

## **ABSTRACT**

### **ANALYSIS OF WATER DEMAND OF PDAM TIRTA SUKAPURA FOR CONSUMERS GROUP II IN SARIWANGI SUB-DISTRICT**

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*The purpose of this study is to determine the effect of tariff, customer income, number of family members, as well as dummy variables the presence/absence of ownership of the vehicle, the presence/absence of water resources outside the PDAM to the water demand PDAM Tirta Sukapura Group of customers II in Sariwangi sub-district. Data analysis in this study using multiple linear regression methods. Hypothesis testing uses partial testing (t-test) and Simultaneously (F test). The data used in this study are data on tariff, customer income, number of family members, as well as dummy variables the presence/absence of ownership of the vehicle, the presence/absence of water resources outside the PDAM and water demand PDAM Tirta Sukapura Group of customers II in Sariwangi sub-district. The results by using a partial test (t test) with a level of 10% for the tariff has a positive and significant relation to the demand water. While customer income has a negative and insignificant relation to the demand for clean water. Then the number of family members has a positive and insignificant relation to the demand for clean water. Dummy variables presence/absence of vehicles, the presence/absence of water sources outside the PDAM has a positive and insignificant relation to the demand of clean water. simultaneously (test F) tariff, customer income, number of family members, the presence/absence of vehicle ownership, and there presence/absence water source outside the PDAM has a significant relation on the demand for clean water PDAM.*

*Keywords: tariff, costumer income, number of family members, presence/absence ownership of vehicle, presence/absence of water resource outside PDAM, water demand*