

## ABSTRACT

The purpose of this study was to determine the pattern of giving vegetable households in Leles District.

The method used in this study is the primary quantitative method (survey). Analysis of household consumption patterns of vegetable farmers using descriptive analysis and supplemented by tabulation of respondents' data, while to find out the factors that influence consumption using regression analysis. The sample used was 42 households in Dano Village.

The results showed that household consumption of vegetable farmers was dominated by investment or savings, expenditures for investment which reached 77.6 percent or Rp.1,164,500,000, - Factors affecting household consumption of vegetable farmers were income, and land area. Variable number of family dependents does not significantly influence the consumption of household vegetable farmers.

The average MPC of the vegetable farming community is 0.40 percent indicating that 40 percent of the income of vegetable farmers in Dano Village is used for consumption, while the remaining 0.60 percent or 60 percent is saved and investment.

*Keywords: Household Consumption, Consumption Pattern, Income, Vegetable Farmers, MPC.*