



Poppy Arsil &lt;poppy74arsil@gmail.com&gt;

## Submission of revised paper no. JBRMR-2018-1036

6 messages

Poppy Arsil <poppy74arsil@gmail.com>  
To: justin@abrmr.com

Thu, May 10, 2018 at 7:19 AM

Dear Justin Smith,





Thank you for your e-mail dated 26 April 2018 enclosing the reviewer comments. We have carefully revised and proofread the manuscript by a native English speaker. Our responses are given in point-by point attached in this e-mail. You can track the changes and substantive changes made are also highlighted in yellow. We attached: 1) the main manuscript, 2) author responses to Reviewer, 3) authors declaration form, and 4) final publication instruction form.

We hope the revised revision is now suitable for publication. We are looking 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

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### 4 attachments

-  Local food preference\_final R1.doc  
1546K
-  Final publication instruction form\_Poppy Arsil.pdf  
2442K
-  Authors responses\_JBRMR-final R1.docx  
40K
-  Authors declaration form\_Poppy Arsil.pdf  
1375K

justin <justin@abrmr.com>  
To: Poppy Arsil <poppy74arsil@gmail.com>

Dear Prof. Arsil

Ref: JBRMR-2018-1036

Thank you for your revised submission. However, we will not be able to accept the revised paper as it stands. Could you please send the original word numbering before the each sentence. We need plain corrected document

Best regards


*Justin Smith*  
Journal Operation Team  
Academy of Business and Retail Management (ABRM)

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**Poppy Arsil** <poppy74arsil@gmail.com>  
To: justin <justin@abrmr.com>

Fri, May 11, 2018 at 5:06 AM

Dear Justin Smith,

we apologize for providing an incorrectly formatted manuscript. I follow the suggestion to use track changes as mentioned in the summary of the reviewers comments. Please find our plan document together with author's responses to reviewer. Please contact me if there any further requirements.


Thank you.


Yours sincerely,  
Dr. Poppy Arsil  
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Jenderal Soedirman University  
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**2 attachments**

 **Local food preference\_final R2.doc**  
1546K

 **Authors responses\_JBRMR-final R1.docx**  
97K

**justin** <justin@abrmr.com>  
To: Poppy Arsil <poppy74arsil@gmail.com>

Fri, May 11, 2018 at 2:26 PM

Dear Professor Arsil

Ref: JBRMR-2018-1036

Thank you very much for your revised submission along with completed publication form. I will now send your paper to one of our review Editors who will evaluate your paper against the comments made by initial reviewers. I will be in touch with you within next 10-12 working days. If review outcome is satisfactory, we will send you an email confirmation and a certificate of publication which will also indicate the schedule date of publication. We have already sent the payment confirmation. Your paper is now scheduled to publish in Vol. 13 Issue 2 January 2019 subject to satisfactory final review outcome

Should you have any questions at this stage please do not hesitate to contact us. We shall be pleased to assist you

have a nice day

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**Poppy Arsil** <poppy74arsil@gmail.com>  
To: astin atsna <astin.atsna@gmail.com>

Tue, May 15, 2018 at 3:06 PM


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**2 attachments**

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97K

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**Poppy Arsil** <poppy74arsil@gmail.com>  
To: gon ride <paangcolay5@gmail.com>

Tue, Sep 4, 2018 at 9:59 AM


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Poppy Arsil &lt;poppy74arsil@gmail.com&gt;

**JBRMR-2018-1036 Draft production copy**

2 messages

justin@abrmr.com &lt;justin@abrmr.com&gt;

Mon, Nov 19, 2018 at 10:36 PM

Reply-To: justin@abrmr.com

To: poppy74arsil@gmail.com

Cc: poppy.arsil@unsoed.ac.id, markbrin@chariot.net.au, edysularso@gmail.com,

altri.unsoed@gmail.com

Dear Poppy Arsil

Ref: JBRMR-2018-1036

**Deadline: By 31st November 2018**

I trust that you are keeping well. We are now at the final stage of the production of Vol. 13 Issue 2 December 2018 which is scheduled to publish in December 2018. Please find attached production copy of your paper for you to proof read. Please go through the paper and correct accordingly by using word document. Once your proofread is complete please send the same document to me by 31st November 2018. Online publication will be available by mid December and you will receive a notification from us. Please note the following in relation to the proofread:

1. It is important that you do the through editing and proofreading as this will be the final version and no further editing will be done. Spell and grammar checked must be done thoroughly, if necessary please use a native speaker to make sure the manuscript is edited and it is easy to read.
2. Check carefully the list of references as there may be amalgamation of words and used of non-roman letters
3. all references mentioned in the reference list are cited appropriately in the text, and vice versa
4. **Cite sources written in different language:** Please remove any local references. JBRMR accept only reference in English. Alternatively, Use both original title and a translated title. We suggest use the English translation first and original source in brackets
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8. I am writing to inform you that it is our intention to list the following details to accompany your paper: Name of the corresponding author, email of the corresponding author

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I look forward to receiving your final proofread version by the due date.

Should you have any questions please do not hesitate to contact us. We shall be pleased to assist you

Best regards

## Justin Smith

Journal Operation Manager

Academy of Business and Retail Management (ABRM)

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### 2 attachments

 **PAPER-16-JBRMR-2018-1036.doc**  
1561K

 **PAPER-16-JBRMR-2018-1036.pdf**  
793K

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**Poppy Arsil** <[poppy74arsil@gmail.com](mailto:poppy74arsil@gmail.com)>  
To: justin <[justin@abrmmr.com](mailto:justin@abrmmr.com)>

Sat, Dec 1, 2018 at 9:18 AM

Dear Justin Smith,

I hope this e-mail finds you well. We are very pleased to hear that our manuscript will be published. Please find attached word document of final proof that should be sent on 31st Nov (or 1st Dec?). The manuscripts has been proofread by a native English speaker. We have checked the references carefully and follow the guidelines for sources written in different language. I look forward to hearing from you soon.

Yours sincerely,  
Dr. Poppy Arsil  
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Dr. Soeparno St, Karangwangkal

3/25/2019

Gmail - JBRMR-2018-1036 Draft production copy

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**PAPER-16-JBRMR-2018-1036 final proof.doc**  
1566K

## REVISION RESPONSE - ID JBRMR-2018-1036

Dear editor,

We would like to thank you and Reviewer #1 for the valuable comments and suggestions and for the opportunity to revise the manuscript. Please find enclosed a revision of our manuscript entitle “Determinants of consumers’ preferences for local food: A comparison study from urban and rural areas in Indonesia”.

We addressed the reviewer’s comments and suggestions point-by-point as below:

### **Reviewer comments:**

The manuscript was an interesting one to read. It was easier to understand and follow throughout the manuscript what the author intend to achieve. The paper will add value to the food Industry. The paper contribute to the field of consumer behaviour, and marketing. The literature section was thoroughly discussed –including consumer preferences towards local food. In terms of the results the revirewer is delighted because the author managed to support the named latent factors from the urban and rural perspective with literature or by emprical findings from works of other scholars or researchers. The conclusion and recommendations are discussed satisfactorily

### **Author’s response:**

We are very pleased to hear that publication of our manuscript has been recommended.

We greatly appreciate the efforts of all involved to provide advice to improve the paper and the opportunity to revise it. The comments of the Reviewer have been taken on board and we have made several improvements to our revised paper and responded systematically to their comments below. We wish to thank to the Reviewer for their constructive suggestion which all helped to materially improve the quality of our revised paper. All changes are highlighted in yellow.

### **Reviewer #1**

Recommendation: Minor Revision

### **Comments:**

1. Abstract: Although good background information. But it requires to add more findings, implications as well as limitations and also need to use more formal academic terms

### **Author’s response:**

Thank you. More information regarding the findings, implications and limitations have been added. The manuscript has been proofread by a native English speaker (p. 2 lines 14-20).

### **Revised abstract**

Spatial factors (rural and urban) might influence consumer preferences

towards local food. The study explores and compares consumer preferences for local food in the urban and rural context. Face to face interviews were conducted in urban and rural locations on Java island, Indonesia. Six hundred respondents were interviewed using a structural questionnaire. Factor analysis was applied to group consumers based on their preferences. Although consumer demographics differ, the results show that factors influencing consumers' preferences seem to be similar in term of "food quality", "support for local food", "availability", "promotion", "tradition", and "packaging". "Food safety" also influences preferences for local food in urban area. Though the paths by which the groups arrive at these motivators differ, the factors influencing consumer preference for local food are remarkably homogenous regardless of location. This results provide important implication for developing marketing strategies for local food linking urban and rural areas. Marketing can be enhanced through advertising, and increasing consumer awareness and knowledge. This can be accomplished through mass media, formal and informal education as well as traditional events. This study has limitation in term of only one rural and urban areas were surveyed. Thus, these findings can not be generalised for Indonesia as a whole. This paper's unique contribution is to explore and compare consumer preference for local food in urban and rural Indonesia.

2. The authors should include the Eigen values on the botton of table 2 and 3 (The 6 factor rotated structure tables).

**Author's response:**

Thank you. We have now added the eigenvalues at Table 2 and 3.

3. To beautify the paper the authors can include two scree plots of eigenvalues for both urban and rural. Maziriri (2016:83) describes a scree plot as a plot of the eigenvalues against the number of factors in order of extraction or a point at which the scree begins to have a distinct break. Reference: Maziriri, E. T. (2016). *The influence of perceived social risk and buying behaviour on apparel store choice decision among generation Y female students within the Sedibeng district*(Doctoral dissertation). *Google scholar*.

**Author's response:**

Thank you for the suggestion. We have already added the information regarding the scree plot of eigenvalues (p.9 lines 7-10 and Figure 1 and 2).

4. In addition it is is imperative for the author to clearly elucidate the sampling technique which was utilise. Since it is a quantitative study what type of probability sampling method was utilised. The sample frame should also be clearly elaborated.



**Author's response:**

We agree with the reviewer. The sampling frame has been elaborated (p. 7 lines 14-18).

**Revised sentences**

Data was collected between April and June 2017. Six trained interviewers approached consumers in urban (Yogyakarta) and rural (Banyumas) areas. Respondents were selected using multistage sampling. Two of the most densely populated subdistrict were selected and two villages were chosen for each selected subdistrict Three neighbourhood areas were selected based on population density and respondents were approached systematically starting from the first to the 5<sup>th</sup> element on the list. They were asked whether they were a “food decider” their household and whether they had purchased local food in the past week. The sample was selected from those above 17 years old since we wished to be certain that they had acquired appropriate consumer knowledge. A total of 600 respondents were interviewed. The response rate was 92 percent.

5. The study should acknowledged the limitations.

**Author's response:**

Thank you. We have already presented the limitation of the research in the conclusions section since the initial manuscript.

6. There is an issue with overly lengthy sentences. Precision and clarity is invariably helped by sentences being succinct.

**Author's response:**

Thank you. The manuscript has been corrected and proofread.

8. Editing & proofreading: The entire paper needs to be seriously edited and to observe grammar and mechanics of the English language and improve the quality to make it readable. The revised version should be proof-read thoroughly if necessary by a native English speaker.

**Author's response:**

Thank you. The manuscript has been corrected as such and proofread by a native English speaker.