

SUMMARY

The study is titled "factors that influencing the demand for clean water PDAM Tirta Kamuning (case study group of the household type B in Kuningan District)". The purpose of this research is to know the influence of variable income, number of family members, broad house, the number of motor vehicle ownership and alternative water sources against the demand of water PDAM Tirta Kamuning Kuningan District and to knows that the variables dominant the demand of water PDAM Tirta Kamuning Kuningan District.

This research was conducted with the primary data analysis methods. The technique of determination of the sample used was Accidental Sampling, analytical tools used was Multiple Linear Regression with statistical models for testing partially using t-test and F-test to simultaneously use. To find out the deviation of the classical assumption in this study used a test of Multicollinearity, Normality Test and Heteroskedastisitas Test.

Based on the results of this study showed that the variables of income, number of family members, broad house, the amount of ownership of a motor vehicle are jointly significant effect against the demand for clean water PDAM Tirta Kamuning, then another water source variables have no effect significantly. Spacious home variable had the most dominant influence against the request of clean water in PDAM Tirta Kamuning.

The implication of this research is the need for the fulfillment of the standards of clean water should be brought to the attention of parties PDAM Tirta Kamuning, as a provider of clean water is need for the addition of source water discharge along with the growing demand for clean water. In this research is affected by the variable family income, number of family members, broad house, and the number of motor vehicle ownership. In addition, should the management of PDAM Tirta Kamuning further enhance the quality of service to customers, this should be a concern of management of PDAM, so that customers was satisfied that would give you an advantage against the party PDAM Tirta Kamuning.

Next to the factors that most influence the amount of water on request PDAM Tirta Kamuning Kuningan District based on extensive analysis is home. This indicates that the broad House can be used as an indicator for the PDAM in determining water tariffs for consumers. The more expansive House customer then it can be inferred the greater the family's income also so that the higher the relative necessity of water used by the customer.

Keywords : Kuningan District, Demand of water, Alternative water source