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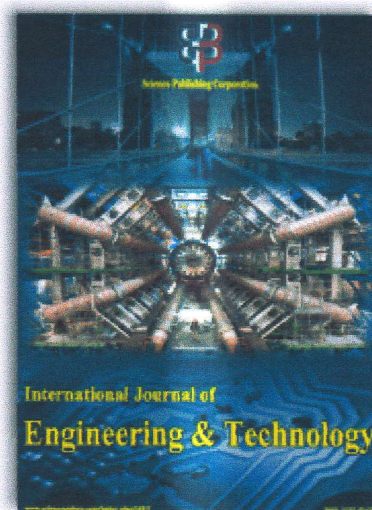


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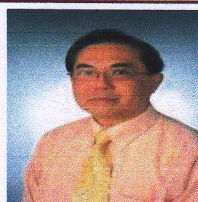
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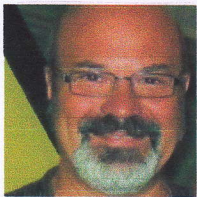
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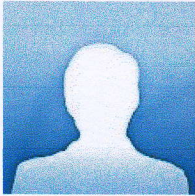


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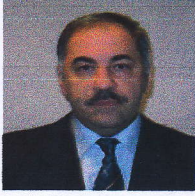
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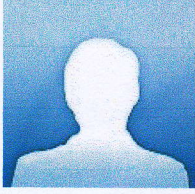
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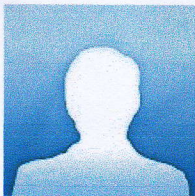
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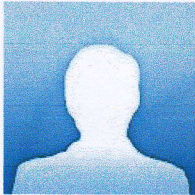
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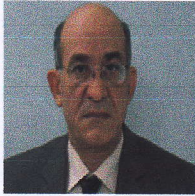


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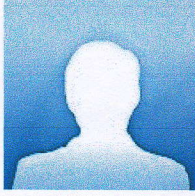
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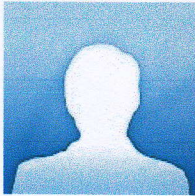
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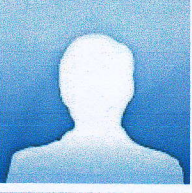
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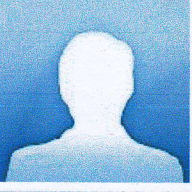
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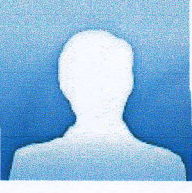
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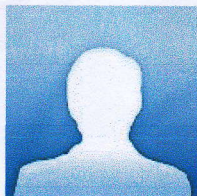
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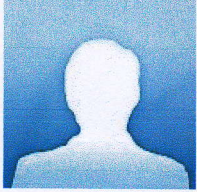
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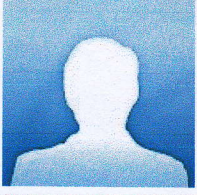
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Determinants of Local Food Consumption Among Shoppers in Traditional Markets

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Abstract

This study applies the conceptual framework of sustainable food consumption to investigate the determinant factors of local food consumption in Indonesia. The roles of personal characteristics, such as personal values, information, and knowledge, as well as of behavioral control, were also included in the model. Factor analysis and multiple regression were used to identify the predictors of local food consumption and to develop constructs to identify the determinant factors that affected local food consumption behaviour. The empirical research was based on a survey using a structured questionnaire given to 300 respondents who shop at traditional markets in urban and rural areas. Using factor analysis, 60.351% of the variance to purchase local food at traditional markets was explained by 12 emerging factors. Behavioral control, affective attitude, and personal norms influence behavioral intention among shoppers in traditional markets while behavioral control and personal norms are significant dimensions for attitude. The findings suggest that the factors can be used to increase local food consumption among shoppers in traditional markets.

Keywords: attitude, determinant, factor, intention, local food, traditional market.

1. Introduction

Local food has been promoted in the last few decades by the Indonesian government to (1) diversify food consumption and (2) decrease the dependence of rice as the main staple [1]. This promotion was strengthened by President Regulation Number 22 in 2009 with respect to the acceleration of food diversification by the consumption of more local food. According to [2], the strategic planning for 2015 to 2019, particularly in the food and agricultural sector, was focused on food safety and diversification programs with respect to encouraging more consumption of local rice substitutes.

Consumers' views on local food production vary greatly according to researchers. In the United States, "local" production refers to a national definition [3] while [4] state that the most acceptable meaning of local is in a 50-mile radius where the products are grown and sold. In Canada, local food can be defined as food produced and sold within a region or neighboring region [5]. In Indonesia, local food can be referred to as food produced and sold within an area ranging from a regency to a province [6].

Although no data are available with respect to local food supply chains, [7] reported that 56% of sale value share had been contributed by traditional markets, followed by minimarkets (23%) and supermarkets/hypermarkets (22%). According to Nielsen's 2010 survey of shopping trends, local food products most frequently purchased from traditional markets were fresh vegetables, meat, and fish [7].

Awareness of issues related to local food has been at the national level since 1960. Although local food is an important issue in Indonesia, only a few studies have explored determinants influencing decision-making in local food consumption. Most previous studies in Indonesia have focused on consumer motivation and perceptions [6, 8, 9], local food preferences [10], and the health

aspects of local food. Therefore, the objective of this study is to obtain a deeper insight into consumer attitudes and behavioral intentions toward the consumption of local food purchased from traditional markets.

2. Sustainable Food Consumption

We use the conceptual framework of sustainable food consumption developed by Vermeir and Verbeke [11]. This model considers values, involvement, social norms, certainty (information and knowledge), availability, and Perceived Consumer Effectiveness (PCE), as shown in Fig. 1. Products that contribute to one or a combination of economic, social, and environmental aspects may affect sustainable food consumption [11]. There are some food systems that believed to be sustainable such as organic food, local food, and fair trade.

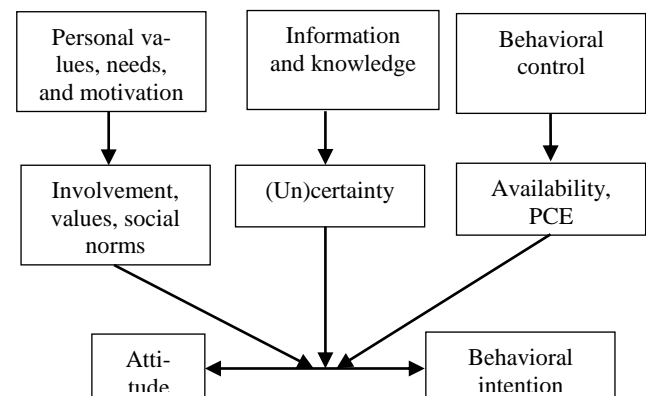


Fig. 1: Conceptual model of consumer attitudes and behaviors toward sustainable food consumption [11, p. 172].

Values

Rokeach (1973, p. 5)^[12] defined values as “an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence.” Values play an important role in consumer decision-making. Thus, values motivate the actions and behaviors of consumers.

Involvement

Involvement refers to “perceived personal relevance of a stimulus or situation” [13, p. 449]. Many researchers agree that involvement is related to the motivation to process information for decision-making in food consumption.

Social norms

Social norms denote the informal agreements in a society that influence personal norms and behaviors [12].

Information and knowledge

Information is an important factor influencing consumer decision-making. The ease of reliable information being available may increase the certainty of consumers about products, resulting in the increase of behavioral intentions.

Behavioral control (BC)

Behavioral control can be defined as the ease or difficulty of obtaining or consuming a particular product [11]. Although consumers are highly motivated to purchase and consume local food, this may be difficult due to the unavailability of local food at particular times of the year or local food shops and markets’ being at distant locations.

Perceived Consumer Effectiveness (PCE)

PCE can be defined as “the extent to which the consumer believes that his personal efforts can contribute to the solution of the problems” [11, p. 175].

3. Methodology

3.1. Data collection procedure

Survey data were collected from April to June 2017 using a structured questionnaire. The five-point Likert scale ranging from 1–5 (strongly disagree–strongly agree) was used. The questionnaire consists of five topics: (1) motivation and values, (2) involvement, (3) social and personal norms, (4) information and knowledge, and (5) behavioral control (questionnaires are available upon request). Respondents were also asked questions regarding socio-demographic information, such as family size and per week household food expenditure. Respondents were interviewed using stratified purposive sampling. The strata were spatial locations, such as urban and rural areas in Central Java province. Yogyakarta City was selected to represent the urban area and the Banyumas regency was chosen for the rural area. A total of 300 respondents were approached and interviewed at the main traditional markets, such as Ajibarang, Sokaraja, and Pasar Wage, in Banyumas Regency and Prawirotaman Market in Yogyakarta. The interviews were conducted by six students of Universitas Jenderal Soedirman who were trained interviewers. Before an interview, the interviewers explained the objectives of the study and the confidentiality of any data acquired, as well as assured the respondents that there were no right or wrong answers. To avoid bias, the interviewer did not influence the respondents. According to [15], the number of respondents should be as much as 5–10 times the direct measures; therefore, we collected data from 300 respondents.

3.2. Data analysis

Factor analysis was applied to the relationships among the variables and to the grouping of similar variables so the number of observed variables that construct latent variables could be estimated. SPSS 21 was used to analyze the data. To check the reliability of the constructs and the internal consistency, we considered the value of Cronbach’s alpha. Latent variables with Cronbach’s alpha of less than 0.7 were deleted [15]. After confirming convergent validity, principal component analysis was applied to the grouped items.

The next step was a multiple regression to determine which latent variables had significant relationships among the dependent and independent variables. A set of independent variables can describe the proportion of the variance of dependent variables at a certain significance level.

4. Results and Discussion

4.1. Socio-demographics of consumers

Most of the respondents who shop at traditional markets are Javanese women (93%) who are married (78%) and have completed high school (51%). Most are housewives or private sector employees with a family income of less than 4 million IDR. About two-thirds of the respondents spent 100,000 to 400,000 IDR on local food per week for their families, whereas approximately half of spent less than 200,000 IDR (Table 1).

Table 1. Characteristics of consumers purchase local food in traditional markets

Personal characteristics		Family characteristics	
Characteristic	Percentage	Characteristic	Percentage
Gender		Family income (million IDR)	
Female	93	<2	46
Male	7	2-<4	40
		4-<6	9
		>6	5
Age (years old)		Family size	
≤30	26	≤2	12
31-40	24	3-4	38
41-50	23	5-6	30
51-60	20	≥7	3
61-70	8		
Education		Local food expenditure/week (000 IDR)	
Primary school	34	≤100	22
High school	51	101-≤200	38
College/ university	15	201-≤300	24
		301-≤400	10
		400-≤500	2
		≥500	4
Occupation		Food expenditure/week (000 IDR)	
Housewife	35	< 100	4
Civil servant	3	100-<200	21
Employees	8	200-<300	29
Entrepreneur	46	300-<400	27
Student	3	400-<500	4
Other	4	500-<600	8
		≥600	8
Marital status			
Married	78		
Single	14		
Widow	8		
Ethnic groups			
Javanese	92		
Other	7		

4.2. Explanatory factor analysis

Twelve latent variables remained after factor analysis. We selected those variables that had a loading factor >0.5 and Cronbach’s

alpha >0.7 [15]. These twelve factors and their abbreviations are (1) behavioral intention and habit (I & H), (2) motivation (M), (3) evaluative attitude (EA), (4) behavioral control (BC), (5) social norm (SN), (6) information and knowledge (I & P), (7) personal norm (PN), (8) information in the market (Inf in M), (9) affective attitude (AA), (10) availability in the market (A in M), (11) involvement 1 (Inv 1), and (12) involvement 2 (Inv. 2). The next step in multiple regression is to examine the relationship between the dependent and observed variables. In this study, the dependent variables include behavioral intention, affective attitude, and evaluative attitude. A Sig. value of less than 0.05 indicates the significance of an independent variable's influence on a dependent variable [14]. A summary of the multiple regression, including the t-value and its significance, is given in Table 2. The model of the attitude-behavioral gap of local food is depicted in Fig. 2.

Table 2. Summary model of dependent variables, as well as t-value and its significance

Behavioral intention	Beta	t-value	Sig.	Model Summaries
M	0.96	1.671	0.096	$R^2 = 0,370$ $R^2 \text{ adjusted} = 0,345$
EA	0.40	0.619	0.536	
BC	0.292	4.524	0.000	
SN	-0.086	-1.432	0.000	
I&K	-.098	-1.291	0.198	
PN	0.173	2.850	0.005	
Inf in M	0.09	0.131	0.896	
AA	0.178	2.808	0.05	
A in M	0.060	1.126	0.261	
Inv. 1	-0.07	-0.133	0.895	
Evaluative Attitude (EA)	Beta	t-value	Sig	Model Summaries
M	0.200	3.777	0.000	$R^2 = 0,432$ $R^2 \text{ adjusted} = 0,412$
BC	0.177	2.977	0.003	
SN	-0.040	-0.700	0.485	
I & K	0.052	0.731	0.466	
PN	0.247	4.498	0.000	
Inf in M	-0.038	-0.555	0.579	
A in M	0.001	0.023	0.981	
Inv. 1	0.056	1.134	0.258	
Affective Attitude (AA)	Beta	t-value	Sig	Model Summaries
M	0.093	1.743	0.082	$R^2 = 0.425$ $R^2 \text{ adjusted} = 0.405$
BC	0.194	3.230	0.001	
SN	0.002	0.043	0.965	
I & K	0.069	0.954	0.341	
PN	0.235	3.903	0.000	
Inf in M	0.042	0.611	0.542	
A in M	0.007	0.148	0.883	
Inv. 1	0.061	1.229	0.220	

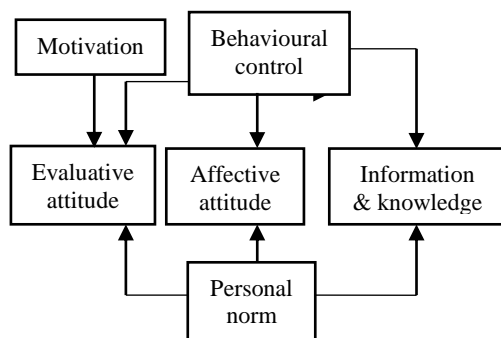


Fig. 2. Model of local food consumer attitude-behavioral intention gap of local food in traditional markets.

Figure 2 shows the interdependency of the variables for shoppers at traditional markets. Intention and habit are influenced by BC, AA, and PN. Behavioral control and personal norms affected the

affective and evaluative attitudes while motivation forms the evaluative attitude.

4.3. Discussion

Evaluative attitude refers to the feeling of benefit and loss due to a specific act while affective attitude is related to the trust about positive or negative feelings because of an act [16, p. 69]. Affective attitude also affects the consumer's behavioral intention. This result is similar to those of previous studies that found attitude to be the important determinant for behavioral intentions with regard to the consumption of local food [11].

Behavioral control (BC) is an important determinant of attitude and behavioral intention for the consumer who purchases local food at traditional markets. This latent variable comprises six sub-variables. The BC of purchasing local food means that the respondents are able to access local food easily because of the short distances to the traditional markets. Local food is also available in various package sizes, so the consumers are able to choose easily. The respondents could buy as much food as they would need. Local food is also easy to process; therefore, consumers can save time in preparation and processing. This result is also similar to that of [11], who stated that the low perceived availability of a sustainable product results in a low intention to buy the product. In this case, high perceived behavioral control would explain the high intention to purchase local food.

Consumers believed that by purchasing local food they can sustain local plants, support local farmers and the local economy as well as to support sustainable agriculture. Protecting the environment is also a consideration when purchasing local food. This PCE influence behavioral attention and consumer attitude. These results are also relevant to studies reported by [9, 17] that reported support to the sustainable environment and local economy are the one reason for consumers to purchase sustainable food. PCE was also reported as a positive impact on attitude toward buying sustainable dairy products.

Personal norms influence evaluative attitude, as well as behavioral intention. Personal norms emerge from social situations in which family and moral duties influence social norms [16]. Consumers are willing to provide their families with nutritious, diverse, and good local food. Personal norms regarding the selection of food are influenced by the community, friends, teachers, merchant, governments, and families.

Motivation has a significant influence on evaluative attitude. In this study, the consumer's motivation to preserve and sustain the environment, as well as support the local economy, is the important determinant for the purchase of local food at traditional markets. This result is congruent with those of previous studies of consumers' interest in buying locally in support of the local economy and farmers [9], as well as promote environmental sustainability [18].

Interestingly, factors such as social norms, information, knowledge, availability in markets, and involvement, are not significant in this study, although these factors have been reported by some scholars as an important consideration in the purchase of food.

5. Conclusion

Behavioral intentions of shoppers toward local food in traditional markets are influenced by behavioral control, affective attitude, and personal norms. In addition, behavioral control and personal norms influence consumer attitude. These results can be used for

consideration when formulating food policies and marketing strategies with respect to local food.

Acknowledgment

This research is supported by the Directorate General of Higher Education under the research scheme of international collaboration research (Contract no. 068/SP2H/LD/DRPM/IV/2017).

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Poppy Arsil <poppy74arsil@gmail.com>

ICMABE 2017 Review Update

4 messages

3rd Asia International Conference (AIC 2017) <asia@utm.my>
To: poppy74arsil@gmail.com

Sun, Jan 7, 2018 at 2:47 PM

Dear Poppy Arsil

Greetings from ASIA,

I want to inform you that your paper "**DETERMINANT FACTORS OF LOCAL FOOD CONSUMPTION**" is still under review by the editorial board of ICMABE 2017. Hopefully, you will receive the review of this paper until the end of this month. The articles will be published in **Scopus indexed** journals and the name of selected journals for your papers will be sent to you with the review results. We are trying our level best to complete the review process earliest. Thank you for your patience.

Feel free to contact undersigned if you have any query regarding publication process.

—

Thank you and best regards,

Dr. Muhammad Imran Qureshi
Publication Head ICMABE 2017
No 10, UTM Sprinter Incubator,
UTM Technovation Park,
Universiti Teknologi Malaysia, Jalan Pontian Lama,
Johor Bahru, Johor, Malaysia
Email : asia@utm.my

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3rd Asia International Conference (AIC 2017) <asia@utm.my>
To: poppy74arsil@gmail.com

Sun, Jan 7, 2018 at 2:47 PM

Dear Poppy Arsil

Greetings from ASIA,

I want to inform you that your paper "**FACTORS INFLUENCING CONSUMER PREFERENCES FOR LOCAL FOOD**" is still under review by the editorial board of ICMABE 2017. Hopefully, you

will receive the review of this paper until the end of this month. The articles will be published in **Scopus indexed** journals and the name of selected journals for your papers will be sent to you with the review results. We are trying our level best to complete the review process earliest. Thank you for your patience.

Feel free to contact undersigned if you have any query regarding publication process.

--

Thank you and best regards,

Dr. Muhammad Imran Qureshi

Publication Head ICMABE 2017

No 10, UTM Sprinter Incubator,

UTM Technovation Park,

Universiti Teknologi Malaysia, Jalan Pontian Lama,

Johor Bahru, Johor, Malaysia

Email : asia@utm.my

[Quoted text hidden]

Poppy Arsil <poppy74arsil@gmail.com>

Tue, Jan 9, 2018 at 8:14 PM

To: "3rd Asia International Conference (AIC 2017)" <asia@utm.my>

Dear Dr. Muhammad Imran Qureshi

Thank you for the information.

I am looking forward to hearing the results of reviewing process from you in the near time.

Yours sincerely,

Dr. Poppy Arsil

Lv. 2 Agricultural Technology Building

Department of Agricultural Technology

Dr. Soeparno St, Karangwangkal

Jenderal Soedirman University

Purwokerto 53123, Central Java, Indonesia

Phone : +62 281 621094 ext 107

Mobile : +62 822 21886005, +62 813 90966100

E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

[Quoted text hidden]

Poppy Arsil <poppy74arsil@gmail.com>

Sat, Jun 9, 2018 at 4:17 PM

To: "3rd Asia International Conference (AIC 2017)" <asia@utm.my>

Dear Dr. Muhammad Imran Qureshi,

First of all, I would like to wish "Selamat Hari Raya 1439 H. Selamat berkumpul dengan keluarga". I hope this e-mail finds you well. I am writing in regard to the progress of review manuscripts "FACTORS INFLUENCING CONSUMER PREFERENCES FOR LOCAL FOOD" (ICMABE-2017-MGT44) and "DETERMINANT FACTORS OF LOCAL FOOD CONSUMPTION" (ICMABE-2017-BUS49). I am looking forward to hearing the results of reviewing process from you in the near time. In addition, I was wondering if you could send me the procedure for the payment of publication fee. Thank you for the information.

Yours sincerely,
Dr. Poppy Arsil
Lv. 2 Agricultural Technology Building
Department of Agricultural Technology
Dr. Soeparno St, Karangwangkal
Jenderal Soedirman University
Purwokerto 53123, Central Java, Indonesia

Phone : +62 281 621094 ext 107

Mobile : +62 822 21886005

E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

On Sun, Jan 7, 2018 at 2:47 PM, 3rd Asia International Conference (AIC 2017) <asia@utm.my>
wrote:

[Quoted text hidden]



Poppy Arsil <poppy74arsil@gmail.com>

ICMABE 2017: Journals Details and Authors agreement

3 messages

Connecting Asia <asia@utm.my>

Tue, Mar 6, 2018 at 11:53 PM

To: Poppy74arsil <poppy74arsil@gmail.com>

.Dear Poppy Arsil,

Greetings from Asia and UTM,

Thank you for your patience for the review process of ICMABE 2017 conference. We are happy to inform you we have almost finished our review process. You will receive your review once you fill the author's agreement from below.

We also happy to inform you that your paper will be published in any of the following Journals

1. [International Journal of Engineering & Technology UAE](#)
2. [International Journal of Mechanical and Production Engineering Research and Development](#)
3. [Management Science letters](#)

Kindly verify the journals before publication. Connecting Aisa is conference organizer's and has no control over the indexing of any journals. Connecting Asia is not responsible for discontinuation of any journals from Scopus indexing. Please verify journals before publication.

Click here to fill up authors agreement

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Thank you and best regards,

AIC-2017 Secretariat

ASIA International Conference 2017

No 10, UTM Sprinter Incubator,

UTM Technovation Park,

Universiti Teknologi Malaysia, Jalan Pontian Lama,

Johor Bahru, Johor, Malaysia

Main Email : asia@utm.my<http://www.utm.my/asia/><http://connectingasia.org/>

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Connecting Asia <asia@utm.my>
To: Poppy74arsil <poppy74arsil@gmail.com>

Tue, Mar 6, 2018 at 11:53 PM

[Quoted text hidden]

Poppy Arsil <poppy74arsil@gmail.com>
To: Connecting Asia <asia@utm.my>

Tue, May 1, 2018 at 2:25 PM

Dear editor,

This is with regard to our manuscript:

1. ICMABE-2017-MGT44 with entitle "FACTORS INFLUENCING CONSUMER PREFERENCES FOR LOCAL FOOD: A COMPARISON BETWEEN TRADITIONAL AND MODERN MARKETS"
2. ICMABE-2017-BUS49 with entitle "DETERMINANTS OF LOCAL FOOD CONSUMPTION AMONG SHOPPERS IN TRADITIONAL MARKETS"

that has been presented at ICMABE 2017. We have not received an update regarding the review of our manuscript. Could you let us know when we expect to receive the review and publishing process of the manuscript?

Thank you for your time and consideration.

We look forward to hearing from you.

Yours sincerely,

Dr. Poppy Arsil

Lv. 2 Agricultural Technology Building

Department of Agricultural Technology

Dr. Soeparno St, Karangwangkal

Jenderal Soedirman University

Purwokerto 53123, Central Java, Indonesia

Phone : +62 281 621094 ext 107

Mobile : +62 822 21886005, +62 813 90966100

E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

[Quoted text hidden]



Poppy Arsil <poppy74arsil@gmail.com>

ICMABE 2017: Article Publication Update and Author's Agreement6 messages

ICMABE2017 <asia@utm.my>

Thu, Jul 5, 2018 at 12:14 PM

To: Poppy74arsil <poppy74arsil@gmail.com>

Dear Poppy Arsil, Ardiansyah, Tri Yanto

Greetings from Connecting Asia,

We are grateful for your participation in ICMABE 2017. It is our pleasure to inform you that the Review process of ICMABE 2017 articles has been completed and now we are in final stage of your paper publication. The reviewers have recommended your paper titled "**DETERMINANTS OF LOCAL FOOD CONSUMPTION AMONG SHOPPERS IN TRADITIONAL MARKETS**" will be published in International Journal of Engineering and Technology(UAE) (<https://www.sciencepubco.com/index.php/ijet>) in the special issue for Asia International Conference. IJET is a Scopus indexed journal In this regard, you are requested to convert your paper according to the journal format which is attached to this email. Follow the instructions mentioned below for formatting.

1. Use same font and text size provided in Template.
2. Follow the template for figures/ tables etc.
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4. Save your file with your abstract id number for easy identification. (Eg. ICMABE-2017-MGT-201)
5. Upload your file with author's agreement. The upload link is available in the agreement form.

Click Here to Fill agreement Form and Upload your paper

Kindly send us your signed consent form and formatted paper till 10th July 2018, any delay in this regard may result in the delay of your article's publication. Your cooperation will be highly appreciated.

Thank you for your cooperation and for trusting us.

Connecting Asia <asia@utm.my>
To: Poppy74arsil <poppy74arsil@gmail.com>

Tue, Mar 6, 2018 at 11:53 PM

[Quoted text hidden]

Poppy Arsil <poppy74arsil@gmail.com>
To: Connecting Asia <asia@utm.my>

Tue, May 1, 2018 at 2:25 PM

Dear editor,

This is with regard to our manuscript:

1. ICMABE-2017-MGT44 with entitle "FACTORS INFLUENCING CONSUMER PREFERENCES FOR LOCAL FOOD: A COMPARISON BETWEEN TRADITIONAL AND MODERN MARKETS"
2. ICMABE-2017-BUS49 with entitle "DETERMINANTS OF LOCAL FOOD CONSUMPTION AMONG SHOPPERS IN TRADITIONAL MARKETS"

that has been presented at ICMABE 2017. We have not received an update regarding the review of our manuscript. Could you let us know when we expect to receive the review and publishing process of the manuscript?

Thank you for your time and consideration.

We look forward to hearing from you.

Yours sincerely,
Dr. Poppy Arsil
Lv. 2 Agricultural Technology Building
Department of Agricultural Technology
Dr. Soeparno St, Karangwangkal
Jenderal Soedirman University
Purwokerto 53123, Central Java, Indonesia

Phone : +62 281 621094 ext 107
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E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

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Thank you and best regards,

AIMC-2018 Secretariat

2nd ASIA International Multidisciplinary Conference 2018

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ICMABE2017 <asia@utm.my>

Thu, Jul 5, 2018 at 12:14 PM

To: Poppy74arsil <poppy74arsil@gmail.com>

Dear Poppy Arsil, Kusmantoro Eddy Sularso, Altri Mulyani

Greetings from Connecting Asia,

We are grateful for your participation in ICMABE 2017. It is our pleasure to inform you that the Review process of ICMABE 2017 articles has been completed and now we are in final stage of your paper publication. The reviewers have recommended your paper titled "**FACTORS INFLUENCING CONSUMER PREFERENCES FOR LOCAL FOOD: A COMPARISON BETWEEN TRADITIONAL AND MODERN MARKETS**" will be published in International Journal of Engineering and Technology(UAE) (<https://www.sciencepubco.com/index.php/ijet>) in the special issue for Asia International Conference. IJET is a Scopus indexed journal In this regard, you are requested to convert your paper according to the journal format which is attached to this email. Follow the instructions mentioned below for formatting.

[Quoted text hidden]

[Quoted text hidden]

[Quoted text hidden]

Poppy Arsil <poppy74arsil@gmail.com>
To: Altri Mulyani <altri.unsoed@gmail.com>

Mon, Jul 9, 2018 at 8:40 AM

Assalamualaikum

Mbak altri, author gideline jurnal nya mengacu pada jurnal UAE di bawah. Bisa di klik. Mohon dibantu untuk format dan penulisan pustaka ya mbak. Isinya kalau ada masukan boleh. Setelah dari mbak altri maka akan saya masukkan ke proofread.
Terimakasih mbak altri

Yours sincerely,
Dr. Poppy Arsil
Lv. 2 Agricultural Technology Building
Department of Agricultural Technology
Dr. Soeparno St, Karangwangkal
Jenderal Soedirman University
Purwokerto 53123, Central Java, Indonesia

Phone : +62 281 621094 ext 107
Mobile : +62 822 21886005, +62 813 90966100
E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

[Quoted text hidden]

 **FACTORS INFLUENCING CONSUMER PREFERENCES FOR LOCAL FOOD plain text**
1.docx
39K

Poppy Arsil <poppy74arsil@gmail.com>
To: ICMABE2017 <asia@utm.my>

Tue, Jul 10, 2018 at 7:11 PM

Dear AIMC-2018 Secretariat,

I am writing in regard to the conference paper publication entitle 1) DETERMINANTS OF LOCAL FOOD CONSUMPTION AMONG SHOPPERS IN TRADITIONAL MARKETS, 2) FACTORS INFLUENCING CONSUMER PREFERENCES FOR LOCAL FOOD: A COMPARISON BETWEEN TRADITIONAL AND MODERN MARKETS. I am enable to fulfill your deadline on 10 July 2018 due to the papers are still in the proofread service. The service take one week to finish. I am wondering if you could extend the deadline until 18 July. I am looking for your response. Thank you.

Kind regards,
Poppy Arsil

Yours sincerely,
Dr. Poppy Arsil
Lv. 2 Agricultural Technology Building
Department of Agricultural Technology
Dr. Soeparno St, Karangwangkal
Jenderal Soedirman University
Purwokerto 53123, Central Java, Indonesia

Phone : +62 281 621094 ext 107
Mobile : +62 822 21886005

E-mail : poppy74arsil@gmail.com; poppy.arsil@unsoed.ac.id
[Quoted text hidden]

Connecting Asia <asia@utm.my> Wed, Jul 11, 2018 at 12:35 PM
To: Poppy Arsil <poppy74arsil@gmail.com>

Dear Sir/Madam

Your request has been noted. please proceed and submit the revised paper as soon as you get the complete paper from the proofreader.

Regards

[Quoted text hidden]

[Quoted text hidden]

ASIA Secretariat
No 10, UTM Sprinter Incubator,
UTM Technovation Park,
Universiti Teknologi Malaysia, Jalan Pontian Lama,
Johor Bahru, Johor, Malaysia
Main Email : asia@utm.my
<http://www.utm.my/asia/>
<http://connectingasia.org/>

[Quoted text hidden]

Poppy Arsil <poppy74arsil@gmail.com> Tue, Jul 17, 2018 at 2:21 AM
To: "Ardiansyah Mr." <ardi.plj@gmail.com>, Ardiansyah - <ardi_plj@hotmail.com>

Yours sincerely,
Dr. Poppy Arsil
Lv. 2 Agricultural Technology Building
Department of Agricultural Technology
Dr. Soeparno St, Karangwangkal
Jenderal Soedirman University
Purwokerto 53123, Central Java, Indonesia

Phone : +62 281 621094 ext 107
Mobile : +62 822 21886005
E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

----- Forwarded message -----
From: **ICMABE2017** <asia@utm.my>
Date: Thu, Jul 5, 2018 at 12:14 PM
Subject: ICMABE 2017: Article Publication Update and Author's Agreement
To: Poppy74arsil <poppy74arsil@gmail.com>

[Quoted text hidden]



Poppy Arsil <poppy74arsil@gmail.com>

ASIA Publication (IJET Published Vol 7, No. 3.30)

10 messages

Connecting Asia (UTM) <asia@utm.my>

Sat, Sep 1, 2018 at 8:22 AM

To: Poppy74arsil <poppy74arsil@gmail.com>

Dear Poppy Arsil

Greeting from ASIA.

We are delighted to inform you that your article "Factors Influencing Consumer Preferences for Locally Produced Food: A Comparison Between Traditional and Modern Markets" has been published in special issue of IJET (<https://www.sciencepubco.com/index.php/ijet/issue/view/385>).

We are also delighted to announce 4th ASIA International Conference (AIC 2018) on 8-9 December 2018, at Langkawi International Convention Center (LIICC), Langkawi, Malaysia. An opportunity to publish your research in Scopus/ISI Indexed/HEC-Pakistan Recognized Journals.

Website link: <http://www.utm.my/asia/> or www.connectingasia.org

Please like our facebook page for event Pictures and updates

<https://www.facebook.com/infoconnectingasia/>

--

Thank you and best regards,

ASIA Secretariat

No 10, UTM Sprinter Incubator,
UTM Technovation Park,
Universiti Teknologi Malaysia, Jalan Pontian Lama,
Johor Bahru, Johor, Malaysia

Main Email : asia@utm.my

<http://www.utm.my/asia/>

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Poppy Arsil <poppy74arsil@gmail.com>
To: "3rd Asia International Conference (AIC 2017)" <asia@utm.my>

Sat, Sep 1, 2018 at 9:22 AM

Dear ASIA Secretariat,

Thank you for the good news! In addition, I would like to ask the status of manuscript entitle "DETERMINANTS OF LOCAL FOOD CONSUMPTION AMONG SHOPPERS IN TRADITIONAL MARKETS" (ICMABE-2017 MGT 44) by Poppy Arsil, Ardiansyah, Tri Yanto. The paper has also submitted and formatted according to International Journal of Engineering and Technology (IJET) as suggested by reviewers in the same time with article "Factors Influencing Consumer Preferences for Locally Produced Food: A Comparison Between Traditional and Modern Markets". I look forward to hearing from you.

Yours sincerely,
Dr. Poppy Arsil
Lv. 2 Agricultural Technology Building
Department of Agricultural Technology
Dr. Soeparno St, Karangwangkal
Jenderal Soedirman University
Purwokerto 53123, Central Java, Indonesia

Phone : +62 281 621094 ext 107
Mobile : +62 822 21886005
E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

[Quoted text hidden]

Connecting Asia <asia@utm.my>
To: Poppy Arsil <poppy74arsil@gmail.com>

Sun, Sep 2, 2018 at 8:12 AM

Dear Dr,

Sorry for the inconvenience. Please send your paper in IJET template again with your proof of publication payment.

[Quoted text hidden]

Poppy Arsil <poppy74arsil@gmail.com>
To: "3rd Asia International Conference (AIC 2017)" <asia@utm.my>

Sun, Sep 2, 2018 at 4:27 PM

Dear ASIA secretariat,

Please find attached paper entitle " "DETERMINANTS OF LOCAL FOOD CONSUMPTION AMONG SHOPPERS IN TRADITIONAL MARKETS" (ICMABE-2017 MGT 44)" according to IJET template. Could you please send me the bank account and the amount of payment. I will sent it asap. Thank you.

Yours sincerely,

Dr. Poppy Arsil
Lv. 2 Agricultural Technology Building
Department of Agricultural Technology
Dr. Soeparno St, Karangwangkal
Jenderal Soedirman University
Purwokerto 53123, Central Java, Indonesia

Phone : +62 281 621094 ext 107

Mobile : +62 822 21886005

E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

[Quoted text hidden]



ICMABE-2017-MGT44.docx

100K

Connecting Asia <asia@utm.my>
To: Poppy Arsil <poppy74arsil@gmail.com>

Mon, Sep 3, 2018 at 7:59 AM

Dear Dr,

Following is our account detail



page1image3724512

Title account: Scholars Asia Network Sdn. Bhd.

Bank name: MYBANK

Account Number: 551623216466

Swift Code: MBBEMYKL

Address: Setia Tropica Johor Bahru, Malaysia

The publication fee is US\$ 250/- per paper.

You are also requested to put your paper into the attached template and rename it as per your abstract id

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ijet Template.doc

356K

Poppy Arsil <poppy74arsil@gmail.com>
To: "3rd Asia International Conference (AIC 2017)" <asia@utm.my>

Tue, Sep 4, 2018 at 11:32 AM

Dear committee,

We have sent publication fee (500 USD) to your account for two papers entitle:

1. Factors influencing consumer preference for locally produced food: A comparison between traditional and modern market
2. Determinants of local food consumption among shoppers in traditional markets (ICMABE-2017 MGT 44)

Please find attached file of payment proof for two papers.

Please find the formatted paper entitle "Determinants of local food consumption among shoppers in traditional markets" (ICMABE-2017 MGT 44) according to IJET templete.

I look forward hearing from you.

Yours sincerely,

Dr. Poppy Arsil

Lv. 2 Agricultural Technology Building

Department of Agricultural Technology

Dr. Soeparno St, Karangwangkal

Jenderal Soedirman University

Purwokerto 53123, Central Java, Indonesia

Phone : +62 281 621094 ext 107

Mobile : +62 822 21886005

E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

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2 attachments



ICMABE-2017-MGT44 IJET templete.doc

293K



Payment Journal IJET.docx

2216K

Connecting Asia <asia@utm.my>

Wed, Sep 5, 2018 at 8:00 AM

To: Poppy Arsil <poppy74arsil@gmail.com>

Received with thanks

[Quoted text hidden]

Poppy Arsil <poppy74arsil@gmail.com>

Mon, Sep 10, 2018 at 10:58 AM

To: Altri Mulyani <altri.unsoed@gmail.com>, Edy Sularso <edysularso@gmail.com>

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Poppy Arsil <poppy74arsil@gmail.com>

Thu, Oct 11, 2018 at 10:35 PM

To: "3rd Asia International Conference (AIC 2017)" <asia@utm.my>

Dear ASIA Secretariat,

I have submitted our paper entitle " Determinants of local food consumption among shoppers in traditional markets" (ICMABE-2017 MGT 44) according to journal templete. I would be grateful if you could let me know whether there has been any further progress on our paper.

Thank you.

Yours sincerely,

Dr. Poppy Arsil

Lv. 2 Agricultural Technology Building

Department of Agricultural Technology
Dr. Soeparno St, Karangwangkal
Jenderal Soedirman University
Purwokerto 53123, Central Java, Indonesia

Phone : +62 281 621094 ext 107

Mobile : +62 822 21886005

E-mail : poppy74arsil@gmail.com, poppy.arsil@unsoed.ac.id

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Connecting Asia <asia@utm.my>
To: Poppy Arsil <poppy74arsil@gmail.com>

Fri, Oct 12, 2018 at 9:43 AM

Dear Dr,

We have forwarded the papers to the journal.

[Quoted text hidden]

**Poppy Arsil <poppy74arsil@gmail.com>**

ICMABE 2017 - Publication Consent Form and participants feedback form

2 messages

ICMABE 2017 <icmabe@ipmi.ac.id>
To: poppy74arsil@gmail.com

Wed, Nov 8, 2017 at 10:33 PM

Dear participants of ICMABE,

On behalf of the ICMABE 2017 committee, I would like to express my gratitude to your participation in ICMABE 2017. You have enriched and enhance the sustainable competitive advantage through research collaboration and support our ICMABE 2017 conference's theme. We enjoy the spontaneous participation during the cultural night where participants from overseas countries perform their cultural dance and song. We are hoping to continuously improve the quality of our international conference. Please share your thoughts through the following form of conference's feedback.

<https://goo.gl/forms/VwqUWKhPX9KGsE1n1>

We look forward to collaborate again with you in the future. Participants, who would like to move on to the next step of publication, could directly contact ASIA Mediterranean. Enclosed is the consent form for publication in case you have not signed one during the main conference day.

For all communication related to the full paper publication please email asia@utm.my. Please mention your abstract ID for all future communications.

The participants who have already made the payment and filled the consent form , please ignore this email.

It has been a great honor to host you. See you again, in the future research collaborations.

Sincerely

Dr. Ir. Amelia Naim Indrajaya MBA
Head of SC ICMABE 2017
Email: e-mail: icmabe@ipmi.ac.id,
amelia.naim@ipmi.ac.id

WA: +62 818 924 263



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ICMABE 2017 <icmabe@ipmi.ac.id>
To: poppy74arsil@gmail.com

Wed, Nov 8, 2017 at 10:34 PM

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