

Consumer Preferences on “Bakso Malang”- Indonesia

Rina Rifqie Mariana, Laili Hidayati, Soenar Sukopitojo

Department of Industrial Technology

Universitas Negeri Malang

Malang, Indonesia

rina.rifqie.ft@um.ac.id

Abstract—This research aimed to identify consumers’ preference for “*bakso malang*” (a meal made from meatballs with soup that is originated from Malang, Indonesia). Questionnaires were distributed to 250 respondents taken from 5 producers with well-known brand names in Malang. The results of this research showed that most respondents are female =Senior High School students aged from 16 – 24 years. Some attributes are considered important, such as taste, price, place, and nutrition. Meanwhile, portion and branding are considered as quite important.

Keywords—*preference; consumer; “bakso Malang”*

1. INTRODUCTION

One culinary trademark of Malang is *bakso*. Historically, meatball is a typical Chinese food which is quite famous and becomes Indonesian people’s favorite, either in rural or urban areas. Meatball also serves as universal food since people from all generations and social statuses. Based on the research conducted by [1], currently, there are 525 *bakso* street vendors in Malang, and a large number of *bakso* vendors who sell *bakso* in stalls, permanent stalls, and restaurants, who always obtain positive responses from the consumers. *Bakso malang* has a special characteristic, namely its various ingredients. A bowl of *bakso* contains noodle, *siomay* or steamed meat dumpling, tofu, various fritters, *bakso urat* or meatball filled with tendons and coarse meat, and classic meatball. According to the results of its nutrition analysis, *bakso malang* is considered as highly nutritious and can serve as an alternative staple food which is tasty, nutritious, even able to improve nutrition. Some *bakso* brands are popular either amount their surrounding communities or people from outside the city, such as “cakman”, “presiden”, “Damas”, “Toha”, “Gun”, etc. Nowadays, various trends of *bakso*, such as roasted *bakso* and various kinds of *bakso* with different fillings are very popular for both local residents and travelers who visit Malang to try the typical *bakso*.

People take some particular considerations when consuming or buying foods. As stated by [2] consumers’ preferences for foods are influenced by several factors. Besides the social and cultural factors, food quality including flavor, taste, and appearance that are based on personal preference, also have a strong influence on the consumers’ decisions in buying foods. Such statement is supported by [3] who pointed out that someone’s food preference is affected by individual, food, and environmental characteristics. Such

conditions will encourage the producers to fulfill the consumers’ level of satisfaction through various ways, which include the additions of food additives such as flavor enhancers, carrageenan, preservatives, food colorings, and so on, which are given excessively. A movement of providing a consumable local food which is safe and based on the social, environmental, and economic conditions has been initiated and become a consideration in choosing and setting a food business [4]. The considerations do not only include the choice of local materials, but also the production process, traditional selling strategy that become a catalyst for hyper local practice in local specialties in developing gastronomic tourism [5] and “*bakso malang*” is potential.

The love and appetite of Malang people to *bakso* is undoubtedly high. It is evidenced by the people’s high purchasing power for *bakso*. However, some people are more selective in consuming foods. They do not only consider the physical appearance of the foods but also its consumability and nutrition. As stated by [6], at the present, many consumers believe the motto of “you are what you eat” – a perception that highly contributes to the high demand for safe and healthy foods. However, on the other hand, there are still consumers who do not take safety and nutritious factors of foods into considerations. For particular classes of society, taste and price are the main considerations in buying foods. Therefore, since the main consideration of producers is their consumers’ preference, it is possible that the producers will not change their behavior of adding excessive food additives. As pointed out [7], some attributes are essential in tourism development, which are based on the consumers’ preference including culinary products and service. For example, in Victoria Falls city sector of Zimbabwe, foods from hotel restaurants used to dominate the tourist food market, but starting from 2010, fast foods were more popular than the hotel restaurant foods. It results in a changing culinary development into fast foods [8]. [9] explains that before buying a product, consumers will consider its characteristics (attributes). The attributes associated with *bakso* are taste, price, place, branding, nutrition, and the variety of fillings. Besides the level of consumers’ preference, *bakso* producers also consider appropriate marketing ways and strategies. Hence, it is important for the producers to know their consumers’ considerations in buying their products because a satisfied customer will not buy from another place [9].

II. METHODS

This research is an analytical descriptive research by using the Survey method, namely a research of taking sample from a population by using a questionnaire as a mean to collect [10]. The method used in determining the research location sample was the “purposive sampling” method. The survey was done to 5 *bakso* producers who have popular “brand names”, from each of which 50 consumers were taken that made up 250 respondents. The type of the questionnaire was structured non disguised questionnaire, namely questions that are listed in a good order in order to ensure it is clear for the respondents.

The selection of the respondents was done using Non Probability Sampling (NPS), namely a selection of population element based on the researchers’ considerations using a purposive sampling method. Via such method, the selected respondents were the customers of *bakso* in 5 *bakso* producers that have been chosen.

III. RESULTS AND DISCUSSIONS

A. Identities of Respondents

Data of respondents functioned to measure the consumers’ preference for *bakso malang* is presented in the following table. The table shows the number of female respondents consist of 16 – 24 years old students and university students. It is understandable since, generally, Indonesian teenagers like to spend time hanging out and eating out together in an affordable and comfortable place that sells delicious foods, especially after schools [11]. It is supported by a statement made by [12] stating that adolescence is a stage in which a person starts to change both biologically and psychologically. In this period, the teenage consumers’ behaviors are highly affected by their peers’ activities and surrounding environment. Hanging out in a *bakso* restaurant/stall is chosen by female teenagers, especially to fulfill their physical, psychological, and social needs.

Table I also shows that the percentage of the respondents who have senior high school educational background was the highest in the five *bakso* vendors focused in this study.

TABLE I. IDENTITIES OF RESPONDENTS

No	Age	Gender		Number	%
		Male	Female		
1	> 15 years old	24	30	54	21.60
2	16 – 24 years old	40	55	95	38.00
3	24 – 35 years old	24	43	67	26.90
4	< 35 years old	17	17	34	13.60
Total		105	145	250	100
Educational Background					
1	> Junior High School	18	17	35	14.00
2	Senior High School	44	68	112	44.80
3	University	14	26	40	16.00
4	Others	29	34	63	25.20
Total		105	145	250	100

A survey given over 250 respondents shows that, in general, the respondents are fond of *bakso malang*. 196 of them stated that *bakso malang* is their favorite, and 167 of them said that they like the place of the *bakso* vendor. Such conditions showed that “*bakso malang*” has a very promising marketing potential in Indonesia. [13] stated that consumers can be classified into four groups based on the amount of use, namely heavy users, medium users, light users, and non-users.

B. Consumers’ Preferences for Consuming Bakso Malang

The survey results presented that, in general, the consumers of the five producers are loyal and fanatic customers of the products. Moreover, there was a small number of consumers from outside the city who were curious and looking for to try “*bakso malang*” while they are in Malang.

According to [14], a food is considered as satisfying someone’s appetite not only based on the social and cultural causes but also its physical characteristics. Taste, color, aroma, and texture are contributing factors in consumers’ acceptance of food products. Besides, price, comfort, and nutrient content are also indicators that determine customers’ satisfaction. Generally, there are four factors considered by a consumer before buying a food product, i.e. quality, price, the place of the vendor, and easy access. However, especially for “*bakso malang*” as a convenience food, there are other contributing factors in consumers’ decision in buying *bakso*, namely the completeness of *bakso* (*bakso malang* has a characteristic of having various items in a bowl), nutrition, and safety (*bakso malang* is identified to have enough nutrient content), and branding.

The results of the survey showed that the consumers’ reasons of liking “*bakso malang*” are presented in the following table:

TABLE II. PERCENTAGE OF CONSUMERS’ REASONS FOR CONSUMING “BAKSO MALANG” BASED ON “TASTE”

No	Reason	Frequency	Percentage (%)
1	First reason	158	63.2
2	Second reason	41	16.4
3	Third reason	11	4.4
4	Fourth reason	15	6
5	Fifth reason	10	4
6	Sixth reason	5	2
7	Seventh reason	10	4
Total		250	100

^a“Taste” is the first reason considered by the respondents in buying “*bakso malang*”

TABLE III. RESPONDENTS’ INTEREST IN BUYING “BAKSO MALANG” BASED ON TASTE

No	Attribute	Frequency	Percentage (%)
1	Very Important	201	80.40
2	Important	30	12.00
3	Quite Important	19	7.60
4	Unimportant	0	0
5	Very Unimportant	0	0
Total		250	100

^b80.40 % of respondents think that price is crucial

TABLE IV. PERCENTAGE OF CONSUMERS' REASON FOR CONSUMING "BAKSO MALANG" BASED ON "PRICE"

No	Reason	Frequency	Percentage
1	First reason	25	10.00
2	Second reason	80	32.00
3	Third reason	56	22.40
4	Fourth reason	30	12.00
5	Fifth reason	28	11.20
6	Sixth reason	18	7.20
7	Seven reason	13	5.20
Total		250	100

TABLE V. THE RESPONDENTS' INTEREST IN BUYING "BAKSO MALANG" BASED ON "PRICE"

No	Attribute	Frequency	Percentage
1	Very Important	159	63.60
2	Important	52	20.80
3	Quite Important	31	12.40
4	Unimportant	5	2.00
5	Very Unimportant	3	1.20
Total		250	100

^c 63.60 % of the respondents think that price is very important and 1.20 % respondents think that price is "very unimportant"

TABLE VI. PERCENTAGE OF CONSUMERS WHO BUY "BAKSO MALANG" BASED ON THE "COMFORTABLE PLACE"

No	Reason	Frequency	Percentage
1	First reason	20	8
2	Second reason	31	12.4
3	Third reason	81	32.4
4	Fourth reason	38	15.2
5	Fifth reason	24	9.6
6	Sixth reason	29	11.6
7	Seven reason	27	10.8
Total		250	100 %

^d "Place" is the third reason of consumers in buying "bakso malang"

TABLE VII. RESPONDENTS' INTEREST IN BUYING "BAKSO MALANG" BASED ON "PLACE AND SERVICE"

No	Attribute	Frequency	Percentage
1	Very Important	143	57.20
2	Important	57	22.80
3	Quite Important	38	15.60
4	Unimportant	11	4.40
5	Very Unimportant	0	0
Total		250	100

^e 57.2 % of the respondents think that "comfortable place" is very important and 4.4 % respondents think that place is "unimportant"

TABLE VIII. PERCENTAGE OF CONSUMERS WHO CONSUME "BAKSO MALANG" BECAUSE IT IS FILLING.

No	Reason	Frequency	Percentage
1	First reason	23	9.20
2	Second reason	16	6.40
3	Third reason	34	13.60
4	Fourth reason	62	24.80
5	Fifth reason	37	14.80
6	Sixth reason	47	18.80
7	Seven reason	31	12.40
Total		250	100 %

^f "Filling" is the fourth reason of consumers for buying "bakso malang"

TABLE IX. RESPONDENTS' INTEREST IN BUYING BAKSO MALANG BASED ON THE "FILLING" ATTRIBUTE

No	Attribute	Frequency	Percentage
1	Very Important	79	31.60
2	Important	87	34.80
3	Quite Important	65	26.00
4	Unimportant	17	6.80
5	Very Unimportant	2	0.80
Total		250	100

^g 31.6 % of the respondents think that the "filling" attribute is very important, 34.8 % of them think it is important, and 6.8 % of them think "a bowl of filling bakso" is unimportant

TABLE X. PERCENTAGE OF CONSUMERS WHO BUY "BAKSO MALANG" BASED ON BRANDING

No	Reason	Frequency	Percentage (%)
1	First reason	5	2.00
2	Second reason	24	9.60
3	Third reason	20	8.00
4	Fourth reason	35	14.00
5	Fifth reason	56	22.40
6	Sixth reason	49	19.60
7	Seven reason	61	24.40
Total		250	100

^h "Branding" is the fifth reason of the consumers for buying "bakso malang"

TABLE XI. RESPONDENTS' INTEREST IN BUYING BAKSO MALANG BASED ON THE ATTRIBUTE OF "BRANDING"

No	Attribute	Frequency	Percentage (%)
1	Very Important	53	21.20
2	Important	84	33.60
3	Quite Important	97	38.80
4	Unimportant	13	5.20
5	Very Unimportant	3	1.20
Total		250	100

ⁱ 21.2 % of the respondents think that "branding" is very important and 1.20 % respondents think that "branding" is very unimportant

TABLE XII. PERCENTAGE OF CONSUMERS WHO BUY "BAKSO MALANG" BASED ON NUTRITION

No	Reason	Frequency	Percentage (%)
1	First reason	18	7.20
2	Second reason	17	6.80
3	Third reason	29	11.60
4	Fourth reason	46	18.40
5	Fifth reason	42	16.80
6	Sixth reason	49	19.60
7	Seven reason	49	19.60
Total		250	100

^j "Nutrition" is the sixth reason of consumers for buying "bakso malang"

TABLE XIII. RESPONDENTS' INTEREST IN BUYING "BAKSO MALANG" BASED ON THE ATTRIBUTE OF "SAFE AND HIGHLY NUTRITIOUS"

No	Attributes	Frequency	Percentage (%)
1	Very Important	124	49.60
2	Important	59	23.00
3	Quite Important	60	24.00
4	Unimportant	7	2.80
5	Very Unimportant	0	0
Total		250	100

^k 49.60 % of the respondents think that the attribute of price is very important, and 2.8 % of them think that nutrition is unimportant.

TABLE XIV PERCENTAGE OF CONSUMERS WHO BUY “BAKSO MALANG” BASED ON ITS CONTENTS/COMPLETENESS

No	Reason	Frequency	Percentage (%)
1	First reason	6	2,4
2	Second reason	25	10
3	Third reason	28	11,2
4	Fourth reason	31	12,4
5	Fifth reason	50	20
6	Sixth reason	54	21,6
7	Seven reason	56	22,4
Total		250	100%

¹“contents and completeness in 1 bowl of *bakso malang*” are the seventh (last) reason of consumers for buying “*bakso malang*”

TABLE XV. PERCENTAGE OF CONSUMERS WHO BUY “BAKSO MALANG” BASED ON ITS “FILINGS AND CONDIMENT”

No	Attribute	Frequency	Percentage
1	Very Important	83	33,2
2	Important	72	28,8
3	Quite Important	73	29,2
4	Unimportant	19	7,6
5	Very Unimportant	3	1,2
Total		250	100

^m33.2 % respondents think that attributes are very important and 1.2 % of them think that the completeness of a bowl of *bakso malang* is “very unimportant”

C. Reasons of Consumers to like “Bakso Malang”

The consumers’ preference in choosing food products is a critical factor in consumers’ choice of such products. Seven crucial factors in the consumers’ preference to consume “a bowl of *bakso malang*” are taste, price, a comfortable place, nutrition, branding, and the completeness in a bowl of *bakso malang*.

The main reason of customers for buying “*bakso malang*” is its delicious and savory taste. Texture and aroma also affect the quality of the taste. Based on her research [1] stated that *bakso malang*, especially the one with popular “brand name”, use national standardized meat with the meat and flour ratio of minimum 60 : 40 and some vendors have 70 : 30 meat and flour ratio. The level of the savory taste is also affected by the salt content and the way of processing. Meanwhile, the firmness of the *bakso* is influenced by the amount of flour. The firmness of *bakso* is likely to be affected by the ability of the starch to form an elastic gel or a three-dimensional chain, which is combined with the holding capacity of the meat proteins that unable *bakso* to receive pressure and revert to its initial condition with firmness [15]. “Taste”, as the main priority of consumers in choosing foods, is supported by the opinion of [16] stating taste is a contributing factor in food selection; consumers tend to choose the products that meet their taste preferences. Producers could focus on the taste in marketing their products, according to [17] producers could use taste in marketing their products by associating it with the consumers’ preferences. [18] also stated that taste is one factor that is included in the consumers’ evaluation. Consumers will evaluate all products that they consume in order to find a product that meets their taste preferences. The results of such evaluation determine their decisions in buying the products.

“Price” is the second factor that is considered by the consumers in consuming “*bakso malang*.” It has relatively affordable price, especially for teenagers and school-age

children who do not have any income. However, they also realize that a delicious taste results from a high composition of meat, so the better the taste, the higher the price would be. Hence, consumers will be more satisfied if they get a lower price. Such fact is in line with the opinion given by [19] that sensitive consumers will find satisfaction on low price since they will get a higher value for money.

Factors of place and service are the third reasons. Consumers think that a comfortable place is important when they consume *bakso*. Hence, it contributes to their decision in buying *bakso*. A *bakso* vendor who provides a good place will make the consumers feel comfortable and return [20]

A portion of filling *bakso* is the fourth reason. A bowl of *bakso* completed with some supplementary foods (*bakso urat*, classic *bakso*, tofu, *siomay*, *lontong* (rice cake), and noodle) is a heavy meal, but teenagers consider it as a snack and does not classified as a staple food.

“Branding” or brand name or names of the *bakso malang* stalls is the fifth priority in making decision to eat *bakso* at such stalls. Therefore, it is considered as one aspect that highly affects the consumers’ evaluation.

In fact, the nutrition contained in a bowl of *bakso* becomes the sixth priority of consumers in buying *bakso*. Based on the analysis, *bakso malang* is deemed to be nutritious, and can be an alternative staple food that is delicious, nutritious, and even can improve someone’s nutritional status. However, such a fact does not affect the consumers’ preference. *Bakso malang* consumers differ with the consumers in developed countries since consumers in developed countries have a high preference to healthy food, including the raw materials and the conventional processing. The need to buy highly nutritious and healthy foods become the first aspect in improving life quality and it has a great implication on the functions of retail, distribution, and business marketing [21]. Organic, local, and highly nutritious foods are not only preferred and becoming the main point in developed countries but also in developing countries, such as China and India [22] [23]. The changing behavior of the consumers is due to the modern trend of a healthy lifestyle and a nutritious local food could meet their expectation. They want to have health behavior by consuming healthy foods [24] [25]. However, the nutrition contents in “*bakso malang*” is not a factor that affect the consumers’ preference since most of them are teenagers in a low level of education (Senior High School). In line with a statement [26], in their research held in Beijing, who stated that consumers with low level of education tend to pay less attention to the factor of food safety compared with the consumers with higher levels of education. The respondents who allocate more money on food have more attention to food safety than the respondents who spend less money on foods. Unhealthy foods and a high percentage of unhealthy lifestyle create consumers’ awareness of the importance of nutrition and food safety [27][28].

The last (seventh) reason of consumers in choosing “*bakso malang*” is the completeness of a bowl of “*bakso malang*”. Although *bakso malang* is characterized by the supplementary foods served alongside, such as tofu, *siomay*, fritters, *lontong*, etc., but it is not the reason of the consumers

to prefer *bakso malang*. Generally, *bakso malang* vendors in Malang offer self-service, which means that they do not fix a price for a portion of *bakso*. The consumers are free to choose the content of their *bakso* in accordance with the desired amount. However, based on interviews with *bakso* vendors, usually, the consumers take a portion of *bakso* consists of 2 classic meatballs, 1 fried meatball, noodle, 1 *lontong*, 1 *siomay*, 1 fritter, and 1 tofu, which considered as nutritious if a lab test is conducted.

D. Level of Significance of Attributes

Based on the evaluation results of the level of significance, the attributes frequently considered by the consumers are taste, price, comfortable place, and nutrition, while a filling portion and branding are less considered by the respondents. Taste, price, and place are the factors that affect the respondents' evaluations. The consumers will evaluate all products in order to determine the taste that mostly meets their preferences. Their evaluation on taste, price, and place will subsequently affect their decision to buy the foods. According to [29] the consumers' evaluation on a product is also affected by its physical appearance since a good packaging will improve a product's marketing. [30] thought that food packaging and serving are not necessary for the producers since there is not a law that regulates such aspect.

The research showed that the food preference based on nutrition is inversely proportional. On one side, nutrition is not a contributing indicator taken by the consumers when buying foods. However, based on the level of significance, the consumers consider the "nutritional content" as a very important indicator in buying foods. In some developed countries, consumers have a higher interest when they know the sources of the food materials and the means of processing. When they are sure if the food is safe to consume and already met their criteria, they are more likely to consume it [31]. "*Bakso Malang*" that serves as a typical and outstanding food in Malang will have a higher potential and will be more accepted by either local or world society when it is able to build consumers' trust in a macro scale. As stated by Sims [32] that local foods and sustainable tourism can be improved through local foods and comfortable places. Such facts also could connect and enhance the number of tourists, which could influence sustainable economic, environmental, and sociocultural development [33] [34]

IV. CONCLUSION

The consumers of "*bakso malang*" are dominated by 16 - 24 year old females with Senior High School educational background. Generally, they are "*bakso malang*" lovers who live in Malang and they are fanatic with particular *bakso* vendors. The first reason for their preference of "*bakso malang*" is its delicious taste, followed by its price, and then continued by, respectively, a comfortable place, a filling portion, branding (popular place), nutritional content in a bowl of *bakso*, and the completeness of the *bakso*. While based on the level of significance, the consumers consider some attributes to be paid attention to by the producers, namely taste, price, comfortable places, nutrition (considered as very important), a filling portion of *bakso* considered as important,

while branding and the completeness of content are considered as quite important by the respondents.

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