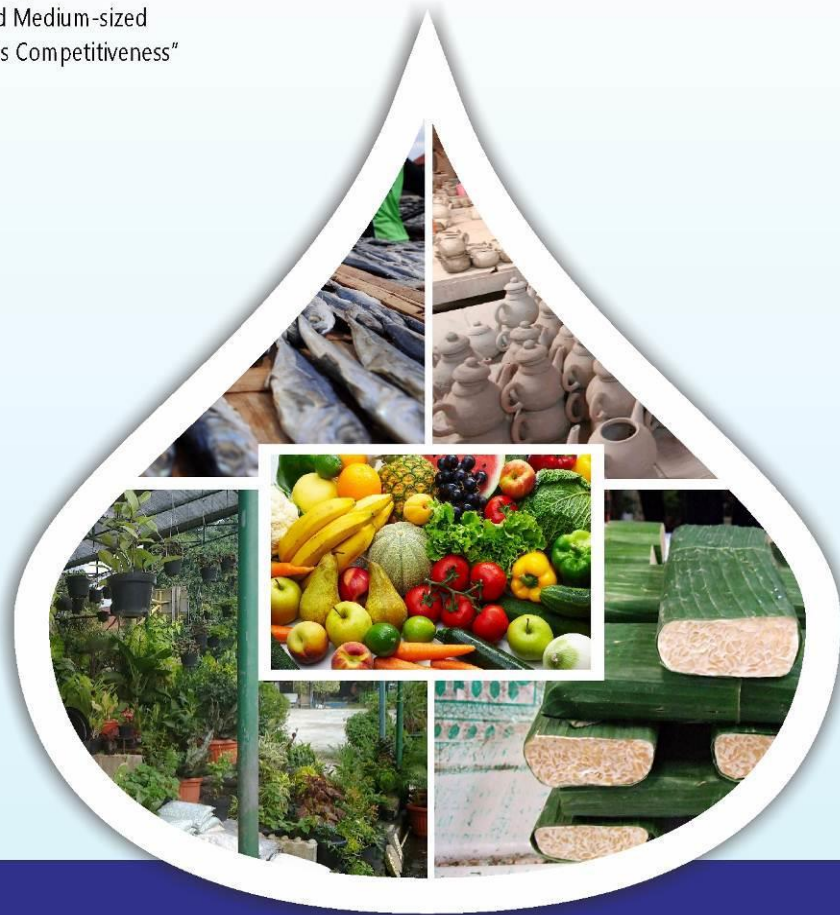




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"Small and Medium-sized
Enterprises Competitiveness"

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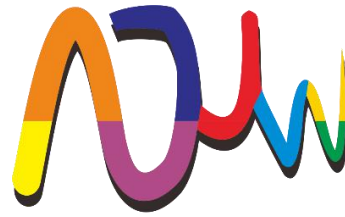
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AGRIBUSINESS
DEVELOPMENT FOR
HUMAN WELFARE

*“Small and Medium-sized
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Agribusiness Development
for Human Welfare

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EDITOR FOREWORD

The economic integrations by ASEAN certainly have given a major influence on Small and Medium-sized Enterprises (SMEs). Beside economic integration in the form of free trade area (FTA) that has been going on since the early 2000s, economic integration in the form of ASEAN Economic Community (AEC) has been ongoing since the beginning of 2016. Through this integration, SMEs have opportunity to expand access to markets, technology, and capital. But at the same time SMEs are required to improve their competitiveness in order to survive in the market.

In order to explore ideas, concept, and innovations related to the competitiveness of SMEs, International Conference on Agribusiness Development for Human Welfare (ADHW 2016) was held in Yogyakarta on May 14, 2016. The conference organized by Department of Agribusiness Universitas Muhammadiyah Yogyakarta, in collaboration with Department of Agribusiness and Information System Universiti Putra Malaysia, Department of Agro-Industrial Technology Kasetsart University, Department of Agriculture Socio-Economics Universitas Gadjah Mada, Department of Agriculture Socio-Economics of Universitas Brawijaya, Indonesian Society of Agriculture Economics, Agribusiness Association of Indonesia. Hopefully proceedings of ADHW 2016 provide stimulus for increasing competitiveness of SMEs in ASEAN, especially in Indonesia.

Furthermore, we are grateful to Allah, the Sustainer of all word, who always makes it easy for our affairs. We would like to acknowledge with thanks to all the institution and individual who joined with resources and efforts in organizing the conference that resulted in the papers which are published in this proceeding. Special thanks to all authors and discussants who contributed with their intellectual capital and responded to our call papers. Thanks and acknowledgment are also due to all reviewers of the conference who helped in evaluating submitted papers; and to the members of the Organization Committee, who ensured smooth execution of the event.

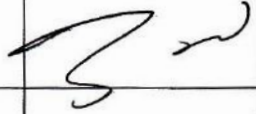
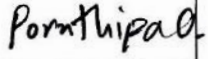


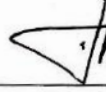

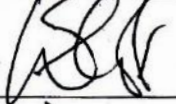
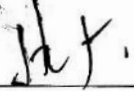
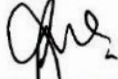

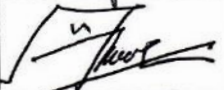
May 30, 2016

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PREFACE

Assalaamualaikum, Warahmatullaahi., Wabarakaatuh.
Dear Honorable Governor of Yogyakarta Special Province
Dear respectable Prof. Dr. Zainal Abidin Mohamed
Dear respectable Asist. Prof. Pornthipa Ongkunaruk
Dear respectable Rector of UMY Prof. Dr. Bambang Cipto, MA.
Dear all invited Guests, Speakers, and Participants of International seminar of ADHW 2016.

Alhamdulillah, all praise be to the Almighty God, so that we can be gathering here today at Muhammadiyah University of Yogyakarta in order to attend the Conference on Agribusiness Development for Human Welfare (ADHW) 2016.

Ladies and Gentlemen,

On behalf of the committee, I would like to say welcome to this International Conference on ADHW 2016 and thank you for attending our invitation.

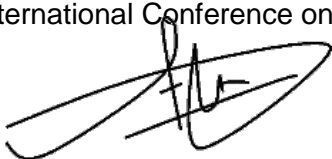
Especially, we are grateful to invited speakers, Prof. Zainal Abidin Mohamed and Asist. Prof. Pornthipa Ongkunaruk, for their willingness to share information and thoughts in this conference. As a bit report, that this conference has been attended by 85 speakers coming from five countries.

This conference entitled "Small and Medium-sized Enterprise Competitiveness". ASEAN Economic Community is the largest economic integration that is going to be implemented at the beginning of 2016 (December 31, 2015). Through this integration, SMEs will have opportunity to expand access to markets, technology, and capital. But at the same time SMEs are required to improve their competitiveness in order to survive in the market. We expect that this seminar is capable of producing thoughts building SMEs within ASEAN, especially Indonesia, to face the free trade.

This event can be done by support and efforts from all sides. Therefore, I would like to say thank you to all committee members having worked hard to conduct this event. We, as the organizer committee, do apologize when there is a shortage in conducting this event.

Wassalamualaikum, Warahmatullaahi., Wabarakaatuh.

Chairman
International Conference on ADHW 2016



Dr. Aris Slamet Widodo, SP., MSc.

WORDS OF WELCOME

Assalamu'alaikum warahmatullahi wabarakatuh

Alhamdulillah, all praise be to Allah SWT, who has given us His blessings so that this International Seminar of Agribusiness Development for Human Welfare (ADHW) 2016 entitled "Small and Medium-sized Enterprises Competitiveness" can be conducted. This International Conference is held in cooperation among Agribusiness Study Program of Muhammadiyah University of Yogyakarta with Putra University of Malaysia (UPM), Kasetsart University (KU), Association of Indonesian Agricultural Economy (PERHEPI), and Agribusiness Association of Indonesia (AAI), Universitas Gadjah Mada (UGM) and Universitas Brawijaya (UB).

Countries of ASEAN members like Indonesia, Malaysia, and Thailand have more than 90% Small and Medium-sized Enterprises (SMEs). In general, SMEs play important role in economic developments such as in terms of employment, added value, improve foreign exchange, and economic growth. For Indonesia, the role of SMEs is limited to employment and added value, while the foreign exchange from SMEs is still low. According to the General Director of SMEs of Industrial Ministry, in 2013 the total SMEs being able to pass through export market is just under 5 percent. For that required many breakthrough and innovation so that the role of SMEs becomes real economic development, especially in Indonesia, and generally in ASEAN countries.

On behalf of Agribusiness Department of Universitas Muhammadiyah Yogyakarta, we would like to express our gratitude Putra University of Malaysia (UPM), Kasetsart University (KU), Association of Indonesian Agricultural Economy (PERHEPI), Agribusiness Association of Indonesia (AAI), Universitas Gadjah Mada (UGM) and Universitas Brawijaya (UB) for all supports, sponsors, and all committee members having worked so hard that this International Conference can be conducted.

Hopefully, these synergies coming from various parties can provide contribution for developing SMEs in Indonesia and other ASEAN countries as well.

Wassalamu'alaikum warahmatullahi wabarakatuh

Head of Agribusiness Department
Universitas Muhammadiyah Yogyakarta



Ir. Eni Istiyanti, MP.



Gubernur

Daerah Istimewa Yogyakarta

Sambutan

KONFERENSI INTERNASIONAL

“AGRIBUSINESS DEVELOPMENT FOR HUMAN WELFARE”

Yogyakarta, 14 Mei 2016

Assalamu'alaikum Wr. Wb.

Salam sejahtera untuk kita semua.

Yang Saya hormati :

- Rektor Universitas Muhammadiyah Yogyakarta;
- Para Narasumber;
- Hadirin dan Para Peserta yang berbahagia,

Puji dan syukur marilah kita panjatkan kehadirat Allah SWT karena hanya atas limpahan rahmat serta karunia-Nya, kita dapat hadir pada kesempatan acara **Konferensi Internasional “Agribusiness Development For Human Welfare”** ini dalam keadaan sehat wal’afiat.

Pada kesempatan kali ini, secara ringkas Saya akan menyampaikan mengenai industri kecil menengah nasional yang menjadi tema pada pembukaan Seminar Internasional “Agribusiness Development For Human Welfare” ini.

Hadirin dan Saudara-saudara sekalian yang Saya hormati,

Berdasarkan data BPS, pertumbuhan industri pengolahan nonmigas pada tahun 2015 secara kumulatif sebesar 5,04%; lebih tinggi dari pertumbuhan ekonomi (PDB) pada periode yang sama sebesar 4,79%. Pada periode Januari-Desember 2015, nilai ekspor produk industri pengolahan nonmigas mencapai USD 106,63 Milyar, dan nilai impor mencapai USD 108,95 milyar, sehingga neraca perdagangan industri pengolahan nonmigas pada periode yang sama sebesar USD 2,32 milyar (neraca defisit).

Usaha pemerintah untuk memperkecil defisit di atas, salah satunya dengan cara memberdayakan Industri Kecil dan Menengah (IKM) yang merupakan bagian penting dalam perkembangan industri nasional. Sampai saat ini, Industri Kecil dan Menengah

telah berkontribusi sebesar 34,82% terhadap pertumbuhan industri pengolahan nonmigas secara keseluruhan.

Angka ini dapat tercapai karena dukungan lebih kurang 3,6 juta unit usaha, yang merupakan 90 persen dari total unit usaha insutri nasional. Jumlah unit usaha tersebut telah mampu menyerap tenaga kerja sebesar 8,7 juta orang, yang tentunya berdampak pada meningkatnya ekonomi nasional serta mengurangi kemiskinan.

Industri Kecil dan Menengah (IKM) memiliki peran yang strategis dalam perekonomian nasional. Hal ini sejalan dengan Visi Pemerintah dalam Rencana Pembangunan Nasional Jangka Menengah (RPJMN) 2015-2019 yaitu *“Terwujudnya Indonesia yang berdaulat, mandiri, dan berkepribadian berlandaskan gotong royong”*.

Untuk lebih meningkatkan peran tersebut, Penumbuhan dan Pengembangan Industri Kecil dan Menengah diarahkan untuk memiliki tujuan jangka menengah guna mewujudkan industri kecil dan industri menengah yang berdaya saing, berperan signifikan dalam penguatan struktur industri nasional, pengentasan kemiskinan dan perluasan kesempatan kerja, serta menghasilkan barang dan/atau jasa Industri untuk keperluan ekspor.

Hadirin dan Saudara-saudara sekalian,

Awal tahun ini, kita telah memasuki era Masyarakat Ekonomi ASEAN (MEA). Dengan demikian, perekonomian nasional akan langsung bersaing dengan para pelaku pasar di kawasan ASEAN. Produk dan jasa termasuk investasi negara-negara anggota telas bebas memasuki pasar di kawasan ASEAN.

Dalam rangka menghadapi hal tersebut, Pemerintah mengambil langkah-langkah strategis berupa peningkatan daya saing industri dan mendorong investasi di sektor industri; di mana peningkatan daya saing industri itu sendiri dilakukan melalui penguatan struktur industri dengan melengkapi struktur industri yang masih kosong serta menyiapkan strategi ofensif dan defensif dalam akses pasar.

Pemerintah telah melakukan Penguatan Sektor IKM dengan strategi ofensif dan defensifnya melalui beberapa program pelaksanaan, diantaranya antara lain: Penumbuhan Wirausaha Baru; Pengembangan IKM melalui Pengembangan Produk IKM serta Peningkatan Kemampuan Sentra dan UPT; Pemberian Bantuan Mesin dan Peralatan Produksi; Perluasan Akses Pasar melalui Promosi dan Pameran; Fasilitasi Pendaftaran Hak Kekayaan Intelektual; Fasilitasi Sertifikasi Mutu Produk dan Kemasan; serta Fasilitasi Pembiayaan melalui Skema Kredit Usaha Rakyat (KUR).

Saya berharap agar berbagai program-program pemerintah tersebut dapat didukung secara sinergis oleh seluruh komponen masyarakat. Untuk itu, Saya berpesan kepada Saudara-saudara sekalian agar semua program pemerintah dalam bidang

Industri, khususnya dalam program pemberdayaan Industri Kecil dan Menengah, didukung dengan sepenuh hati, agar dapat lebih bermanfaat bagi masyarakat dalam rangka pengembangan industri kecil menengah.

Hadirin dan Saudara-saudara sekalian yang Saya hormati,

Demikian beberapa hal yang dapat Saya sampaikan. Akhirnya dengan memohon ridho Allah Subhanahu Wata'ala, seraya mengucap "*Bismilahirrahmanirrahim*", **Konferensi Internasional "Agribusiness Development For Human Welfare"** dengan ini secara resmi Saya nyatakan dibuka. Semoga Allah SWT memberikan petunjuk, bimbingan, perlindungan dan kemudahan dalam setiap langkah dan upaya kita. Amien.

Sekian dan terima kasih.

Wassalamu'alaikum Wr. Wb.

Yogyakarta, 14 Mei 2016
GUBERNUR
DAERAH ISTIMEWA YOGYAKARTA



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ANALISYS OF FACTOR THAT INFLUENCE THE DEMAND FOR ORGANIC VEGETABLES IN MEDAN

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Abstract

Organic vegetables as one of the products that produced from environmentally agriculture and to get closer to the concept of nature, so as to guarantee better quality compared to ordinary vegetables. This raises the main attraction for a certain class of consumers that then change the pattern of consumption of vegetables from the vegetable cultivated anorganic to organic vegetables. However, the potential of agricultural land used for organic vegetable production is still minimal which is classified at 100-200 m² only, while for non organic vegetables >200 m². This has resulted in the price of organic vegetables became more expensive, because the land is getting so narrow that the production is also limited when every year demand of organic vegetable growing. From that case, it needs to review the factors affecting demand any kind of organic vegetables in Medan city as research regarding consumer preferences such as factor price ratio between organic and non organic vegetables, family income, educational level of the respondent, the respondent's age on demand organic vegetables in Medan city. The analysis is Factor Analysis, Data Analysis Techniques with Multiply Regression. Hopefully this research is able to determine the factors that influence the demand for vegetables in the city field results of this study hopefully will be able to provide input to stakeholders wisdom in taking decisions related to the regulation of organic vegetables, especially in Medan city and for academics.

The analysis showed: there are three variables that significantly, it's variable price ratio of organic vegetables with non organic, family income, and the age of the respondent, and there are one variables that no significant it is educational level of respondents.

Keywords : Organic vegetables, price ratio, income, age

INTRODUCTION

Agrifood as one of the basic human needs is one topic that is always progressing in accordance with the changing paradigm of society. Society's growing level of education are increasingly demanding market to continuously improve agricultural products are thrown into the market, in order to meet the standards of their lifestyle that is growing in accordance with the development of the understanding that they get. Lifestyle so this has been institutionalized internationally realized through regulation of global trade, which requires assurance that the agricultural products consumed must have the attribute is safe to eat (food safety attributes), has a high nutrient content (nutritional attributes) and environmentally

friendly (ecolabelling attributes). the development of demand for organic agricultural products each year tend to increase. domestic demand growth of 600 percent compared with the previous year. This request is equivalent to 5-6 million USD or approximately 45-56 billion rupiah. Organic lifestyle trends have been seen in the consumption pattern can be seen with the availability of organic products in the form of processed ingredients and prepared foods with the opening of supermarkets, hypermarkets and specialty restaurants organic food. Dimitri and Greene (2002) explains that the increase in consumer interest towards organic food and agricultural products is spurred by increasing consumer awareness of the lifestyle. This is evidenced a few studies that have been done in America by the Food Marketing

Institute, The Hartman Group and The Walnut. In 2001, survey will be undertaken by the Food Marketing The Institution te known that 37 percent of consumers said the reason to consume organic food is untu k maintain health. Besides consumer survey conducted The Har tman Group in 2000 suggested that 66 percent of consumers buy organic food for reasons that organic food is more nutritious and health reasons. Likewise, a

survey done by The Walnut Acres consumers believe that organic food is better and healthier than non-organic food. In the city of Medan organic vegetables has become the new belle of the modern market., Although the price is still relatively expensive, or 20% above the price of vegetables nonorganik.Di Supermarket Brastagi for example, organic vegetables on average sold at a price of Rp 17,000 to Rp 70,000 per kg.

Table 1. List Price Some Organic Vegetable Based on observations in Medan

Kinds of Vegetables	Price (Rp)
Kangkung Organik /plastik 250 gram	5.625
Bayam Merah Organik /plastik 250 gram	5.625
Kubis Organik/ wraping 1 kg	17.750
Tomat Organic/ tray + wraping 1 kg	22.000
Jagung organic/wraping 1 kg	24.688
Wortel organik /plastik 500 gram	9.750
Sawi putih Organic/wraping 1kg	23.100
Selada keriting Organic /plastik 250 gram	6.188
Pakcoy Giga Organic / plastik 250 gram	6.000
Kembang kol Organik/wraping 1 kg	30.625
Jamur Shitake Bionicfarm 1 kg	74.400

Some types of organic vegetables provided include kale, spinach green, red spinach, cabbage, tomatoes, corn, carrots, cabbage, lettuce, and pakchoy. Berdasarkan information obtained from the Agency for Agricultural Research and development, consumer demand for organic vegetables in Kotaini continues an increase of 20% every year since it was first marketed in 2009 (Anonymous, 2011).

Although it is expensive in the city of Medan, this vegetable is still hunted by people as consumers because consume these vegetables with the purpose of health and taste better than non-organic vegetables. But that is an obstacle for consumers is the price is relatively expensive at nearly three times the price of non-organic vegetables, so consumers should consider daily expenses. From the consumer must set frequency will purchase organic vegetables is in accordance with their needs.

The main problem of the development of organic vegetable commodities into a large market opportunity for farmers even unknown is

not yet integrated variety, quality, continuity of supply and the quantity corresponding to the dynamics of market demand and customer preferences. To address these issues, organic vegetables agribusiness development needs to be done one approaches one of them is the attention of the consumer preference for a demand arises from the consumer side. From the foregoing it is necessary to examine what factors wrote that influence purchasing organic vegetables in the city of Medan as research on consumer preferences it is necessary to further study the factors that influence the demand (demand) organic vegetables in the city of Medan as factor price ratio between organic and non organic vegetables, household income, education level of the respondent, the respondent's age on demand organic vegetables in the city of Medan.

METHOD

Site Selection Method

The research location determined by purposive, it's meaning that the study area chosen deliberately by researchers.

The research area is set in the city of Medan specified deliberately in supermarkets that sell organic vegetables. Supermarket selected were Berastagi Gatot Subroto, Carefour Supermarkets, Supermarkets Brastagi Mangkubumi, Kampung Organic housed in the Environment IV Kelurahan Terjun, Kecamatan Medan Marelan and traditional markets.

Method Of Collecting Data

Methods of data collection in this research is to conduct the interview (questions) which collects data on consumers of vegetable Organic of the study sites, namely consumer characteristics such as age, income, number of dependents, the composition of the members of the family, education, experience and various points assessment of the scores given. Daftar question (questionnaire) were asked directly to consumers selected as respondents in the study sites.

Data Analysis Method

The analysis model is to measure or analyze whether the factor price ratio, income, education, age, the number of dependents to consumer demand for organic vegetables in the city of Medan. The analysis model is a linear regression with a formulation as follows:

$$Y = \alpha + a_1X_1 + a_2X_2 + a_3X_3 + a_4X_4 + a_5X_5 + e$$

..... 1)

where :

Y = Permintaan Sayur Organik

α = intercept

a_1, a_2, a_3, a_4, a_5 = Koefisien Regresi

X_1 = Rasio harga

X_2 = Pendapatan keluarga (Rp/Bulan)

X_3 = Tingkat Pendidikan Responden (Tahun)

X_4 = Umur (Tahun)

X_5 = Jumlah

Tanggung (Orang)

Test Overall

Simultaneous test is used to look at the influence of independent variables on the dependent variable overall. The independent variables as a whole is said to have the significant influence on the dependent variable when the value of P-Value (Sig) is smaller than the significance level (α). The significance level adopted in this paper is $\alpha = 10\%$. The hypothesis is if the $\text{Sig} > \alpha = 0.1$, H_0 can not be rejected means simultaneously independent variable has no effect on the dependent variable. If the value of $\text{Sig} < \alpha = 0.1$, then reject H_0 , meaning simultaneously independent variables affect the dependent variable.

Partial Test

Partial test used to see whether the independent variables individually have a significant effect on the dependent variable. The independent variables individually said to have the significant influence on the dependent variable when the value of P-Value (Sig) is smaller than the significance level (α). The significance level adopted in this paper is $\alpha = 10\%$. The hypothesis is if the $\text{Sig} > \alpha = 0.1$, H_0 can not be rejected means partially independent variable has no effect on the dependent variable. If the value of $\text{Sig} < \alpha = 0.1$, then reject H_0 , meaning partially independent variables affect the dependent variable.

RESULT AND DISCUSSION

Of the results were statistically by SPSS that the great value of Adjusted R Square of 0.853 or 85.3%, which means that the variation of organic vegetables Demand variable (Y) is able to be explained by variations in the price ratio variable organic and non-organic vegetables (X_1), household income (X_2), education level of respondents (X_3), age (X_4), while the remaining 14.7% is explained by other variables not included in the model.

Regression coefficients

To see the regression coefficient can be seen in the following table:

Regression coefficients**Coefficients^a**

Variabel Bebas	Unstandardized Coefficients		Signifikansi
	B	Std. Error	
(Constant)	-2.227	0.745	0.004
The ratio of the price of organic and non organic vegetables (X1)	0.291	0.086	0.001*
Family income (X2)	2.645E-7	0.000	0.002*
Educational level (X3)	0.051	0.074	0.495
Age of respondents (X4)	0.053	0.016	0.001*

Source: Primary Data (processed), 2016

* Significant at $\alpha = 10\%$

Based on the results in Table, it can be made the regression equation as follows:

$$\hat{Y} = -2227 + 0,291X_1 + 2,645X_2 + 0,051X_3 + 0,053 X_4 \dots\dots\dots 2)$$

Test Simultaneously

From the results of the SPSS statistical calculation that the value of F = 83.636 with a significance value of 0.000. If we compare the value of significance to the alpha (α) of 0.10, the value of Sig < 0.10, can be interpreted that simultaneously variable price ratio of organic vegetables with non-organic (X1), family income (X2), educational level of respondents (X3), age (X4), a significant effect on the variable Organic Vegetable Demand (Y).

Partial test

Based on the results of the data processing, with a significance of 10% ($\alpha = 0.1$) turns from 4 variables tested there are three variables examined significant effect of variable price ratio of organic and non organic vegetables (X1), family income (X2), and the age of the respondent (X4), and there is one variable that does not have a significant effect, namely, the educational level of respondents (X3).

Influence of variable The ratio of price Organic Vegetable With non-organic (X1) to demand for Organic Vegetable (Y)

Judging from the value of the regression coefficient indicates that the variable ratio of price and Non Organic Vegetable Organic (X1) has a positive regression coefficient value 0.291 thus if the ratio of the price of organic and non-organic vegetables increased by 10 times it will raise the demand for organic vegetables by 2.9 times in a week or about 3 times a week. Based on the observation that more respondents make purchases as much as two times a week. If the ratio of prices to rise 10 times then it will increase the purchase of as much as 6 times a week or every day

From the partial test results, the ratio of the price of organic and non organic vegetables (X1) significantly affects the demand for organic vegetables (Y). This indicates that the price is the first thing noticed by the respondent before making a purchase organic vegetables at the sites. Although the price of organic vegetables are more expensive than non-organic vegetable prices led to price ratio is also high, but respondents still buy organic vegetables. This happens at all locations but the most prominent research contained in Carefour Plaza Medan Fair. In Carefour Medan Plaza Fair, price ratio to reach four times the price of vegetable non organic to the four types of organic vegetables are cabbage, spinach, red,

green spinach, and kale with a high ratio of price in these locations the respondents are still buying because the average frequency of the most purchases also contained in Carefour Plaza Medan Fair. Respondents who like this are consumers who have complex buying behavior, according to Susanto a.b in Philip Kotler explains that consumers have a very complex buying behavior involved when a product is expensive, infrequently purchased and have high personal expression. The buyer will go through the process of learning the first, characterized by developing confidence about the product, then the establishment and making purchases with *bijaksana*. Hal selection shows that the more expensive organic vegetables means getting better and gave rise to the frequency of purchase.

Besides the reason why these vegetables will remain high purchase price although the ratio is due to the overall objectives of respondents buying and consuming organic vegetables for health.

Influence of Variable Family Income (X2) to demand for Organic Vegetable (Y)

For the family income variable (X2) has a positive regression coefficient 2.645. This suggests that if the family income increased by Rp. 1 million, it will raise the demand for organic vegetables amounted to 2.645 times a week, or about three times a week. Based on observations, most low income respondents is at 2 million and most tinggi 8 million, if each family income increased 1 million only, the purchase of organic vegetables has increased from 2 times a week can be 3 times a week.

From the partial test results, family income (X2) significantly affects the frequency of purchase organic vegetables (Y). This shows that the higher the income, the respondents more often to buy organic vegetables that will also increase the frequency of purchase. Based on the theory of demand from buyers in terms of revenue, that if the presence of added revenue it will add the ability to buy a lot of products.

Influence of Variable Age of Respondents (X4) to demand for the Organic Vegetable (Y)

For the variable age of respondent (X4) has a positive regression coefficient 0,053. This suggests that the increasing age of the respondents was 10 years will increase the demand for organic vegetables at 0.5 times a week, or an increase of 1 times a week.

From the results of partial testing, respondent age variable (X4) significantly affects the demand for organic vegetables (Y). This is because the age of the respondents was mostly relatively young age or of childbearing age, and some are already old. In purchasing organic vegetables, still fairly young age and productive, the reason for purchasing organic vegetables because they start eating organic vegetables so that they often make a purchase because they want to see what changes have happened to him after consume organic vegetables, so *pemintaannya* also increased. If the relatively old age, purchase organic vegetables for the purpose of health, so that more and more parents often make a purchase organic vegetables, the demand for organic vegetables is also increasing. In addition, all respondents have a lifespan that is quite mature and aware enough to take the decision to consume organic vegetables. According to Mulyadi (2012) in adults buying decisions made after believing that a product has benefits for themselves.

Variables Influence Educational Level Respondents (X3) on Organic Vegetable Demand (Y)

From the test results by using SPSS partial education level of respondents (X3) did not significantly affect demand for organic vegetables (Y). The level of education that is owned by the respondents from High School to Graduate (S-2) but it is dominated by 52% is the level High School. However, knowledge about organic vegetable by each respondent about the advantages and benefits of organic vegetables are all

pretty much the same but not the same in terms of frequency of purchase because it is different also needs some even level of high school education to buy more than the level of education courses (S-2). This shows that the higher the level of education does not mean increasing demand for organic vegetables.

CONCLUSION

Based on the results of the data processing, with a significance of 10% ($\alpha = 0.1$) turns from 4 variables tested there are three variables examined significant effect of variable price ratio of organic and non organic vegetables (X1), household income (X2), and the age of the respondent (X4), and there is one variable that does not have a significant effect, namely, the education level of respondents (X3). For the government, so always try to keep introducing organic vegetables as a healthy product for consumers to realize that how dangerous non-organic products. For organic vegetable farmers and businessmen, for more attention to consumer behavior about what is desired by consumers in terms of both the vegetable, the ratio of price, advertising, so consumers may be interested in buying organic vegetables. In addition, employers must also consider the income of consumers for affordable prices set by konsumen. Untuk further research is expected to continue this study on the marketing strategy of organic vegetables in the city of Medan

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DISCUSSION FROM PARALLEL SESSION

PAPER TITTLE	ANALISYS OF FACTOR THAT INFLUENCE THE DEMAND FOR ORGANIC VEGETABLES IN MEDAN
AUTHOR	Sasmita Siregar, Hadriman Khair, Yudha Andriansyah Putra
DISCUSSION	
QUESTION	<ol style="list-style-type: none"> 1. How many people that you use as respondent? And please describe the respondent. 2. High income will increase the frequency to buy organic vegetables, how was that? 3. Education level did not effect the demand of organic vegetables? 4. Why education has no significant effect to the demand frequency user? 5. What are the consequence in this study 6. Why didn't education level influence the frequency of the product? 7. How is the impact of this research? About the price that tends to increase year by year
ANSWER	<ol style="list-style-type: none"> 1. 1000 respondents, this perception important for the producer 2. Because the price in organic so high, although they knew about nutrition but they keep they money because the price so high
SUGGESTION	<ol style="list-style-type: none"> 1. Please correct the "bahasa" in your paper 2. Input the non organic price for comparison 3. Add picture and use less word in your slide/presentation 4. State in the paper why the reason (why the education level didn't effect the demand) 5. In presentation PPT need to be shortened 6. Need to be translated in English 7. Need more literature reviewers other research to enrich the analysis 8. Need reference search do not need to separate books and journal then mix theme



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