

Keyword: *Demand of PDAM water, Income, Price of water, Number of family member, and Ownership of water resource*