

***ANALYSIS OF FACTORS AFFECTING THE DEMAND FOR TEXT BOOK
(Survey of Undergraduate Students of the Faculty of Economics and Business
Siliwangi University)***

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ABSTRACT

This study aims to determine the effect of price, income, reading interest, and residence partially and simultaneously on the demand for textbooks (text books) for undergraduate students, Faculty of Economics and Business, Siliwangi University. The method used is multiple linear regression. The results showed that: Partially, income and reading interest had a significant positive effect on the demand for textbooks, while price and place of residence have a positive but not significant relationship with the demand for textbooks. Taken together, price, income, reading interest, and place of residence have a significant effect on the demand for textbooks. The elasticity of demand for textbooks on income and reading interest is inelastic.

Keywords: Demand, price, income, reading interest, and place of residence.