

ABSTRACT

FEMI KOMBONGKILA. The Increased Prices Impact of Basic Necessities on People's Purchasing Potential in Limboto District, Gorontalo Regency. Supervised by HARIJONO H. IMBRAN as supervisor 1 and JOICE MACHMUD as supervisor 2.

This research aims to determine the rising prices impact of basic necessities on people's purchasing power in Limboto District. This research uses a quantitative research approach using a questionnaire research instrument. The data source used came from 30 respondents. The analytical tool used is simple linear regression because it only measures two variables, namely the dependent variable purchasing power (Y) and the independent variable (X). The results concluded the increase in prices of basic goods in Limboto District had a positive impact on the decline in people's purchasing power. The magnitude of the impact or influence of the increase in prices of basic commodities on people's purchasing power is 27%. The results of the analysis carried out form a regression equation $Y = 58.183 - 0.895X$, which means that if there is a change in variable X (price of basic commodities) it will reduce people's purchasing potential by -0.895.

Keywords: *Impact, Purchasing potential, Basic Needs, Increase in Material Prices*

ABSTRAK

FEMI KOMBONGKILA. Dampak Kenaikan Harga Kebutuhan Pokok Terhadap Daya Beli Masyarakat di Kecamatan Limboto Kabupaten Gorontalo dibawah bimbingan Dr. HARIJONO H. IMBRAN sebagai pembimbing 1 dan JOICE MACHMUD sebagai pembimbing 2.

Penelitian ini bertujuan untuk mengetahui dampak kenaikan harga kebutuhan pokok terhadap daya beli masyarakat di Kecamatan Limboto. Penelitian ini menggunakan pendekatan penelitian kuantitatif dengan menggunakan instrument penelitian kuesioner. Sumber data yang digunakan bersumber dari 30 responden. Alat analisis yang digunakan adalah regresi linier sederhana karena hanya mengukur dua variable, yakni variable dependen daya beli (Y) dan variable independen (X). Hasil penelitian menyimpulkan bahwa kenaikan harga barang pokok di Kecamatan Limboto berdampak positif terhadap menurunnya daya beli masyarakat. Besarnya dampak atau pengaruh kenaikan harga bahan pokok terhadap daya beli masyarakat adalah sebesar 27%. Hasil analisis dilakukan membentuk persamaan regresi $Y = 58,183 - 0,895X$ yang artinya bahwa jika terjadi perubahan variable X (harga bahan pokok) maka akan menurunkan daya beli masyarakat sebesar -0,895.

Kata Kunci: Dampak, Daya Beli, Kebutuhan Pokok, Kenaikan Harga Bahan