

ABSTRACT

PUTRI RATNA NURWIJAYANTI, *Supply analysis of the purple potato egg roll Shasa Dusun Bedukan, Desa Pleret, Kecamatan Pleret, Kabupaten Bantul, guided by SITI HAMIDAH and JUARINI.*

This research aims to: (1) analyze the effect of factors on supply quantity of purple potato egg roll and (2) analyze the elasticity of the purple potato egg roll Shasa in the period January 2011 to June 2014. Data in this research is primary data obtained through observation and interview. This research uses description method and uses regression to analyze data.

Results of this research indicate that price of the egg roll purple potato and egg are positive and have no significant effect on supply of the purple potato egg roll Shasa. Similarly, price of package, wage and season is positive and has significant effect on supply of the purple potato egg roll Shasa. In contrast, price of the purple potato and sugar are negative and have no significant effect on supply of the purple potato egg roll Shasa. Meanwhile, price of the purple potato egg roll, purple potato, egg, sugar, wage, package and season together have significant effect on supply of the purple potato egg roll Shasa. In case of elasticity, the purple potato egg roll Shasa is inelastic to price changes.

Keywords : *purple potato egg roll, price, supply elasticity*