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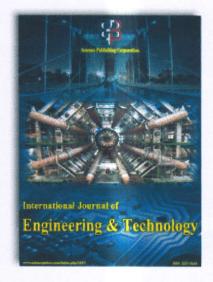
International Journal of Engineering & Technology

Title: International Journal of Engineering and

Technology(UAE)

ISSN: 2227-524X

Publication Frequency: Four issues per year



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Achmad Buchori, Muhdi ., Ririn Ambarini, Suwarno Widodo, Nur Fadhila

Published on: 24-08-2018

DOI: 10.14419/ijet.v7i3.30.18423

Developing Job Satisfaction which Support Improvement of Organizational Performance Private High Schools Located in Indonesia



<u>Iha Haryani Hatta</u>, <u>Setia Rini</u>

Pages: 529-534

DOI: 10.14419/ijet.v7i3.30.18425

Published on: 24-08-2018

Factors Influencing Consumer Preferences for Locally Produced Food: a Comparison between Traditional and Modern Markets



Poppy Arsil, Kusmantoro Eddy Sularso, Altri Mulyani

Pages: 535-538

DOI: 10.14419/ijet.v7i3.30.18426 Published on: 24-08-2018

How Significant Arabic Brand Name, Halal Logo and Manufacturer Country of Origin Image Trigger Consumer Purchase Decision on Halal Cosmetic



Pages: 539-543

DOI: 10.14419/ijet.v7i3.30.18427

Published on: 24-08-2018

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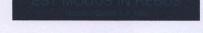
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International Journal of Engineering & Technology, 7 (3.30) (2018) 535-538



International Journal of Engineering & Technology

Website: www.sciencepubco.com/index.php/IJET



Research paper

Factors Influencing Consumer Preferences for Locally Produced Food: a Comparison between Traditional and Modern Markets

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Abstract

Traditional and modern markets are both potential distribution channels for the distribution of locally produced food in Indonesia. The aim of the current study is to gain insight into consumer preferences for locally produced food when shopping at both markets. A total of 300 respondents were interviewed using stratified purposive sampling in traditional markets and supermarkets in Banyumas regency. Factor analysis was used to group consumer towards their preferences for local food. The overall KMO values were 0.746 for consumers who shopped in traditional markets and 0.835 for those who purchased locally produced food in modern markets, with a significance level of 0.000 for both segments of consumers. All individual MSAs also emerged as over 0.06. The results show that consumer preferences for locally grown products are very similar in both markets. Five factors were found considerably to influence consumer preferences in both markets, namely habit, food quality, product availability, the tendency to support local food, and the availability of information and knowledge. What makes the difference between markets is that supermarket shoppers have enthusiasm and proud eating local food product. The total variance for the six factors was 64.245% and 65.705% for traditional and modern markets, respectively.

Keywords: local food, preference, supermarket, traditional market.

1. Introduction

According to the Republic of Indonesia's constitution number 18 of the year 2012, food is defined as everything derived from agricultural products as well as any plantation, forestry products, fisheries, farms, and seafood, pre-processed or processed for the purpose of human consumption. This also includes additional ingredients, raw materials and other materials used in the process of preparing, processing, and/or making food or drink. In addition, locally produced food is linked to localisation, that is, a shorter chain of food distribution from producers to consumers. Henseleit (1) commented that locally produced food is fresh produce grown in surroundings neighborhood areas that take into account local cultures. This statement was then supported by (2), who interviewed local food consumers in Indonesia and stated that local food is that which is fresh and locally grown, and cultivated in the countryside, particularly in the neighboring district or province. Consumer preferences can be defined as an individual's tendency, or lack thereof, to consume or use a product or service. Consumer choice indicates an individual's preference of a choice variety of products (3). Therefore, consumer preference can be seen as a person's predisposition in selecting particular goods that they perceive as enjoyable. Certain factors have been reported to influence consumer preferences towards locally produced food, such as quality, price, degree of support for the local economy and farmers, product origin, and food safety (1-2,4-7). Such local food is believed to be higher quality compared to non-local food. It is also fresher, tastier and more nutritious than nationally distributed or imported food, as local food has a short distribution chain (2,5,78). Some consumers also believe that local food is inexpensive and can, therefore, afford it for their daily consumption (8). By purchasing local food, consumers can also support the local economy and farmers (9). Locally produced food has also been seen as carrying greater assurance for the consumer as to where it originated from (6). Finally, some researchers have reported that locally produced food has a positive relationship with food safety (1). Traditional and modern markets are two important distribution channels for local food in Indonesia. The traditional market is a market built and managed by the government, private individuals and enterprises in the form of shops, kiosks and stalls. Such a market is self-help or managed by small or medium sized enterprises, whereby consumers can bargain during the process of selling and buying. In contrast, modern markets prioritize the convenience of shopping services and are run by modern management, with strong capital investment and the products equipped with a fixed price tag. This type of market includes minimarkets, supermarkets, department stores and hypermarkets (Regulation of the Minister of Industry and Trade of the Republic of Indonesia, No. 420/MPP/Kep/10/1997).

To date, there exist very few studies that have investigated local food preferences, particularly among shoppers who purchase local food at different distribution channels, such as traditional and modern markets. Moreover, previous studies have tended to report consumer preferences for locally produced food in developed countries such as the USA and European countries (5,10-14), with little research focusing on consumer preferences in developing countries like Indonesia (e.g. (15)). In light of these gaps, the aim of the current study is to investigate consumers' preferences for local food at traditional and modern markets in Banyumas regency, located in the western area of central Java province. The mod-



ern markets sampled consisted of 22 units of department stores and plazas in 2007, while the traditional markets totalled 21 units managed by local government and spread out over 27 sub-districts in Banyumas regency. Typical commodities commonly found at the markets are rice, corn, cassava, soybeans, nuts and green beans (16). Factor analysis was used to form fewer numbers of factors from a large number of variables. It is hoped that the findings of this study can contribute to strengthening marketing strategies promoting locally produced food.

2. Methodology

2.1 Data Collection

This research was conducted from November 2016 to February 2017 in Banyumas regency, Central Java, Indonesia. Three hundred respondents were selected using stratified purposive sampling (17). The strata here referred to the particular type of market. Respondents were approached at six main traditional and modern markets in the study area, and asked whether they bought local food at these markets. Prior to the survey, we organized a focus group discussion (FGD) in order to obtain further information and knowledge regarding consumer preferences towards local food when shopping at these markets. A questionnaire was then designed based on the FGD results and literature reviews related to the topic (5-6, 11, 13). A pre-test questionnaire was carried out with 15 respondents to ensure that the questionnaire was easy to understand. Some sentences were changed and shortened to make the questions clearer. A five point Likert scale was used in this study, ranging from 1 (strongly disagree) to 5 (strongly agree).

2.2 Data Analysis

The data obtained in this study were analysed using factor analysis, a technique commonly applied to simplify several variables into a smaller number of factors. The reduction or simplification factors was here conducted by considering the interdependence of several variables (18-19). The data were analysed using SPSS 21. The steps involved in factor analysis are as follows. 1) Checking data suitability for factor analysis using the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MSA) and Bartlett's test. Generally, KMO values over 0.5 that are significant (Sig. < 0.05) when subjected to the Bartlett test are suitable for factor analysis. 2) Grouping a number of variables selected into one or several factors using principal component analysis. 3) Rotating to clarify whether the factors formed are already significantly different to the other factors using the Varimax method. 4) Naming the newly formed factors (18).

3. Results

3.1 Respondent Demographics

The traditional and modern markets chosen for this study were those markets which sold fresh food. Table 1 shows the characteristics of 300 respondents who participated in the study.

 $\textbf{Table 1:} \ Characteristics \ of \ respondents \ shopping \ at \ traditional \ and \ modern \ markets$

Characteristics		nal Market =150)	Modern Market (N=150)		
	∑Person	Percentage	∑Person	Percentage	
Gender					
Male	31	10	27	9	
Female	269	90	273	91	
Age (years)					
20-30	70	23	100	33*	
31-40	102	34	85	28	
41-50	69	23	66	22	
51-60	43	14	37	12	

≥ 61	16	5	12	4		
Education						
Primary school	58	19	5	2*		
Junior high school	52	17	16	5*		
Senior high school	104	35	126	42		
Diploma	27	9	57	19*		
Undergraduate	55	18	87	29*		
Masters degree and above	4	1	9	3		
Occupation						
Civil servant	19	6	32	11*		
Entrepreneur	97	32	81	27		
Housewife	122	41	118	39		
Student	2	1	27	9*		
Employee at private business	60	20	42	14		
Marital Status						
Married	250	83	229	76		
Widowed	17	6	14	5		
Single	33	11	57	19		
Ethnic group						
Java	283	94	273	91		
Non-Java	17	6	27	9		
Income per month (million IDR)						
≤3	251	84	143	48*		
≤ 6	40	13	100	33*		
≤9	3	1	18	6*		
≤ 12	4	1	16	5		
> 12	2	1	23	8*		
Grew up on a farm						
Yes	170	57	98	33*		
No	130	43	202	67*		
Meal cost per week (000 IDR)						
≤200	103	34	73	24*		
>200 - \le 400	140	47	110	37*		
>400 - ≤600	42	14	77	26*		
>600 - \le 800	10	3	21	7		
≥800	5	2	19	6		
*significant at 0.05 confidence level using a nomograph (20, p. 297)						

*significant at 0.05 confidence level using a nomograph (20, p. 297).

Note: Percentage may not total 100 due to rounding up/down.

In general, the respondents who shopped in the modern markets were younger, had obtained a higher level of education and higher income, and spent more money on food per week than those who shopped in traditional markets. In terms of place of origin and occupation, most respondents had not grown up on a farm and were either students or working as civil servants.

3.2 Traditional Markets

Data from 300 respondents were analyzed by using SPSS 21. Following this, the Kaiser-Meyer-Oikin (KMO) value was obtained, 0,746. The KMO values for traditional markets were found to be higher than 0.5, indicating that factor analysis was an accurate approach to employ in this research. The significance value obtained from the Barletts test was 0.000, suggesting that there exists a correlation between the variables.

The next stage involved checking the Anti Image Matrices in order to glean the relationships between the variables, using an MSA (Measures of Sampling Adequacy) value. The MSA value needs to be greater than or equal to 0.5 (\geq 0.5). If the MSA value is higher than or equal to 0.5, this indicates the presence of a close relationship between the variables. Variables that had an MSA value that was greater than or equal to 0.5 were then included in the next step of the analysis, which involved the extraction and rotation of the group variables into several factors. The selected factors were those with an eigen value of 1.

Based on this extraction and rotation analysis, the results show that there are eight factors pertaining to traditional markets which represent variables with an eigen value above 1. The number of factors showing relate to a number of grouping variables because of similarity characteristics. Table 2 provides a summary of the eight factors and the 22 variables that constitute them.

Table 2: Consumer preference factors for traditional markets

Variable	Table 2. Consumer prefe			Newly con-
Loading SI) tors	Variable	Factor	Mean and	
Every family member consumes local food	v arrable	Loading	SD	
Sumes local food Consume l	F 6 7 1	0.747	1.07.0.56	
It is the family tradition to consume local food		0.747	4.07±0.56	
Consume local food Easy to buy (traditional markets, supermarkets, shops, and stalls can be found near the home or office) Available throughout the year 0.685 4.04±0.59 Variance explained (%) 10.617 Food quality 0.757 4.21±0.55 Higher nutritional value 0.696 4.05±0.55 Variance explained 10.617 Fresher 0.726 4.29±0.53 Tresh and natheat nural 0.702 4.25±0.57 Variance explained 0.553 4.03±0.55 Variance explained (%) 8.516 Information and knowledge obtained from formal education (school) or informal sources (internet, newspaper, friends). Local food knowledge obtained from TV or another mass media Variance explained (%) Support for the local economy Variance explained (%) Variance explained (%) Support for the local economy Variance explained (%) Support for the local economy Variance explained (%) Support for the local economy Variance explained (%) S.171 Packaging and food appearesting Variance explained (%) Cheaper 0.626 3.82±0.75 Support local suggestion of the local economy Variance explained (%) Variance expla		0.500	101050	availability
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Higher nutritional value		0.785	4.19±0.61	Food quality
Higher nutritional value	Good quality	0.757	4.21±0.55	and healthier
Variance explained 10.617 Fresher 0.726 4.29±0.53 Fresh and natural Unique taste 0.553 4.03±0.55 Fresh and natural Variance explained (%) 0.553 4.03±0.55 Information Local food knowledge obtained from formal education (school) or informal sources (internet, newspaper, friends). 0.726 3.44±0.81 Information and knowledge Local food knowledge obtained from goverment activities such as bazars, expos and empowerment of local communities 0.581 3.77±0.66 Support for food food food food food food food	Higher nutritional value	0.696	4.05±0.55	
Fresher 0.726 4.29±0.53 Fresh and natural Natural 0.702 4.25±0.57 ural Unique taste 0.553 4.03±0.55 8.516 Variance explained (%) 8.516 Information and knowledge obtained from formal education (school) or informal sources (internet, newspaper, friends). Information and knowledge (internet, newspaper, friends). Local food knowledge obtained from goverment activities such as bazars, expos and empowerment of local communities 0.726 3.44±0.81 Local food knowledge obtained from TV or another mass media 3.77±0.66 Support for local food Support for local food Support for local food 0.814 3.89±0.61 Support local food Support for the local economy 0.799 3.96±0.64 Support local food Support for the local economy 0.799 3.90±0.64 Packaging and food appearance explained (%) No packaging 0.785 3.79±0.74 Packaging and food appearance explained (%) Variance explained (%) 4.790 Cheaper and local origin Variance explained (%) 3.97±0.60 Awareness and food security Variance explained (%) 4.567	Variance explained			10.617
Natural	Fresher	0.726	4.29±0.53	Fresh and nat-
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Total variance (%) 64.245	Variance explained (%)			
	Total variance (%)			64.245

3.3 Modern Markets

Using a similar data analysis, the Kaiser-Meyer-Oikin (KMO) value for modern markets was found to be 0,835, confirming the validity of conducting a factor analysis. The significance value obtained from the Barletts test for modern markets was 0.000. The factors pertaining to modern markets are shown in Table 3.

Table 3: Consumer preference factors for modern markets

Variable	Factor	Mean and	Newly con-
	Loading	Standard	structed
		deviation	factors
Higher nutritional value	0.822	4.23±0.72	Food quali-
Healthier	0.819	4.27±0.79	ty
Natural	0.781	4.19±0.74	
Fresher	0.756	4.22±0.69	
Good quality	0.725	3.99±0.89	

Good taste	0.567	3.89±0.79	
Variance explained (%)	•	•	16.854
Assurance of product authentici-	0.774	4.09±0.62	Availability
ty			of product
Available throughout the year	0.770	3.93±0.78	and authen-
Easy to buy (traditional markets,	0.638	4.14±0.61	ticity
supermarkets, shops, and stalls			
can be found near the home or			
office)			
Cheaper	0.600	4.30±0.56	
Unique taste	0.529	4.18±0.59	
Variance explained (%)			11.682
Support for local food	0.839	3.97±0.76	Support
Ethnocentrism	0.742	4.02±0.73	local
Support for the local economy	0.730	4.15±0.65	
Variance explained (%)			9.396
Quick and easy to process	0.726	3.86±0.79	Habit and
It is the family tradition to con-	0.690	3.91±0.72	experience
sume local food			
Every family member consumes	0.651	3.95±0.79	
local food			
Variance explained (%)			9.022
Local food knowledge obtained	0.770	3.77±0.75	Information
from TV or another media			and
Local food knowledge obtained	0.730	3.7±0.76	knowledge
from government activities such			
as bazars, expos and empower-			
ment of local communities			
Easy to identify from the logo	0.539	3.75±0.73	
Variance explained (%)			7.684
No packaging	0.882	3.74±0.89	Packaging
Past experience	0.569	3.83±0.71	and experi-
	ence		
Variance explained			6.270
I don't care where the food was	0.778	2.62±1.04	Awareness
grown and produced			
Variance explained (%)	4.797		
Total variance explained (%)	65.705		

4. Discussion

Habit and food availability emerged as important dimensions for traditional market shoppers, and explained 20.498 of the total variance. Respondents agreed that eating local food was a daily consumption habit in their family; as local food is easy to find in traditional markets, this family consideration, therefore, meant they preferred to buy local food at these markets. The second and third factors might be related to food quality. Respondents agreed that local food in traditional markets is of good quality in terms of freshness, nutritional value and taste. The availability of information and knowledge about local food were identified as a fourth factor. Specifically, the main sources of information were found to come from formal and informal education (loading factor 0.811), followed by government activities (loading factor 0.776). Support for local food in principle was also positively correlated to consumer preference.

Food quality was the first dimension identified among modern market shoppers. Respondents preferred to buy local food at modern markets due to the perceived higher food quality (the variance explained 16.854%). A second factor might be termed product availability and authenticity, consisting of five sub-variables. Principled support for local food was identified as the third dimension, related to support for the local economy as well as ethnocentrism.

It would appear that preferences for local food are quite similar among traditional and modern market shoppers in terms of the key factors emerging; namely, "habit", "food quality", "product availability", "support for local food", "information and knowledge", "packaging", "local origin", and "awareness".

Habit was found to be more important among traditional market shoppers than modern market shoppers. As local food has a long history within the communities that typically use raw ingredients in cooking traditional, local food, , the role of local food is important in their daily culture. Indeed, this factor pertaining to tradition is unique among Banyumas shoppers, as it has not been reported in previous similar studies This dimension understandably emerged because Indonesian people have a strong link with traditional food culture.

In terms of food quality, local food was believed to be fresher, more natural, and healthier, with higher nutritional value compared to non-local food. This is relevant in light of previous research reporting that local food tends to be of good quality and appearance (2, 5, 7). Freshness, food quality and nutritional value, as well as taste, were also seen to be more important factors among modern market shoppers compared to traditional market shoppers. A similar finding was reported in a study in the UK, that local food is tastier, safer and more nutritious (21).

Mosser et al. (22) reviewed publication with respect to organic and local fruits and vegetables. They reported that the aspect of availability was an attribute that had not yet been investigated in East Asia. In our study, availability emerges as an important dimension affecting local food preferences in both markets. Respondents believed that local food was easy to buy and available throughout the year, as well as priced more cheaply compared to non-local food. This finding is similar to that of (15), who reported that availability was also an important factor affecting local food preferences in urban and rural areas.

"Support for local food" comprised two similar sub-factors for shoppers in both markets in the current study: 1) support for local food, and 2) support for the local economy. However, shoppers at modern markets also mentioned ethnocentrism, in the sense that they were proud to consume local food.

The difference between traditional and modern markets is that shoppers at modern markets were found to highlight ethnocentrism and also to focus on the food processing experience, in that local food is quick and easy to process and cook. The total variance explained for traditional and modern market shoppers was 64.245 and 65.705%, respectively, indicating an acceptable level of validity of this research (18).

5. Conclusions

The determinant factors for local food preferences for shoppers at traditional and modern markets emerged as quite similar in terms of "habit", "food quality", "product availability", "support for local food", and "information and knowledge". The key difference between the markets was that consumers at modern markets were more aware of ethnocentrism. A limitation of this study is that only one regency was surveyed. Therefore, the results cannot be generalised to local food consumers across the whole of Java Island. The factors yielded can, however, can be used for marketing campaigns to promote local food in both markets by considering consumer habits, product availability, food quality, and support for local food. Likewise, our results show that local food promotion can be undertaken through both formal and informal education, mass media and government activities.

Acknowledgement

This study was funded by the Directorate General of Higher Education, under the scheme of "Unggulan Perguruan Tinggi" (Contract no 068/SP2H/LD/DRPM/IV/2017).

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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]



ICMABE 2017: Journals Details and Authors agreement

3 messages

Connecting Asia <asia@utm.my> To: Poppy74arsil <poppy74arsil@gmail.com> Tue, Mar 6, 2018 at 11:53 PM

.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

- 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

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.mv http://www.utm.my/asia/ http://connectingasia.org/

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Connecting Asia <asia@utm.mv>

To: Poppy74arsil <poppy74arsil@gmail.com>

Tue, Mar 6, 2018 at 11:53 PM

[Quoted text hidden]

Poppy Arsil <poppy74arsil@gmail.com>

Tue, May 1, 2018 at 2:25 PM

To: Connecting Asia <asia@utm.my>

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 Agreement 6 messages

ICMABE2017 <asia@utm.my> To: Poppy74arsil <poppy74arsil@gmail.com> Thu, Jul 5, 2018 at 12:14 PM

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.
- 3. Use Vancouver referencing style in Endnote or Mendeley software.
- 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 From 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

Mobile: +62 822 21886005, +62 813 90966100

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

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Please like our facebook page for event Pictures and updates https://www.facebook.com/infoconnectingasia/

Thank you and best regards,

AIMC-2018 Secretariat

http://connectingasia.org/

2nd ASIA International Multidisciplinary Conference 2018 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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ICMABE2017 <asia@utm.my> To: Poppy74arsil <poppy74arsil@gmail.com> Thu, Jul 5, 2018 at 12:14 PM

Dear Poppy Arsil, Kusmantoro Eddy Sularso, Altri Mulyani

liable for loss or damage caused by viruses transmitted by this Message.

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.s ciencepubco.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.

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[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.

Terimakasi 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

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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

https://mail.google.com/mail/u/0?ik=5bf524eeb1&view=pt&search=all&permthid=thread-f%3A1605126221131342734&simpl=msg-f%3A16051262... 3/4

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

[Quoted text hidden]

Connecting Asia <asia@utm.mv>

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.mv/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>

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

10 messages

Connecting Asia (UTM) <asia@utm.my> To: Poppy74arsil <poppy74arsil@gmail.com> Sat, Sep 1, 2018 at 8:22 AM

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 (LICC), 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,

http://connectingasia.org/

ASIA Secretariat

No 10, UTM Sprinter Incubator, UTM Technovation Park, Universiti Teknologi Malaysia, Jalan Pontian Lama, Johor Bahru, Johor, Malaysia Main Email: asia@utm.mv http://www.utm.my/asia/

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Poppy Arsil <poppy74arsil@gmail.com>

Sat, Sep 1, 2018 at 9:22 AM

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

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 inconviniance. Please send your paper in IJET template again with your proof of publication payment.

[Quoted text hidden]

Poppy Arsil <poppy74arsil@gmail.com>

Sun, Sep 2, 2018 at 4:27 PM

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

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

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



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

[Quoted text hidden]



ijet Template.doc

356K

Poppy Arsil <poppy74arsil@gmail.com>

Tue, Sep 4, 2018 at 11:32 AM

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

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

[Quoted text hidden]

2 attachments



ICMABE-2017-MGT44 IJET templete.doc 293K





Payment Journal IJET.docx 2216K

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

Wed, Sep 5, 2018 at 8:00 AM

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>

[Quoted text hidden]

[Quoted text hidden]

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 template. 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

[Quoted text hidden]

Connecting Asia <asia@utm.my>

Fri, Oct 12, 2018 at 9:43 AM

To: Poppy Arsil <poppy74arsil@gmail.com>

Dear Dr,

We have forwarded the papers to the journal. [Quoted text hidden]



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



Jl. Rawajati Timur I/1, Kalibata Jakarta Selatan, Indonesia - 12750

(6221) 7978888

(6221) 7970509

http://www.ipmi.ac.id





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ICMABE 2017 - Consent form for publication.pdf 518K

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

Wed, Nov 8, 2017 at 10:34 PM

[Quoted text hidden]



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