

3. T Test

Table 6. T-Test Analysis Results of each independent variable

Variable	Regression Coefficient	Error Standart	T Counting	Significance	Conclusion
The Price of Yellowfin Tuna	45,730	9,136	5,005	,015	Significance
The Price of Flyfish	104,495	24,224	4,314	,023	Significance
The Price of Bigeye Tuna	98,750	38,800	2,545	,084	Not Significance
The Price of Squid	-34,981	13,986	-2,501	,088	Not Significance
The Price of Rice	743,495	194,523	3,822	,032	Significance
Income per Capita	-,009	,002	-3,687	,035	Significance

Source: Secondary data analysis results (2019)

Based on table 6 ,it can be seen that the variable price of yellowfin tuna, the price of flyfish, the price of rice and income per capita significantly influence the demand for yellow fin tuna to a 95% confidence level. This is indicated by the significant value of the price of yellow fin tuna, the price of flying fish, the price of rice and income per capita which is smaller than the value of $\alpha = 0.05$, when using the t-table, the value becomes 3.182 if seen in table 24 of the value of t- arithmetic greater than 3.182 is the variable price of yellowfin tuna, price of flying fish, price of rice and income per capita (t hit> t tab) meaning that these variables have a real influence on the dependent variable, they are demand for yellow fin tuna variable fish price, bigeye tuna, and squid prices do not significantly affect the demand for yellow fin tuna because it has a smaller t-count value than t-table.

CONCLUSION

Research on the elasticity of demand for yellowfin tuna in the modern fish market of The Nizam Zachman Ocean Fishery Port, Muara Baru, North Jakarta City has some conclusions:

1. The value of the elasticity of yellowfin tuna is -0.0062, which means the price of yellowfin tuna is inelastic. Whereas in cross elasticity, the variable used is the price of fly fish with an elasticity value of 0.015, while the price of big eye tuna has an elasticity value of 0.018 squid prices have an elasticity value of 0.014, the price of rice has an elasticity value of 0.021. In the price of flying fish, the price of big-eye tuna, the price of the squid and the price of rice are elasticity values less than 1. These four variables are substitutes for yellowfin tuna. The value of income elasticity is 0.027, which is inelastic.
2. Factors influencing the demand for yellow fin tuna at the Nizam Zachman Ocean Fisheries Port, they are the price of yellow fin tuna, the price of flying fish, the price of big eye tuna, the price of squid, the price of rice and the income per capita.

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