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PREFERENCE PATTERNS & DEMAND ANALYSIS OF TRADITIONAL FOOD USING LOGISTIC REGRESSION & ALMOST IDEAL DEMAND SYSTEM APPROACH

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ABSTRACT

Garut traditional food still exists despite the changing consumption patterns. Purchaser inclinations for conventional food varieties (dodol, skin saltines, wajit, rengginang, prepared bananas) reflect different interest examples for these traditional food sources. This review intends to dissect the impact of the free factor on the ward and examine the interest-based essential information was 100 respondents with accidental sampling. The analysis used was logistic regression and Almost Ideal Demand System (AIDS). This study offers novelty in demand analysis with the AIDS approach. This review offers a sought-after oddity investigation with the AIDS approach. The outcomes showed (1) Price, promotion, and taste impacted individuals' preferences for traditional food, while income and education did not influence individuals' preferences for traditional food. (2) Changes in the price of traditional food do not influence the interest for traditional food is inelastic. The price elasticity itself is positive inelastic; the more significant part of the cross elasticity is positive, which that traditional food sources supplant one another.

Keywords: AIDS, Consumers, Preference, Traditional food

INTRODUCTION

Indonesia is a country with social variety, and each culture has various characteristics; these social attributes comprise conventional houses, apparel, food, and beverages. Above 300 unique native ethnic gatherings have 51 different conventional food varieties (Na'im and Syaputra, 2012). This conventional food is without a doubt a fascination and portrayal for every area in Indonesia, and there are many types of traditional food in Indonesia, starting from heavy meal like rice, prepared chicken, processed fish to traditional food sources snacks as customary bites, and baked goods. Some diversification in traditional foods, using different variations of grilled foods and combination processed others (Suharno and Saraswati, 2019).

Garut is one of regency in West Java Province with a highly various kinds assorted assortment of conventional food sources, including dodol, burayot, wajit, and others (Huba, 2020). The presence of conventional Garut food is undoubtedly a type of individuals' inclination for traditional food. The consumer's preference in traditional food is high occasionally; this depends on the increment in the number of conventional food merchants in the Garut Regency region. Customary food advancements are progressively common, prompting new buyers; however, conventional food is less alluring on the opposite side, a direct result of the occasions and changes in utilization examples of a more current culture (Ai, 2020).

Conventional Garut food varieties that are as yet popular in the market incorporate dodol, kerupuk kulit, wajit, rengginang, and processed banana which are sold in customary

food advertises in Tarogong Kaler. Customers of conventional food are also diverse,going from youngsters, youths to grown-ups, the two inhabitants, and sightseers. The presence of shopper decision for conventional food as open utilization is one kind of customer inclination. From an overall perspective, the inclination is the perspective of an individual who will react to the activity. For this situation, inclinations are utilized for underlying people picking or devouring the kind of food they need. Purchaser inclinations can be known as shopper discernments/perspectives on a longing that is picked as a type of satisfying fulfillment (Conto *et al.,* 2016)

This review examines individuals' preferences for traditional Garut food, which is believed to be impacted by a few components, including value, pay, schooling, taste, and advancement, to investigate the five most loved food demands in Garut utilizing the model methodology strategy. Practically Ideal Demand System (AIDS) enters the value variable to decide the interest for specific conventional food varieties and discover traditional food varieties with the most appeal.

The AIDS (Almost Ideal Demand System) model is a model of condition frameworks broadly utilized sought after the examination. The AIDS model is attractive got from a straight aberrant utility capacity in the logarithm of full pay. The AIDS model was first presented by Deaton and Muellbauer (1980).

The factors utilized in this exploration are value, pay, schooling, taste, and advancement. Value assumes a crucial part in deciding buyer inclinations for dynamic on a decision controlled by customers (Tulus *et al.,* 2019; Tulus et al., 2020). Changes in the cost of each conventional food influence the measure of interest for each traditional food. The distinction in free value changes makes the likelihood of interest for traditional food higher (Trisnowati and Budiwinarto, 2013 ; Tulus et al., 2019; Tulus et al.,2020)

Local area pay mirrors the buying force of the local area. High/low individuals' pay will influence the quality and amount of interest by individuals' inclinations for picking utilization. Pay positively correlates with individuals' inclinations in traditional food sources (Heer and Winham, 2020).

Instruction influences individuals' inclinations. A significant degree of instruction shows a more engaged and broad mentality of society. The higher the degree of local area training, the more individuals will know and often think about the significance of safeguarding conventional food (Vidyaningrum *et al.*, 2016).

Exquisite taste is a trait of food that covers appearance, smell, taste, surface, and temperature. The flavor of food decides the general public in picking food. The flavor of food is, obviously, a factor in the public eye picking conventional food. The flavor of scrumptious customary food will expand individuals' inclination for conventional food (Stanner, 2009)

Advancement decides customers to pick conventional food varieties. Individuals will, in general, choose to pick conventional food sources on account of limited solid time factors. The advancement gives public data and can impact individuals to have a confident outlook on the decision of traditional food (Made et al., 2015).

Individuals' preferences for traditional Garut food are impacted by a few components: income, taste, promotion, price, and education. The cost of traditional food is then used to investigate patterns in the five most loved conventional food demands in Garut. Given the plan of the issue, the relevant exploration inquiries in this review are:

1. Do taste, price, education, income, and taste influence individuals' inclinations for Traditional Garut food?
2. Which conventional Garut food is most popular among other customary food sources utilizing an interesting, Almost Ideal Demand System (AIDS) model?

METHODS

The research method used logistic regression in this study is to analyze consumer preferences and analyze almost ideal demand system or abbreviated *AIDS* (Vabe and Hansen, 2014; Deaton and Muellbauer, 1980). Determination of the sample in this study

using the method of *accidental sampling* and obtaining 100 respondents. In this study, the data collection technique used a survey that was conducted in December 2020. The location of this research is in the traditional food market of Tarogong Kaler, Garut Regency.

RESULTS AND DISCUSSION

1. Characteristics of Respondents

This examination looked over customary food purchasers in the Tarogong Kaler District Garut Regency West Java Province. Leading meetings did information with 100 individuals who needed and would purchase conventional food in Tarogong Kaler District Garut Regency West Java Province. Given the aftereffects of the meetings led, coming up next are the qualities of the respondents introduced in the accompanying tables:

A. Distribution of Respondents by Age

The findings of this study, information on the conveyance of respondents, were acquired dependent on age groups. To find out the distribution of the circulation of respondents by age group, portrayed in Table 1 below.

Table 1. Respondents Criteria using Age Group

No	Age Group	Amount	Percentage (%)
1	16 – 22	2	2
2	23 – 29	4	4
3	30 – 36	11	11
4	37 – 43	9	9
5	44 – 50	28	28
6	51 – 57	28	28
7	58 – 64	16	16
8	65 – 71	2	2
Sum		100	100%

Source: Data Processed*, 2020*

Table 1 shows respondents' criteria by age group. Most of the respondents in this review were 44 - 50 years old and 51 - 57 years, with 28 individuals in each group. They were then trailed by 58 - 64 years with an aggregate of 16 individuals. Respondents in this review were basically in the minor age group, precisely 16 - 22 years, and the most influential age group, 65 - 71 years, with an aggregate of 2 individuals.

B. Distribution of Respondents by Gender

The findings of this study, information on the appropriation of respondents' dependent on sex were obtained. For discovering the distribution of respondents' dependent on sex is portrayed in Table 2 below.

Table 2. Respondents Criteria using Gender

Gender	Amount	Percentage (%)
Men	34	34
Women	66	66
Sum	100	100

Source: Data Processed*, 2020*

Table 2 shows respondents' criteria by gender. Most of the respondents in this research were women, with 66 people. Meanwhile, for the male respondents, there were 34 people.

C. Distribution of Respondents Based by Income Levels

The findings of this study from distribution data of respondents obtained were based on the level of income. Finding out more clearly the distribution of respondents using income levels is described in Tabel 3.

Table 3. Respondents Criteria by Income Levels

No	Income Level	Amount	Percentage (%)
1	500.000 - 1.440.000	31	31
2	1.441.000 - 2.381.000	25	25
3	2.382.000 - 3.322.000	30	30
4	3.323.000 - 4.263.000	6	6
5	4.264.000 - 5.204.000	6	6
6	5.205.000 - 6.145.000	1	1
7	6,146,000 - 7.086.000	0	0
8	7.087.000 - 8.027.000	1	1
	Total	100	100

Source: Data Processed*, 2020*

Table 3 describes using income level of most respondents was at the level of Rp. 500.000 - Rp. 1.440.000 as many as 31 people with a percentage of 31% followed by Rp. 2.382.000 - Rp. 3.322.000 for 30 people with a percentage of 31%. Meanwhile, at least the respondent has an income of Rp. 5.205.000 - Rp. 6.145.000 and Rp. 7.087.000 - Rp.8.027.000, each of which is only one person or with a percentage of 1% and no respondent has an income of Rp. 6.146.000 - Rp.7.086.000.

D. Distribution of Respondents by Education Level

Respondents in this study are potential buyers of traditional food who have different levels of education for more details, as shown in Table 4.

Table 4. Distribution of Respondents by Education Level

No	Education Level	Amount	Percentage (%)
1	Primary School	20	20
2	Junior School	21	21
3	Middle School	40	40
4	Diploma	7	7
5	Bachelors	12	12
	Sum	100	100

Source: Data Processed*, 2020*

Table 4 shows the distribution of respondents based on education level. Most respondents studied up to high school as many as 40 people or 40%, followed by junior high school as many as 21 people or 21%. The education level from diploma becomes at least level, that is seven people or with a percentage of 7%.

2. Data Analysis

Data processing was carried out using two analytical tools and with two different purposes. The review was directed by looking for variables that affect people's preferences

in consuming traditional foods using logistic regression and looking for traditional food demand models with AIDS analysis (*Almost Ideal Demand System).*

Logistic regression is a regression analysis method that associates the independent variable (free) with the reliant variable (bound) in a clear-cut structure. The information utilized in this review is non-parametric in the reliant variable and a combination of non-parametric and ceaseless free factors (Ghozali, 2011).

Table 5. Logistic Regression

Variable	Wald	P-value	Exponential (B)
Constant	14.56	0.00	-
Price	13.42	0.00	5.050
Income	1.36	0.24	1.000
Education	0.099	0.75	0.945
Taste	14.65	0.00	8.746
Promotion	6.73	0.00	10.397

Source: Data Processed*, 2020*

a. Odds Ratio

The odds ratio of the price is 5.050, implying if the price increases, the people's preference for traditional food will increase by 5.050 times. *Odds ratio* income of 1.000 means that if the income increases, the people's preference against traditional foods increases 1.000 times. *Odds ratio* education of 0.945 means that people's preference for traditional food will be 0.945 times if education increases. *Odds ratio* a taste of 8.746 means a good taste increases the probability of people's preference for traditional food 8.746 times. O*dds ratio* promotion of 10.397 means that if the promotion increases, people's preference for traditional food increase 10.397 times.

b. Wald test

The income variable has a sig value of 0.243, more significant than 0.05, so the hypothesis was rejected; for this situation, income does not partially have a significant effect on people's preferences for traditional food. The price variable has a sig value of 0.000, less than 0.05, so the hypothesis is accepted; for this situation, the price partially affects people's preferences for traditional food. The taste variable has a significance value of 0.000, less than 0.05, so the hypothesis is accepted; for this situation, the taste partially affects people's preferences for traditional food. The promotion has a sig value of 0.009, less than 0.05, so the hypothesis is accepted; for this situation, the promotion partially affects people's preferences for traditional food. The education variable has a sig value of 0.754, more significant than 0.05, so the hypothesis was rejected; for this situation, education has no partially significant effect on people's preferences for traditional food.

c. Model Feasibility Test (*goodness of fit)*

Table 6 . *Goodness of Fit*

Hosmer & Lemeshow Test	
Chi-square	**P-value**
1.332	0.995

Source: Data processed, 2020

The goodness of Fit test results through the analysis of the Hosmer and Lemeshow Test. They relied upon the table, realizing that the Chi-Square value is 1.332 with a significance of 0.995. The significant value is more than 0.05 so that the hypothesis is accepted, implying there is a match between the observed value and the observation data

so that the model is in a state of *fit* and can use for additional analysis.

d. Pseudo R Square

Table 7. Pseudo R2

-2 Log likelihood	Cox & Snell R2	Nagelkerke R2
49.290	0.500	0.720

Source: Data processed in 2020

The Nagelkerke R Square value is 0.720. It means that the variables of education, taste, income, promotion and price can explain people's preferences interpret traditional food by 72%, and other variables outside the model explain the remaining 28%.

e. Omnibus Tests

Table 8. *Omnibus Tests*

Omnibus Tests	
Chi-Square	**Sig.**
69,300	,000
69,300	,000
69,300	,000

Source: Data processed in 2020

The Chi-Square value is 69,300 with the Sig. 0.000, the value is less than 0.05, which means that simultaneously the variables of education, taste, income, promotion, and price affect people's preferences for traditional food.

f. Discussion on Consumer Preferences for Traditional Food

1) Incomes

Income does not have a significant effect on the targeted audience preference for traditional food. The results of this analysis are not in line with research (Utami, 2015) which states that income has a significant effect on home purchases. Likewise, Sindy & Linarda's (2013) research states that income significantly affects the target audience's preference for traditional food. The income variable in the study does not affect people's preferences for traditional food because traditional food consumers are consumers of all groups, of all ages, or all income classes (Masni, 2014). High and lower-middle-income consumers are found to consume traditional foods. So that income does not affect the target audience's preference for traditional food.

2) Prices

Price has a significant positive effect on the target audience's preference for traditional Garut food. The results of this analysis are in line with Mahardini and Woyanti (2012) research that prices have a significant positive effect on people's preferences in buying a house because the price difference is not too far from the lowest price with a much better quality of the house, making people inclined to buy a house. At a higher price with better quality. This research also aligns with research (Vu, 2020), which states that prices positively affect rice consumption preferences. This study contrasts with Sentoso's (2019) research that prices significantly negatively affect purchasing crunches salad in Surabaya. Other research conducted by Susilowati and Osmond (2013) also said that price has a significant negative effect on people's preferences for forest-loving food. The cheaper / more affordable the price of traditional food, the higher the target audience's preference for traditional food.

3) Promotions

The promotion has a significant positive effect on the target audience's preference for traditional Garut food. The results of this analysis are in line with the research that promotion Indriasari (2017) has a significant effect on people's preferences for fast food.

The presence of promotion will strengthen and influence people to consume traditional food. Likewise, research Made et al., (2015) states that promotion significantly affects purchasing decisions for an item. In this case, the more people know traditional food based on existing promotions, the more traditional food will be. Promotion in this research is carried out by various interesting methods and ways, such as using social media. Traditional food traders and related agencies mostly carry out the promotion of traditional Garut food. Traditional food is considered the wealth of an area that should be preserved so that promotion is very intensively carried out. Promotion strengthens consumer determination in consuming traditional food. So that promotion has a significant positive effect on the target audience's preference for traditional Garut food.

4) Tastes

The taste of food has a significant positive effect on the target audience's preference for traditional food. The results of this analysis are in line with research conducted by Adiasih and Brahmana (2015) stated that the taste of food has a significant positive effect on the target audience's preference for traditional food. The taste of traditional Garut food considers very well because it has a distinctive and robust taste, so consumers of all walks of life favor it. The taste of traditional Garut food always transforms and develops according to changing times and market demands. The taste of food has a significant positive effect on the target audience's preference for traditional Garut food.

5) Educations

Education does not have a significant effect on the target audience's preference for traditional food. The results of this analysis are not in line with the research conducted by Sindy and Linarda (2013), Whereas education has a positive effect on traditional food, and research conducted by Yusty et al., (2014) states that education has a significant positive effect on the purchase of imported food. The educational variable in this study does not affect because traditional food consumers have various levels of education. Traditional Garut food is popular with all circles, including all levels of education (Adiasih and Brahmana, 2015). So that education in the community does not affect people's preferences for traditional food.

g. The Almost Ideal Demand System (AIDS)

The model uses an almost ideal demand system (AIDS). With entering the variable price of traditional foods with public expenditure on traditional food obtained by the parameter model of the demand estimation for traditional Garut food, shown in Table 9.

Table 9. Estimated demand score for traditional Garut food

Traditional Food	**Estimated demand score for traditional Garut food**				
	Dodol	***Skin Crackers***	***Wajit***	**Rengginang**	**Processed Bananas**
Log_price of *dodol*	15.67319	5.363565	3.774649	-10.42809	-14.38331
Log_price of *skin crackers*	5.363565	-6.428924	-5.38808	8.525997	-2.072558
Log_price of *wajit*	3.77465	-5.3881	1.94281	2.33320	-2.66258
Log_price of *rengginang*	-10.4281	8.52599	2.33321	-9.97583	9.54471
Log_price of *processed bananas*	-14.38331	-2.072558	-2.662581	9.544719	9.57373

Source: Data processed, 2020

The estimated food demand parameters are traditional. The estimated price of traditional food to the share of traditional food expenditure has a significant value at the level above 1%. Demand for traditional *dodol* food is the highest in its price elasticity because *dodol* is a very popular Garut specialty. A positive parameter sign in the equation for the price of traditional food indicates that the price increase will affect traditional food.

As in the estimation of *dodol*, the price of *dodol* and *wajit* increases as the demand for dodol traditional food increases; this is because the staples of the two traditional foods are similar. Judging from the magnitude of the parameters, generally, the value of the price parameter itself is greater than the parameter of the cross-price.

h. Own Price Elasticity

The following is shown in table 10 price elasticities.

Table 10 . Own price elasticity

Traditional Food	Own Price Elasticity	Information
Dodol	0.000118765	Inelastic
Skin Crackers	0.000336588	Inelastic
Wajit	0.000066233	Inelastic
Rengginang	0.0000624292	Inelastic
Processed Bananas	0.0000881988	Inelastic

Source: Data processed, 2020

The price elasticity itself shows a positive number and is less than 1. This finding is contrary to the law of demand that a price increase will reduce the quantity demanded. Price changes do not affect the number of traditional foods requested. In this study, traditional food has its inelastic price elasticity, which means that price changes have a more negligible effect on-demand changes. Traditional food is not merely the goal of daily consumption but also the fulfillment of consumption desires, based on people's desire to consume traditional food, price changes have less impact on the demand for traditional food.

i. Cross Price Elasticity

The following is a Table of 11 cross-price elasticities.

Table 11 . Cross Price Elasticity

Traditional Food	*Dodol*	*Skin Crackers*	*Wajit*	Rengginang	Processed Bananas
Dodol	-	-.068	.044	-.069	.093
Skin Crackers	-.068	-	.065	.150	.009
Wajit	.044	.065	-	.092	-.083
Rengginang	-.069	.150	.092	-	-.029
Processed Bananas	.093	.009	-.083	.029	-

Source: Data processed, 2020

Based on Table 11, the value of cross elasticity varies considerably, and in general, the cross elasticity value is less than 0.1. Apart from that, there were no elastic cross commodities found. Of the 30 values of cross elasticity formed, generally havee a positive sign because the traditional foods that are traded are in the same commodity so that consumers have the choice to determine the traditional food that they want to consume or replace one another (substitution) (Putri and Sukadana, 2019).

j. Discussion of Traditional Food Demand

Traditional food requests are not affected by price transformation. This research is in line with previous research, that the demand for cigarettes and chicken did not influence by price changes and is positively inelastic (Putri and Sukadana, 2019). Another research conducted by Suparyana (2017) states that the demand for processed bananas is inelastic. Price changes affect consumers in choosing the consumption of these commodities. This study is not in line with research (Vu, 2020) that negatively affects price elasticity. This study

shows that demand functions in urban, rural, and cross-regions have different income groups; this indicates that food policy targets must be formulated based on targeted food demand patterns within their groups. Research from also said that the price elasticity itself was negative. Oil, Staple food, and other food items are necessary, while meat and fish, vegetables, dairy products, and tobacco and alcohol goods are luxury goods (Pangaribowo and Daniel, 2011).

Consumers consider that consuming these traditional foods can fulfill consumption desires and satisfaction. Apart from the relatively high prices, consumers will continue to consume traditional foods because of their desire and satisfaction with consumption. In this study, the price elasticity itself is inelastic because changes in demand do not affect price changes; this is because traditional foods are complementary foods and special foods so that consumers who consume them have different goals. The cross-price elasticity in this study has positive and negative values. A positive value means that the price of traditional food with the demand for other traditional foods influences the similarity of production materials.

In contrast, some traditional food has a negative effect, meaning that it does not affect the price of one traditional food with the demand for other traditional food. So that changes in traditional food prices do not affect changes in consumer demand. This condition is because traditional food is consumed based on desire, satisfies consumption, and does not use daily.

CONCLUSIONS

Based on logistic regression, taste, promotion, and price influence an individual's preference for traditional food, while income and education do not affect traditional food preference. The highest demand for traditional food is dodol. As an iconic food, dodol is still favored by all types of consumers. Traditional food in this study is inelastic, in that price changes do not affect the demand for traditional food. The cross elasticity in this demand model is generally a positive sign, which indicates that traditional foods have a substitution relationship or replace one another.

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