



2016

"Small and Medium-sized
Enterprises Competitiveness"

ISBN 978-602-7577-70-1



PROCEEDING

INTERNATIONAL CONFERENCE

Agribusiness Development for Human Welfare



UMY

Universitas
Muhammadiyah
Yogyakarta

Unggul  Islami

Trikuwulan A. No. 942/SK/2014/PT/16/11/17/02/2013

Organized by:

Department of Agribusiness, Faculty of Agriculture
Universitas Muhammadiyah Yogyakarta

Supported by:



PROCEEDING INTERNATIONAL CONFERENCE

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.

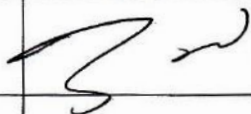
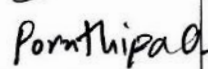

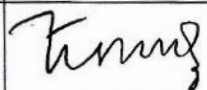
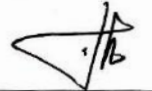
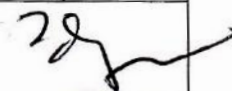
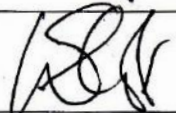
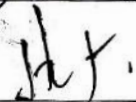
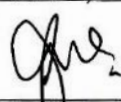

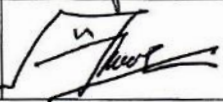
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PREFACE

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.

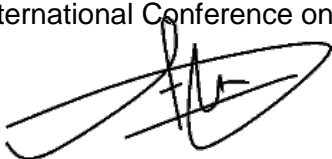
Especially, we are grateful to invited speakers, Prof. Zainal Abidin Mohamed and Asist. Prof. Pornthipa Ongkunaruk, for their willingness to share information and thoughts in this conference. As a bit report, that this conference has been attended by 85 speakers coming from five countries.

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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ANALYSIS OF CONSUMER PERCEPTIONS AGAINST LOCAL AND IMPORT FRUITS IN MEDAN

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ABSTRACT

This study was aim to to analyze Consumer perception in Medan against local and import fruits as well as any factors affecting consumer products to purchase local and import fruits. Some 350 respondents were interviewed using a questionnaire. The data is obtained has been analyzed using descriptive analysis, perception analysis, factor analysis and test data quality. The descriptive analysis shows that the majority of respondents were aged 17-24 years, male 72,9%, college students and recent high school education 93,4 %. In the analysis of the perception there are 350 respondents who answered the questionnaire returns and then there were 263 respondents to know when to ask do you know about the local fruits on the market, while 87 respondents have heard and know little. Ther are 350 respondents who answered the questionnaire returns and there were 186 respondents who answered knew when asked do you know about fruit imports in the market. The remaining 162 respondents had heard of but knew little and 2 respondents claimed not to know. For the factor analysis KMO test value obtained for 0.746 (great for the meticulous sampling), commonality 0.384 to 0.770 and total variance is 46,986 percent. In the quality test data on the reliability of the test can be of value for Cronbach's Alpha based on standardized items 0.782 is greater than the basic standard Cronbach's Alpha 0.756 which can be deduced that the grains realibel questions.

Keywords: perception, local, import, fruit, medan

INTRODUCTION

In recent years some products imported fruits are found in the market Indonesia, especially in Medan. Once the as apples, oranges, pears, grapes, kiwi fruit, plump and others more familiar to our ears. Even to get easy now, because in small towns also are sold by vendors including Medan.

The most adverse impact that our fruits become increasingly unfamiliar in own society and ultimately not desirable. Under the laws of economics, if we are not interested in the fruit will cause lower demand for our fruit, resulting in price reductions. The lower prices is clearly not encourage manufacturers to produce passion for profits will be smaller. If this situation continues, the fruit was just

swift pace of imports of fruit, is now imported fruits such

waiting for the extinction of course. At the time of the fruit in the country increasingly inefficient to produce, it will improve the efficiency of production of fruit imports, as demand for imported fruit growing. These conditions, it is possible overseas manufacturer to be able to reduce the selling price as a result of the growing market share or cover a variety of costs, including promotion costs. These conditions will make consumers who previously consumed fruit in the country to switch to imported fruit.

Consumers purchase a variety of foods with different reasons and different

characters. Research in the past demonstrated a variety of reasons, among others, is the sense and the need for such food (Harris, 1997; Boland *et al.*, 1999). Demographic and socio-economic character is a common thing in the encounter of different forms of understanding, attitudes and perceptions of consumers (Ott *et al.*, 1991; Byrne *et al.*, 1991; Underhill and Figueroa, 1996).

Van Ravensway (1988); Misra *et al.* (1991) argues that the perception and attitudes towards a range of quality food for consumers depends on the demographic and socio-economic character of the consumer. Acharya (2001) reported that consumers choose foods influenced by several factors including consumer confidence, culture, environment, education, social character demographic and economic status as well as a biological necessity.

A similar argument applies to consumers with different regions and countries. It is caused by a variety of consumer views related to factors in the regions and countries include culture and education system. Consumer knowledge of the various qualities of these products in different regions and different countries would be the main thing in the decision-making process.

Therefore seeing increasing sales of imported fruits in Medan either by small traders, middle and hypermarkets this study is to analyze consumer perceptions of local fruits and imports in Medan. Furthermore, the formulation of the problem in this study to analyze consumer understanding and response in Medan against local and Import Fruits and factors affecting consumers to buy products local and import fruits.

METHOD

Three hundred fifty in-person interviews were conducted in March-April 2016 with located in Medan city. Determining which areas are sampled and respondents defined as the amount of research conducted with proportionate stratified random sampling.

The main purpose of survey was to collect data on individual perception.

Respondents were asked to answer several questions group in the three main sections of the questionnaire.

In the first section, identify the socio-demographic individual characteristics of consumers: age, sex, education and occupation.

In second section is dedicated to the evaluation of the consumer's perception against local and import fruits.

In third section is dedicated to the evaluation of factors affecting consumers to buy products local and import fruits.

Primary and secondary data collection is done by the survey is to do an interview, fill out a questionnaire and the use of libraries. The list of questions consist of 47 questions with answers using a Likert scale of 5 points. Respondents asked to provide answers to how far respondents answered questions in the questionnaire. Score is as follows: a. Answer strongly agree= 5 score, b. Answer agree= 4 score, c. Answer neutral= 3 score, d. Answer disagree= 2 scores, e. Answer strongly disagree= 1 score.

The analysis used in this research include descriptive analysis, factor analysis and data analysis techniques to conduct testing only in so test first non-response bias. Then proceed with a quality test data in the form of test reliability and validity test. Furthermore, the classic assumption test including normality test, multicollinearity test, autocorrelation test and test heteroskedasitas. The test while using a data processing software Statistical Package of Social Science (SPSS) version 21.0.

RESULT AND DISCUSSION

Three hundred fifty consumers who returns the questionnaire shows that the majority of respondents were male 255 (72.9%) and 95 female (27.1%). The age of respondents between 17-50 years old. The age of 19 years become the most respondents with 107 respondents (30.6%). The education level of respondents between the primary school to the university where the most

respondents have senior high school (SMU) with 272 respondents (93.4%). While the most respondents occupation is self-employed with 158 respondents (45.1%).

Previous marketing research has suggested that food consumption behavior is not consistent across the country (Govindasamy and Italia, 1998). For instances, Nagya (1997) documented statistical differences suggesting that expenditure on fresh vegetable and nutritional label usage differs among national regions.

For respondents who know the local fruits on the market in Indonesia, especially in Medan were 263 respondents (75.1%) compared to respondents who know of imported fruits were 182 respondents (53.1%). Respondents obtain information related to local fruits that circulated in Indonesia, especially in Medan most through TV / Radio that 142 respondents (40.6%). However, information about imported fruits circulating in Indonesia, especially in Medan also most respondents get from television / radio that 205 respondents

(58.65%). Similarly with Govindasamy and Italia (1997) found that reading food advertisement and reading food safety articles are inversely related. However, producers, marketers and consumers both realize that lack of information about organic produce is a deterrent to its demand (Harris *et al.*, 2002)

Previous studies (van Ravenswaay, 1988; Misra *et al.*, 1991) suggested that perceptions of and attitudes toward food quality among consumers vary depending on the demographic and socioeconomic characteristics of consumers. The same perceptions may be also true for consumers from different regions and different countries. This is because consumer perceptions are related to region or country-specific factors, Such as health education systems and cultures. Knowledge of consumer perceptions of food quality in different regions and countries will aid in the decision making processes of production, marketing and export of fresh vegetables.

Analysis of consumers' perception of local fruits in Indonesia, especially Medan get a result in Table 1.

Tabel 1. Summary list of questions on consumer perceptions of local and import fruits market in Indonesia, especially in Medan

Question	Selected answer					Mean	Rank
	1	2	3	4	5		
What do you think about the local Fruits:							
Same with import fruits	19	56	127	138	10	3,18	2
More expensive than import fruits	12	82	113	124	19	3,16	3
The content of nutrients higher than import fruits	32	97	176	43	2	2,67	7
Healthier consumed than import fruits	57	99	166	25	3	2,48	10
Fresher than import fruits	54	106	151	37	2	2,51	8
More good shape / texture than import fruits	8	73	197	71	1	2,95	5
Better taste than import fruit	22	91	196	41	0	2,73	6
Free of the chemicals than import fruits	76	89	131	50	4	2,47	11
Free from genetic engineering than import fruits	65	118	137	28	2	2,38	13
It is better for the environment than import fruits	64	125	138	22	1	2,34	14
More safe for consumption by other living organisms than import fruits	54	109	148	36	3	2,50	9
The packaging is better than import fruits	10	39	171	120	10	3,23	1
Their availability on the market more than import fruits	65	135	110	41	3	2,40	12
Easier be found in the market than import fruits	75	144	99	30	2	2,26	15
Having a product label so easy to remember if bought elsewhere than import fruits	18	59	173	88	12	3,05	4
What do you think about the import fruits:							
Same with local fruits	8	54	121	152	15	3,32	3
More expensive than local fruits	63	151	84	49	3	2,36	11
The content of nutrients higher than local fruits	12	56	223	56	3	2,95	8
Healthier consumed than local fruits	8	28	209	99	6	3,19	4
Fresher than local fruits	17	83	160	80	10	2,95	8
More good shape / texture than local fruits	39	137	144	25	5	2,48	10
Better taste than local fruit	12	76	207	48	7	2,89	9
Free of the chemicals than local fruits	6	35	159	132	18	3,34	2
Free from genetic engineering than local fruits	6	25	173	133	13	3,35	1
It is better for the environment than local fruits	10	36	191	103	10	3,19	4
More safe for consumption by other living organisms than local fruits	6	30	215	90	9	3,18	5
The packaging is better than local fruits	60	172	98	17	3	2,23	13
Their availability on the market more than local fruits	18	72	149	104	7	3,03	7
Easier be found in the market than local fruits	17	75	144	105	9	3,04	6
Having a product label so easy to remember if bought elsewhere than local fruits	55	161	107	25	2	2,31	12

Source: The results in 2013 (data processing)

Note: 1= Strongly agree, 2= agree, 3= Neutral, 4= Disagree, 5= Strongly disagree

For perceptions on consumers of local fruits market in Indonesia, especially in Medan, Most states strongly agree that local fruits; free of the chemicals than import fruits are 76 respondents. Respondents most agreed with the question; local fruits more easily found in the market than import fruits are 144 respondents. For questions answered respondents with the highest neutral answers to the question; local fruits were nicer shape/texture than import fruits are 197 respondents. Respondents disagree with the highest answer to the question; local fruit is the same as import fruits with 138 respondents.

For perceptions on consumers of import fruits in Indonesia market, especially in Medan, Most states strongly agree that import fruits; more expensive than the local fruits are 63 respondents. Respondents most agreed with the question; fruits imported packaging is better than the local fruits 172 respondents. Respondents answered the question with the highest neutral answers

is; the content of nutrients import fruits higher than local fruit are 223 respondents. Respondents disagree with the highest answer to the question; local fruits are the same as local fruits with 152 respondents

The result showed that consumers have the same perceptions that local fruits are not the same with import fruits. Food preferences play an important role in food selection because they given an indication of the amount of satisfaction an individual anticipates from eating food. Preferences are a result of psychological development and social experiences and related to the degree of killing a food (Asp, 1999). For the main factors respondents buy fruits found that the result of packaging obtain the highest mean score was 2.5 followed by label product was 2.46; its availability in the market was 2.42; price was 2.33, texture was 2.29; colour was 2.28; freshness was 1.76; taste was 1.65 and nutritional value was 1.75. the results in Table 2.

Table 2. Summary list of questions about the main factors respondents buy fruits

Question	Selected answer					Mean	Rank
	1	2	3	4	5		
What is your main factor buy fruits:							
Price	65	118	154	10	3	2,33	4
Taste	158	121	70	0	1	1,75	8
Freshness	174	92	79	0	5	1,76	7
Colour	68	122	153	5	2	2,28	6
Nutritional value	198	75	77	0	0	1,65	9
Texture	68	122	150	8	2	2,29	5
Packaging	45	96	185	21	3	2,5	1
Its availability in the market	43	134	159	11	3	2,42	3
Label product	58	95	176	19	2	2,46	2

Source: The results in 2013 (data processing)

Note: 1= Strongly agree, 2= agree, 3= Neutral, 4= Disagree, 5= Strongly disagree

It is assumed that consumers formulate their perceptions from available information, knowledge, experiences, and given environmental factors, which may include personal characteristic, social and cultural back ground. This is so that consumer perceptions is hypothesized to influences attitude via the cognitive process that converts perceptions and evaluative criteria into attitudes, which in turn may cause and lead to changes in perceptions and choice behavior (Huang, 1993).

The results of KMO (The Keiser-Meyer-Olkin) sampling adequacy test and barlett's test of sphericity were used to measure sampling adequacy and the presence of correlations among the variables respectively. The value of KMO Measure sampling adequacy for this set of variables is 0.746, which is labeled as moderate.

In this study, cronbach's alpha was used to measure the reliability of 47 relevant variables that are being used in factor analysis. From the analysis, the standard item alpha is 0.756. The internal reliability of each factor has also been tested. The alpha score for each factor is more than 0.7. The guideline of alpha was 0.5 to 0.6 for explanatory research (Nunnaly, 1978). However, Peter (1979) stated that nunnaly's guideline should not be accepted as an absolute standard in a marketing research. Peter suggested that those reliability levels that are less than 0.5 might be acceptable in marketing research. So in this study, the alpha score is more than 0.7 which it's acceptable.

CONCLUSION

The results of this research will be useful in the marketing of local and import fruits. The analysis indicated that consumers have good perception towards local and import fruits.

The results of the study could be more accurate, but due to the different socioeconomic factors of respondents, they may have different interpretation and understanding of questionnaire. Thus, they may have reported inaccurate information and answers. Furthermore, the accuracy of data obtained depends on

the respondents' willingness to cooperate and their honesty in answering the question given.

Base on the results of this study, consumers should be helpful if government make exhibition for local and import fruits in terms of fruit fair or the same kind like that, which are to show, to introduce and educated peoples especially consumers' fruits for make their perceptions of local and import fruits better than before. The improvement in information local and import fruits should be made to increase its consumption and meet identified market needs.

ACKNOWLEDGEMENTS

This research was sponsored by University Muhammadiyah North Sumatra (UMSU). The opinions expressed here do not necessarily reflect those of the funding agencies.

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DISCUSSION FROM PARALLEL SESSION

PAPER TITLE	Analysis of Consumer Perception Against Local and Import Fruits in Medan
AUTHOR	Hadriman Khair
DISCUSSION	
QUESTION	
ANSWER	
SUGGESTION	<ul style="list-style-type: none"> - Sampling method is conducted with proportional stratified random sampling. Specifically, what kind of proportional stratified sampling is need to explain in more detail - Qualitative analysis with scoring to be tested regarding its validity and reliability - Within conclusion hasn't been stated clear enough whether consumer's perception of local fruits is better compared to imported ones and how that perception influenced their decision to buy fruits - Please explain the research method especially in the sampling! - Split the discussion into local and imported fruits in the discussion section



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ISBN 978-602-7577-70-1



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