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"Small and Medium-sized
Enterprises Competitiveness"

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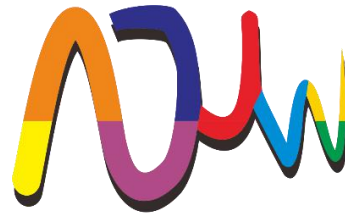
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AGRIBUSINESS
DEVELOPMENT FOR
HUMAN WELFARE

*“Small and Medium-sized
Enterprises Competitiveness”*



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.

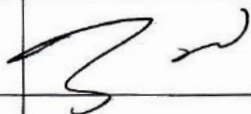
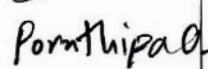

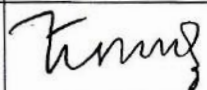
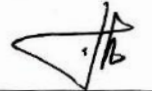
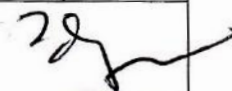
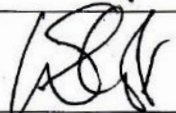
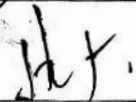
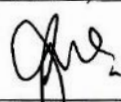

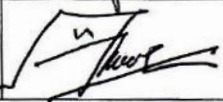
May 30, 2016

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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.

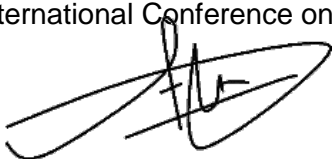
Especially, we are grateful to invited speakers, Prof. Zainal Abidin Mohamed and Asist. Prof. Pornthipa Ongkunaruk, for their willingness to share information and thoughts in this conference. As a bit report, that this conference has been attended by 85 speakers coming from five countries.

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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RICE CONSUMER BEHAVIOR IN THE MUSI RAWAS DISTRICT

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Abstract

The purpose of this study was to analyze the factors affecting the demand of the rice, and rice consumer behavior in the Musi Rawas District. Survey method was used in this research. As many as 100 of 1,043 household of five villages in the Musi Rawas District were selected by using proportionate stratified random sampling. The data were analyzed by using regression model and spearman-rank order correlation model. The resulted showed that: (1) the demand of rice was affected by the rice price, household income, the the total expenditure of the non-rice carbohydrates, and the number of family significantly. As same as partial analysis, except the price of rice and household income levels; and (2) the proportion of rice spending was negatively correlated with the price change of the rice, and total expenditure of non rice carbohydrate, perception to rice, and head of household education significantly. Thus, the higher the price of rice, total expenditure of non rice carbohydrate, and the perception to rice, the lower the proportion of spending rice, or the higher the price of the rice, the total consumption of the non-rice carbohydrate expenditure, and the perception to the rice, the lower the proportion of the rice spending.

Keywords: Rice consumer, behavior, price change

INTRODUCTION

Food is the primary consumer needs of society. Therefore, changes related to the food, especially the price, will change the pattern of family consumption. Logically, that it is due to the changes in the purchasing power or change in the consumers income, and then will affect the demand and the consumption patterns.

Various studies on consumer behavior has been contributed by previous researcher (Lie et al, 2013). Engel's theory regarded the relationship of income and consumption patterns. Engel's theory showed Changes in the proportion of demand in relation to the change in income was evaluated by elasticity coefficient. The coefficient records the relationship between changes in the proportion of demand and changes in income (Syrovátka, 2001; Syrovátka, 2007). Initiated by the engel theory, stimulate further research on the relationship of income to consumption patterns. Sheng et al. (2008); Liu et. al. (2009); and Lie at al. (2013) showed that Growth of welfare of the community, has changed the composition and amount of food consumption significantly, which is

characterized by a decline in the proportion of allocation of income to consumption of carbohydrates, and increasing consumption of other foodstuffs carbohydrate-based grain and meat. According to Dhraief, Oueslati and Dhehibi (2012) that in Tunisia, people's behavior in the consumption of meat was affected by income, education and age significantly. The result of the study Kumar et al. (2011) showed that the price Changes of basic foodstuffs (rice, wheat and sugar) does not affected to demand. It's just that, if the price increases, it will negatively affect to the non-carbohydrate food and sugars. This condition in the long run can restore the food consumption pattern dominated by carbohydrates. Conversely, if the price of basic foodstuffs decreased, it will positively influence to non-rice food needs, even in the long term will positively affect on non-food consumption.

Furthermore, relating to consumer behavior, there are great differences of the purchasing behaviour between different types of consumers: male groups at young and middle-aged, especially those who are highly educated and better paid in economically, developed areas,

have strong purchasing powers; consumers' purchasing behaviour is highly correlated with their preference for products; young consumers and some of the high-income consumers have a weak environmental consciousness and; consumer's perception (Shuai, 2014). Findings in the province of Guang showed increased household incomes in urban areas, an increase in the education level of the head of the family, the age in the household significantly positive effect of increasing milk consumption. The Changing in the structure of consumer tastes and preferences affect consumer behavior that enables consumers to make a variety of food products (Wu et.al., 2014).

In Indonesia, more than 60% of people's income is spent for food. In the science of agribusiness, such a state is very interesting, especially on the demand side (Yunita and Riswani, 2013). In the case of Indonesia, rice still plays an important role in meeting food needs. The average demand of rice per capita per year in Indonesia is still very high at 130 kg (Badan Pusat Statistik, 2015). This condition will change in line with changes in household incomes and the availability of the rice itself. However, referring to these empirical findings, the rising prices

of foodstuff due to inflation and the decline in the exchange rate lately in the long term can restore the food consumption patterns dominated rice. Seeing from this description, the consumer behavior to changes in the price of rice will interesting to study.

METHOD

This research was conducted in the Musi Rawas District, the province of South Sumatera, represented by Tugumulyo city, Tugumulyo subdistrict for urban area; and four village, consist of Semangus, subdistrict of Lakitan and Sukarena, subdistrict Sukakarya for rural in south area; and Sumberharta, subdistrict Sumberharta and Megangsakti, subdistrict of Megangsakti for rural in north area.

A survey method was applied in this research. As many as 100 of 1,004 household of one urban and four villages in the Musi Rawas District were selected by using disproportionate stratified random sampling (Tabel 1). Data collection were done in August and September 2015 by using a questionnaire to investigate the respondents.

Tabel 1. Number of sample Base On Region Area Stratified

Region Area	City/village	Population	Sample
1. Urban Area	Tugumulyo	250	20
2. Rural in South Area	Semangus	165	20
	Sukarena	160	20
3. Rural in North Area	Sumberharta	200	20
	Megangsakti	278	20
Total		1,043	100

Data Analysis

Data analysis was done by linier regression and Spearman rank-order's correlation model. Linier regression analysis was used to seek the determinant factors that influences the rice demand in the patern of carbohydrate consumption. Spearman rank-orde correlation analysis was used to seek socio economics factors that corelates to the proportion of the non carbohydrate foodstuff spending in the patern of the

carbohydrate consumption. Formulation of the model can be written as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

Where:

Y = Rice Demand/Years (%)

α = Constant

$\beta_1, \beta_2, \beta_3,$ and β_4 =Coefficients

X_1 = Rice Price (Rp.)

X_2 = Income/Years (Rp.)

X_3 = Total Expenditure of Carbohydrate
 Non Rice/Years (Rp.)

X_4 = Number of Family

Spearman rank-order correlation:

$$r_s = 1 - \frac{\sum_{i=1}^N d_i^2}{N - N}$$

N = Number of Sample

$d_i = X_i - Y$

Y = Proportion of Rice Expenditure

X_1 = Price of Rice

X_2 = Total of Non-rice Expenditure of
 Rice (Rp./Year)

X_3 = Education Head of Household
 (Primary School = 1; Junior high
 school = 2; Senior High School = 3;
 baccalaureate = 4; bachelor = 5)

X_4 = Education of Housewife (Primary
 School = 1; Junior high school = 2;
 Senior High School = 3;
 baccalaureate = 4; bachelor = 5)

X_5 = Perception to Rice (Rice could not be
 substituted to other carbohydr-rate =
 0, rice could be substituted to other
 carbohydrate, but they were not
 adopting = 1; rice could be substituted
 to Other Carbohydrate, and they were
 adopting = 3)

RESULT AND DISCUSSION

Factors that Affecting the Demand of Rice

Tables 2 and 3 present the regression analysis both simultaneously and partially. The result showed that, all of the variable in the model influenced the demand of rice significantly ($p < 0.000$). As same as the test partially, except the price of rice and household income levels. In the model summary, revealed that, R square was 0,369. Its mean that 40 % of the variables in the model was be able reveal the factors that influence to the proportion of the rice demand.

Table 3 reveal that the number of the family members correlated to the proportion of demand for rice positively, while the total of the non-rice carbohydrate expenditures correlated negatively. This means that, the the higher the total of non-rice carbohydrates expenditures, the lower the rice demand, whereas, the more the number of family, the more the proportion of spending for rice. Although the price of rice and the level of income has no effect to the demand of rice significantly, the results of this study had be able to reveal consumer behavior as a result of the effect of substitution and income. These findings contributed to the results of previous studies.

Table 3. Analysis of Varians Factors Affecting Proportion of Rice Demand ^b

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	288064.605	4	72016.151	15.490	.000 ^a
Residual	441674.395	95	4649.204		
Total	729739.000	99			

^a Predictors: (Constant), Rice Price (X_1), Income Level (X_2), Total Expenditure of Non Rice Carbohydrate (X_3), Number of Family (X_4)

^b Dependent Variable: The Demand of Rice

Microeconomic theory expressed that one of the determinants of demand for an item to be influenced by the level of prices of goods and the prices of other goods. The price of rice and food affect the level of consumption substitute of rice because it deals with the purchasing power of consumers. If the prices of goods rise, consumers will tend to reduce consumption as a result of the reduced purchasing power (Salvatore, 2006; Mankiw, Quah, and Wilson, 2008); and Al Arief and Amalia, 2010). Some of the research showed that the effect of rice

prices on household consumption of rice is identical with the level of income, to the high income level, there was no effect to the consumption significantly, even likely level of consumption will increased (Asmani, 2003; Chen et al., 2008; and Yunita and Riswani, 2013). In the area of the research showed that the average of the family income was Rp. 67,210,096. This means that the average household income levels were high enough. Therefore logically, if the price changes will not affect demand for rice significantly

Table 3. Regression Coefficients^a of the Factors Affecting the Demand of Rice

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Y	124.632	80.519		1.548	.125
X ₁	.000	.007	.004	.043	.966
X ₂	3.589E-8	.000	.035	.427	.670
X ₃	.000	.000	-.241	-2.783	.006
X ₄	45.469	6.908	.555	6.582	.000

a. Predictors: (Constant), Rice Price (X₁), Household Income (X₂), Non Rice Carbohydrate Expenditures (X₃), and the Number of Family (X₄).

b. Dependent Variable: The Demand of Rice (Y)

Proportion of the Rice Consumption

Consumer behavior is analyzed using the Spearman-rank order correlation (Table 4). Table 4 show that the proportion of rice expenditure was negatively correlated to the price of the rice, the total expenditure of the non-rice carbohydrate, and household perception to rice, significantly. This mean that, the lower the price of rice, the total expenditure of non rice carbohydrate, and the house perception to the rice, the higher the proportion of the rice spending. otherwise the higher the price of the rice, the total consumption of the non-rice carbohydrate expenditure, and the perception to the rice, the lower the proportion of the rice spending.

This mean that, due to price increases have led to changes riel income, so it will lead to changes in consumer behavior. These findings was

correspond with the research before. Asmani (2003) showed that, If the prices of rice rise, consumers will tend to reduce consumption as a result of the reduced purchasing power or decrease of riel income, and be replaced by substitution of carbohydrate like tubers or corn. Conversely, if the price of rice falls, consumer will tend to rise consumption.

Furthermore, how other factors work to encourage a change in the consumer behavior.?. The data in Table 4 also revealed that, the shift in the proportion of rice consumption to non-rice carbohydrate was influenced by the educational level of the head of family and the perception the household to the rice. Logically, in a patrilineal society, decisions are determined by the head of the family/father, while perception to rice was effected by the level of education of the head of the family. Its was correspon to the research that implemented by Shuai

(2014); and Whu at al. (2014) that, relating to consumer behavior, there are great differences of the purchasing behaviour between different types of consumers,

especially those who are highly educated and better paid in economically, was highly correlated with the level consumer's education and perception.

Table 4. The Correlation of the Proportion of the Rice Expenditures (Y) to the Rice Price (X₁), the Total Expenditure of Non-Rice Carbohydrates (X₂), Head of Household Education (X₃), Education Housewife (X₄), and Household Perception Against Rice (X₅)

Variabel		Y	X ₁	X ₂	X ₃	X ₄	X ₅
Spearman's rho Y	Correlation Coefficient	1.000	-.342**	-.887**	-.176	.026	-.358**
	Sig. (2-tailed)	.	.000	.000	.079	.795	.000
	N	100	100	100	100	100	100
X ₁	Correlation Coefficient	-.342**	1.000	.478**	.287**	.109	.019
	Sig. (2-tailed)	.000	.	.000	.004	.282	.854
	N	100	100	100	100	100	100
X ₂	Correlation Coefficient	-.887**	.478**	1.000	.169	-.080	.360**
	Sig. (2-tailed)	.000	.000	.	.092	.430	.000
	N	100	100	100	100	100	100
X ₃	Correlation Coefficient	-.176	.287**	.169	1.000	.630*	.163
	Sig. (2-tailed)	.079	.004	.092	.	.000	.106
	N	100	100	100	100	100	100
X ₄	Correlation Coefficient	.026	.109	-.080	.630**	1.000	-.017
	Sig. (2-tailed)	.795	.282	.430	.000	.	.870
	N	100	100	100	100	100	100
X ₅	Correlation Coefficient	-.358**	.019	.360**	.163	-.017	1.000
	Sig. (2-tailed)	.000	.854	.000	.106	.870	.
	N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

The essence of the finding above that, the food policy should be shifted, especially in the supply of rice. The increase of the rice prices should not be responded by the adding of the rice supply, but modified by the adding of non-rice carbohydrate supply. In the long term, the policy will shift a pattern of the consumption or changes in consumer behavior in the consumption of carbohydrates, so that reduces dependence to the rice.

CONCLUSION

The demand of rice was affected by the the rice price, household income, the the total expenditure of the non-rice carbohydrates, and the number of family significantly. As same as partial analysis, except household income levels. Number of the family members correlated to the proportion of the rice demand positively, while the total of the non-rice carbohydrate expenditures correlated negatively.

The proportion of rice carbohydrate spending was negatively correlated with the price change of the rice, and total expenditure of non rice carbohydrate, perception to rice, and head of household education significantly. Thus, the higher the price of rice, total expenditure of non rice carbohydrate, and the perception to rice, the lower the proportion of spending rice or the higher the price of the rice, the total consumption of the non-rice carbohydrate expenditure, and the perception to the rice, the lower the proportion of the rice spending.

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DISCUSSION FROM PARALLEL SESSION

PAPER TITLE	Rice Consumer Behavior in The Face of Price Changes
AUTHOR	Zaini Amin
DISCUSSION	
QUESTION	
ANSWER	
SUGGESTION	<ul style="list-style-type: none">- The conclusion hasn't been able to illustrate how rice consumer behavior will change in the face of price changes, since result of analysis showed that price change caused no significant effect consumer behavior- Explain more on change the title: without "The Face" and adding the place- Preferably change to better suited title.



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