
**FACTORS AFFECTING CONSUMER DEMAND ON ORANGE FRUIT IN
PANTAI BUAYA, LANGKAT, INDONESIA**

Lokot Muda Harahap¹, Dita Amanah¹, Dedy Ansari Harahap², Siti Jubaidah¹

¹Faculty of Economics, Universitas Negeri Medan

Jalan William Iskandar Ps. V, Deli Serdang 20371, Indonesia

²Faculty of Economics and Business, Universitas Islam Bandung

Jalan Tamansari, Bandung 40116, Indonesia

Abstract

This article aims to analyze the effect of prices, income and tastes on consumer demand for orange fruits in Pantai Buaya, Besitang District, Langkat Regency, Indonesia. A total of 80 respondents were taken by simple random sampling and then analyzed using multiple linear regression analysis techniques. The results show that partially the price influences the demand for orange fruits, while income and tastes partially do not affect the consumer demand for orange fruits in Pantai Buaya. Price, income and taste together affect the demand for orange fruits by 8.7%, the rest is influenced by other variables not included in this study. Orange traders are advised to evaluate the pricing so it is expected that with the right pricing strategy, consumers are more interested in buying. Further researchers are advised to include other variables such as promotion, distribution, product/service quality, increase the number of samples and expand the area of research so research results can be generalized.

Keywords: Price, Income, Taste, Consumer Demand

1. Introduction

Demand is the amount of goods or services that consumers buy in a certain period by taking into account certain conditions such as the price of goods, the price of other goods, consumer income and others. Consumer purchasing decisions are mainly due to low prices and will reduce purchases if prices are high, in research (Harahap, 2015; Harahap, Amanah, & Agustini, 2018; Amanah et al., 2017; Amanah & Harahap, 2018; Amanah, Hurriyati, Vanessa Gaffar, Layla, & Harahap, 2017), price influences purchasing decisions. Price is the amount of value given by the buyer for the benefits of owning and using goods or services offered by the seller through bargaining or the seller sets a specific price for all buyers. From the legal side of demand, there is a negative relationship between price and the amount of demand for goods. If prices rise, demand decreases, on the contrary demand will increase if prices decline.

Besides price, income is one of the factors that influence the demand for goods. Individual income is the amount of money an individual receives as a result of his activities. The income of each individual will determine the amount of demand for goods or services. High income will result in higher demand for goods or services, conversely if income is low then the ability to buy also decreases. Tastes have a considerable influence on the desire of consumers to buy goods or services. Demand for certain goods or services is influenced by consumer tastes, if consumer tastes for certain goods or services increase, the number of requests will increase, conversely the

number of requests will decrease if consumers have low tastes for certain goods or services.

Orange is a fruit commodity that has high economic value because it is consumed by people from various walks of life. Oranges contain vitamin C, water, 50mg / 100ml of fruit juice and vitamin A (Suharsi & Sari, 2013). Sweet orange has a bright enough prospect to be developed and was well known to remote parts of the country even to foreign countries in 1997-1998 because it tastes sweet, but the heyday did not last long. Pantai Buaya orange seems lost in the earth, but a number of farmers are currently trying to revive the heyday. They plant oranges on large tracts of land. Nearly 80% of farmers plant similar oranges and the economy starts to move up. Pantai Buaya is located in one of the orange producing areas in Langkat Regency, North Sumatra. Data on harvest oranges in Langkat District in 2018 obtained from Central Bureau of Statistics can be seen in the following Table 1.

Table 1.
The Average Harvest of Orange Fruit in Pantai Buaya

Districts	Year	Productions (Tons)
Langkat	2015	2,526
Langkat	2016	3,735
Langkat	2017	4,985

Source: Central Bureau of Statistics (2018)

Orange fruits in Pantai Buaya has the advantage of being larger in size and sweeter taste than other oranges, becoming superior grapefruit so that it has an impact on increasing the number of oranges plantations by farmers with a wider amount of land so that the amount of harvest is more than other fruits. These advantages are the main attraction of consumers to buy oranges in Pantai Buaya. The price is competitive with other oranges, which is cheaper than competitors. Selling prices from farmers between Rp. 6,000 up to Rp. 7,000 per kg, while on the market it can reach Rp. 9,000 to Rp. 10,000 per kg. The price of oranges from outside Pantai Buaya is relatively more expensive due to transportation costs from outside the area. Harvested 4 times a year with a sufficiently large amount of harvest so that it becomes a source of income for oranges farmers in Besitang District, Langkat Regency.

Based on the phenomena and previous description where there is a fairly high demand for oranges in Pantai Buaya, the author needs to conduct further research on "The Effect of Prices, Income and Taste on Demand for Orange Fruits in Pantai Buaya, Besitang District, Langkat Regency".

2. Literature Review

2.1 Meaning of Demand

Demand is the amount of goods or services needed by buyers from sellers at a certain market and price (Salvatore, 2009), (Pindyck & Rubinfeld, 2017), (Mankiw, 2014). Demand is influenced by prices, the more expensive the price of goods, the less the number of purchases of these goods with the condition that other conditions are fixed or *ceteris paribus* (Dubihlela & Sekhampu,

2014). Demand shows the combination of price and the amount of goods desired by the buyer that is affected by income and prices. If the price of goods rises and income does not change, demand will decrease, on the contrary if the price of goods decreases and income does not change, demand will increase (Riley, 2012). So the law of demand explains the negative relationship between price and demand (Gans, King, & Mankiw, 2011).

Based on some of the notions stated earlier, it can be concluded that consumer demand is the amount of goods requested to meet needs. Demand has a negative relationship with prices, the higher the price the less demand, conversely the lower the price the more demand.

Indicator of Demand

Indicators of consumer demand according to (Solomon, Bamossy, Askegaard, & Hogg, 2016) are: 1). The need and desire for a product. The needs and desires of a product become a benchmark in demand because a consumer who will make a request will be driven by the needs and desires for that product, 2). The desire to try. The desire to try from consumers indicates that there will be demand because consumers will know the quality of the product, 3). The stability and quality of a product. The stability and quality of a product will make demand continue as long as the product is still desired by consumers and repurchase decisions indicate loyalty has occurred in the demand for the product, and 4). Repurchase decision. Consumers who already know the stability and quality of a product are likely to make product purchases in the near future so that demand will increase from repeated purchases.

2.2 Meaning of Price

Price is the value given by customers for the benefits of owning or using a product or amount of money that consumers need to obtain the desired goods (Kotler & Armstrong, 2016), (Swastha, 2014). The value is relative for each product (Hinterhuber & Bertini, 2011). Pricing requires a number of monetary units such as money, goods or services that can be exchanged for ownership and use of goods or services (Tjiptono, 2014) and consumers must pay compensation to get the goods or services they want (Faith, Dudu Oritsematosan Edwin, 2014).

It was concluded that the price is an important factor for consumers to decide whether or not to trade. So the price is the amount of money that has been determined by marketers to be paid by consumers to get the benefits of goods or services and satisfy their desires. The greater the benefits received by consumers, the higher the price of the goods or services.

Indicator of Price

Indicators that characterize prices used in this study, that is (Stanton, 2008): 1). Affordability of prices. The price of goods or services that is in accordance with market prices and in accordance with the economy of society. Many companies go bankrupt because of setting prices that are not suitable in the market. High prices do not determine consumers to make purchases. The company must be able to offer products or services that can be reached by the community so as to cause a large profit for the company, 2). Price match with product quality. Suitability of prices with product quality is the price set by the company should be in accordance with the quality of the products offered so that consumers do not feel cheated about the product purchased. Expensive

price is not an option that high quality products and vice versa, 3). Price competitiveness. The price of a product must be able to compete with the prices of other products. Price competition needs to be done so that consumers dare to choose to make purchases as needed, and 4). Price match with benefits. The customer estimates the offer that will give the highest perceived value and acts on the basis of the estimate. Whether or not a price quote is expected will affect customer satisfaction and the probability that the customer will buy the product again.

2.3 Meaning of Income

Revenue is a gross increase in owner's capital that results from selling goods, providing services to customers, renting out property, borrowing money and all professional business activities aimed at earning income (Parijs & Vanderborcht, 2017). Rewards or inflows obtained by the community in an area from production or other economic activities in a certain period will generate income which is then used to meet needs or the remainder as savings to meet future needs (Ault & J, 2010), (Kieso, Weygandt, & Warfield, 2011). So income is the benefits received by individuals or groups by doing a business (Sitorus, 2011) such as salaries, wages, rent, interest, profits, benefits (Samuelson & Nordhaus, 2010). Production results and income have a positive relationship, meaning that the greater the production the more income (Susilowati & Maulana, 2012).

Indicator of Income

According to (Swastha, 2014) there are indicators that affect income from sales activities, including: 1). Income Level. The level of income greatly affects consumers in meeting their needs in everyday life. High level of income will provide greater opportunities to consume goods, 2). Expenditures. Expenditures are cash outflows used to buy goods or services needed. Consumption activities cannot be carried out if there is no income or income. The size of the expenditure is influenced by the amount of income they have, and 3). Additional income. Additional income is the side income that is obtained outside the basic income. This really helps consumers to meet their needs.

2.4 Meaning of Taste

Place table titles above the tables. Taste is a concept that is always used in social science which means the choice of various alternatives based on pleasure, satisfaction, usefulness and others (Brehm, 1956), (Coppin, Delplanque, Cayeux, Porcherot, & Sander, 2010). If related to this paper, taste is a way of choosing food by the buyer which is distinguished based on wants or needs consisting of appearance, smell, taste, texture, temperature. The five human senses such as taste, smell, touch, sight, hearing work together to create tastes in humans (Drummond & Brefere, 2010). Age will affect the level of taste in humans, the more age the taste of human taste will decrease, so at an older age need more seasoning to get the same taste (Stanner, Thompson, & Buttriss, 2009) which occasionally use additional ingredients foods such as flavoring (Garrow & James, 1993).

Consumer tastes can change and will affect demand (Harahap, Hurriyati, Disman, Gaffar, & Amanah, 2019). Taste and demand have a positive relationship, the higher the consumer's taste for a particular product, the higher the demand for the product will also increase, and vice versa

if consumers do not have a taste for a product, the demand for the product will decrease (Brumfield, Adelaja, & Lininger, 1993).

Indicator of Taste

Taste indicators according to (Rangkuti, 2009):1). Satisfaction is an important concept in marketing and consumer research. It has been a common opinion that if consumers are satisfied with a product or brand, they are likely to continue to buy and use it and tell others about their pleasant experiences with the product. If they are not satisfied, they tend to switch brands and raise objections with producers, retailers and even tell consumers or other customers, 2). Market Demographics are markets that are easily accessible and relatively cheaper to identify target markets, demographic information provides insight into current trends, although unable to predict consumer behavior, but can see changes in demand for various products and is also used to evaluate marketing campaigns, 3). Service is as an action or performance that can be given to others. Services can be classified into two, that is contact service and low contact service, and 4). Product Design is the design or form of the product is a very important attribute to influence consumers so that they are interested and then buy it.

2.5 Relevant Studies

(Ferdian, Maulina, & Rosidah, 2012) states that catfish are not inferior goods, which means that if the price of catfish increases, there will be no change in demand, because the catfish will still be sought. Means the price of fish to demand for catfish in Losarang District, Indramayu Regency is very influential. If other freshwater fish and sea fish experience price increases, the demand for catfish will increase. The elasticity of demand for the price of catfish is 0,000. Cross elasticity consists of price elasticity of other types of freshwater fish of 0.002 and seawater fish prices of 0.000.

(Silitonga & Salman, 2014) states that the independent variable that significantly influences the demand for organic vegetables is the price of organic vegetables (X_1), because it has a value less than the real level of 0.05, while the price of non-organic vegetables (X_2), income (X_3), number of family members (X_4), and holidays and non-holidays (D) have no significant effect on demand for organic vegetables. Simultaneous analysis obtained the five independent variables above affect the demand for organic vegetables, and (R^2) obtained by 0.778 so that the five independent variables above can explain the demand for organic vegetables by 77.80%.

(Tehubijuluw, Turukay, & Wenno, 2014) stated that rice demand in Maluku tends to fluctuate where the amount of rice varies each year. According to data from the State Logistics Agency and the trade agency, the amount of rice in 2004 was 49 million kg, which in 2005 had increased to 125 million kg. But after that the amount of rice demand tends to fall or change where in 2010 to 79 million kg and increased again in 2011 to 144 million kg but reduced to 46 million kg in 2012. While the factors related to rice demand is the price of rice, sago prices, cassava prices, population and income per capita. The conclusion is that rice demand is positively related to rice prices, sago prices, cassava prices, population and population income per capita.

(Rosalina, Hamidi, & Jahrizal, 2014) stated that it was assumed that the factors affecting the demand for cooking oil in Dumai were income, number of household members and prices. The most dominant factor influencing the demand for cooking oil in Dumai is income, where at the significance level of 5% the income variable significantly influences the demand for cooking oil in Dumai. The influence of the three factors, namely income, the number of household members and the price of cooking oil demand in Dumai is 28.6% while the remaining 71.4% is influenced by other factors not discussed in this study.

(Kusdiyanto, 2014) states that fish price elasticity of - 0.798, is inelastic and significant at the 5% level. The price and amount of fish consumption moves in the opposite direction, the higher the price of fish tends to decrease the amount of fish demand bought/consumed by most people. Egg cross elasticity of 0.842, is elastic and very significant at 5% level. Eggs are a strong substitute for fish.

2.6 Research Framework

In the researcher’s thinking framework need to explain theoretically and systematically between the independent variable and the dependent variable and things related to the dependent variable. Based on the previous description, the research framework is consumer demand which is influenced by price, income and tastes. Consumer demand becomes the dependent variable in this study which is influenced by the dependent variable, that is price, income and taste. The independent variables are price, income and taste. Where these three things are very important in influencing consumer demand. In the law of demand prices are contrary to demand, where when prices are low demand will increase and when prices are high demand decreases but is still driven by other factors. Income is very influential on demand because when consumers' income (here as research subjects) is adequate, it strongly supports the demand for products to be offered by producers, one of which is as researched by author about guava (Sagala et al., 2017). Tastes undoubtedly greatly affect the demand for a product or service. When consumers have a taste for a product/service, their desire to get the product is also high. This is the main thing for marketers to understand consumer tastes and try to fulfill them. Prices, income, tastes simultaneously have an influence on consumer demand for oranges because when the increase or decrease of the three variables can certainly have a large impact on the demand for oranges.

Thus based on the description above, the researcher describes the research scheme as follows:

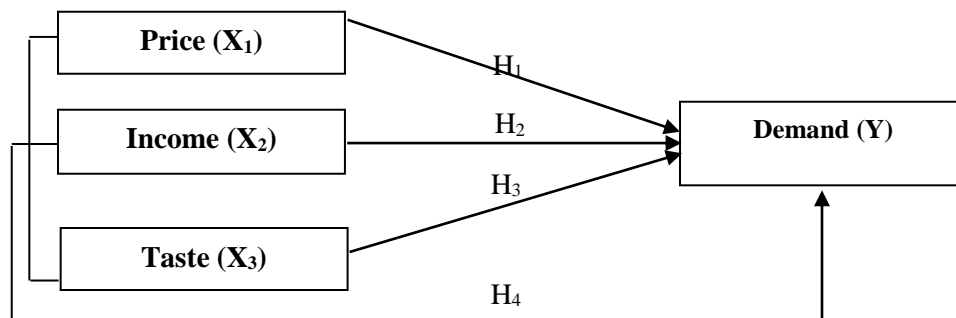


Figure 1.
Research Framework

2.7 Hypothesis

Based on the theory and conceptual framework described previously, the hypotheses formulated in this study are as follows:

1. Price influences the demand for orange fruits.
2. Income influences the demand for orange fruits.
3. Taste affects the demand for orange fruits.
4. Price, income and taste simultaneously affect the demand for orange fruits.

3. Research Methods

This study involved 80 respondents as a simple random sample. They are orange consumers in Pantai Buaya, Besitang District, Langkat Regency, which are then analyzed by multiple linear regression analysis methods. The four variables analyzed are :

1. Price (X_1) is the fair value given by the seller to the buyer. The indicators are the affordability of prices, the suitability of prices with quality, competitiveness, suitability with benefits.
2. Revenue (X_2) is a number of value inputs received by consumers to meet their needs. The indicator is the level of income, expenses, additional income.
3. Taste (X_3) is the desire to own an item based on a strong desire for the item. The indicators are satisfaction, market demographics, service, product design.
4. Demand (Y) is a request for an item made by a buyer to the seller in a market. The indicators are needs and wants, wants to try, product quality, repurchase decisions.

4. Results and Discussion

4.1 Results

Table 2.
Respondents Characteristics

Identification of Respondents	Number of employees	Percentage (%)
1. Gender		
▪ Male	48	60
▪ Female	32	40
Total	80	100%
2. Age		
▪ < 25	17	21,3
▪ 25-30	54	67,5
▪ > 30	9	11,3
Total	80	100%
3. Education		
▪ Elementary school	31	38,8
▪ Junior high school	39	48,8
▪ Senior high school	10	12,5
▪ Others	0	0
Total	80	100%

Source: Data Process

1. The majority of respondents in this study were men as many as 48 people (60%), while women as many as 32 people (40%).
2. The age of respondents for 25-30 years is 67.5% (54 people), < 25 years is 21.3% (17 people) and >30 years is 11.3% (9 people).
3. A total of 39 respondents (48.8%) had 31 junior high schools, 31 elementary schools (38.8%) and 10 senior high schools (12.5%).

Multiple Linear Regression Analysis

Table 3.
Results Calculation Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	19.893	6.779	
	Price	.342	.128	.303
	Income	-.111	.163	-.077
	Taste	.078	.163	.053

Source: Data Process

The equation of multiple linear regression is as follows:

$$Y = 19.893 + 0.342 X_1 - 0.111 X_2 + 0.078 X_3 + e$$

The explanation is as follows:

1. Constants have a regression value of 19.893, meaning that if prices (X₁), income (X₂), tastes (X₃) are considered zero, then an increase in consumer demand is 19.893.
2. Price (X₁) has a regression coefficient of 0.342 with a positive direction, meaning that for each price increase of 1 Rupiah, there will be an increase in consumer demand by 34.2%.
3. Income (X₂) has a regression coefficient of 0.111 with a negative direction, meaning that for every increase in income of 1 Rupiah, there will be a decrease in consumer demand by 11.1%.
4. Tastes (X₃) have a regression coefficient of 0.078 with a positive direction, meaning that every increase of one unit of taste, there will be an increase in consumer demand by 7.8%.

Partial Test (t Test)

Table 4.
t Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.893	6.779		2.935	.004
	Price	.342	.128	.303	2.680	.009
	Income	-.111	.163	-.077	-.680	.498
	Taste	.078	.163	.053	.480	.632

1. Effect of Price on Consumer Demand

The t value for the price variable is 2.680 greater than t table (1.65) with a significance of 0.009 less than 0.05. Means that prices have a significant effect on consumer demand.

2. Effect of Revenue on Consumer Demand

The t value for the income variable is -0.680 smaller than t table (1.65) with a significance of 0.498 greater than 0.05. Means that income does not have a significant effect on consumer demand.

3. Effect of Taste on Consumer Demand

The t value for the appetite variable is 0.480 less than the table (1.65) with a significance of 0.632 greater than 0.05. Means that taste does not have a significant effect on consumer demand.

4.2 Discussion

The results of this study stated that the price of orange fruit affects consumer demand. In line with (Hikmah, Effendy, & Rauf, 2017; Sagala et al., 2017) who conducted a study of consumers of dragon fruit in Palu, Indonesia which showed that one of the variables is the price that significantly affects the demand. Declining fruit prices as a result of public policy make fruit intake increasing in Sao Paulo (Claro, Carmo, Machado, & Monteiro, 2007). These results prove the law of demand where high and low prices affect the quantity of products/services purchased by consumers (Agarwal & Agarwal, 2019).

Contrary to the income that has no effect on the demand for oranges by consumers. Not in line with (Kavitha, Umanath, Paramasivam, & Chandran, 2016) which revealed that the consumption of fruit of Indian society increased along with the increase in income. Purchasing fruit for low-income households is less than high-income households. Low-income households do not spend on fruit because they allocate money to others that are more important such as meat, clothing, housing (Blisard, Stewart, & Jolliffe, 2004). So when households get richer, their consumption of food will increase and tend to pay more attention to nutrition towards their intake (Agostini, 2014).

Taste was also found have no effect on consumer demand for orange fruits. Not in line with (Acharya & Molina, 2004) which states that health and comfort were an important role in shaping the tastes and preferences of consumers towards fruit. Changes in consumer tastes have increased fruit consumption per capita. Specifically, changes in taste have significantly increased demand for fresh produce commodities such as cucumbers, green peppers, strawberries and melons in the United States. Taste preferences and food choices are important for children to motivate them to eat certain and different foods for boys and girls. Girls eat more for a longer time due to stronger taste preferences (Brug, Tak, Velde, Bere, & Bourdeaudhuij, 2008). Taste is influenced by many factors such as household size, urbanization, age, sex of the head of the household, all of which will affect the demand for food (Drichoutis, Andreas C Lazaridis, 2008).

5. Conclusion and Recommendations

5.1 Conclusion

1. Price influences consumer demand for orange fruits in Pantai Buaya, Besitang District,

Langkat Regency.

2. Income does not affect the demand for orange fruits in Pantai Buaya, Besitang District, Langkat Regency.
3. Taste does not affect the demand for orange fruits in Pantai Buaya, Besitang District, Langkat Regency.
4. Prices, income and tastes together affect the demand for oranges fruits by 8.7% while the remaining 91.3% are influenced by other variables such as promotion, advertising, product quality and so on outside of this study.

5.2 Recommendations

1. Traders should offer lower prices to increase consumer demand because the income of local residents who make up the majority of buyers is limited.
2. Traders should give appropriate price orange deals with consumer income.
3. Traders should offer various types of orange fruits so consumers are more interested in buying because they have a variety of choices.
4. The next researcher needs to include other variables such as promotion, product/service quality, distribution and so on as well as multiplying the sample and expanding the research area in order to obtain more accurate results.

References

- Acharya, R. N., & Molina, I. (2004). Testing for a Change in Consumer Tastes for Fresh Fruits and Vegetables: A Structural Latent Variable Approach. In *AAEA Annual Meeting in Denver, Colorado, August 1-4, pp 1-19* (pp. 1–19).
- Agarwal, A., & Agarwal, S. (2019). *Economics : Class XII (2019-20)*. India: SBPD Publications.
- Agostini, P. De. (2014). *The effect of food prices and household income on the British diet*.
- Amanah, D., & Harahap, D. A. (2018). Comparing Prices and Service Quality on Lazada and Tokopedia in Indonesia. *International Journal of Latest Engineering and Management Research (IJLEMR)*, 03(09), 19–24. Retrieved from www.ijlemr.com
- Amanah, D., Hurriyati, R., Gaffar, V., Wibowo, L. A., Harahap, D. A., & Saragih, Y. D. (2017). Which is More Influential in Online Purchasing Decisions : Price or Trust? In *1st International Conference on Islamic Economics, Bussiness and Philanthropy* (pp. 798–803). Bandung: SCITEPRESS – Science and Technology Publications, Lda.
- Amanah, D., Hurriyati, R., Vanessa Gaffar, Layla, A. A., & Harahap, D. A. (2017). Effect of Price and Product Completeness to Consumer Purchase Decision at Tokopedia.com. In *Proceedings of the 2nd Global Conference on Business, Management and Entrepreneurship 2017* (Vol. 1, pp. 34–37). SCITEPRESS – Science and Technology Publications, Lda. <https://doi.org/10.5220/0007114300340037>
- Ault, H. J., & J, A. B. (2010). *Comparative Income Taxation*. Netherland: Kluwer Law International.

- Blisard, N., Stewart, H., & Jolliffe, D. (2004). *Low-Income Households' Expenditures on Fruits and Vegetables*.
- Brehm, J. W. (1956). Post-decision changes in desirability of choice alternatives. *Journal of Abnormal and Social Psychology*, 52, 384–389.
- Brug, J., Tak, N. I., Velde, S. J. te, Bere, E., & Bourdeaudhuij, I. de. (2008). Taste preferences, liking and other factors related to fruit and vegetable intakes among schoolchildren: results from observational studies. *British Journal of Nutrition*, 99(1), 7–14.
- Brumfield, R. G., Adelaja, A. O., & Lininger, K. (1993). Brumfield, Robin G; Adelaja, Consumer Tastes, Preferences, and Behavior in Purchasing Fresh Tomatoes. (1993). 118(3):433-438. *Journal of the American Society for Horticultural Science*, 118(3), 433–438.
- Claro, R. M., Carmo, H. C. E. do, Machado, F. M. S., & Monteiro, C. A. (2007). Income, food prices and participation of fruit and vegetables in the diet. *Rev Saúde Pública*, 41(4), 1–8.
- Coppin, G., Delplanque, S., Cayeux, I., Porcherot, C., & Sander, D. (2010). I'm no longer torn after choice: How explicit choices can implicitly shape preferences for odors. *Psychological Science*, 21, 489–493.
- Drichoutis, Andreas C Lazaridis, P. (2008). What Influences Tastes? An Analysis of the Determinants of Consumers' Demand for Tastes in Food. *Agricultural Economics Review*, 9(1), 55–69.
- Drummond, K. E., & Brefere, L. M. (2010). *Nutrition for Foodservice and Culinary Professional's* (7th ed.). New Jersey: John Wiley & Sons, Inc.
- Dubihlela, D., & Sekhampu, T. J. (2014). The Impact Of Price Changes On Demand Among Poor Households In A South African Township. *International Business & Economics Research Journal*, 13(3), 463–474.
- Faith, Dudu Oritsematosan Edwin, A. M. (2014). A Review of The Effect of Pricing Strategies on The Purchase of Consumer Goods. *International Journal of Research in Management, Science & Technology*, 2(2), 88–102.
- Ferdian, F., Maulina, I., & Rosidah. (2012). Analisis Permintaan Ikan Lele Dumbo (Clarias Gariepinus) di Kecamatan Losarang Kabupaten Indramayu. *Jurnal Perikanan Dan Kelautan*, 3(4), 93–98.
- Gans, J., King, S., & Mankiw, N. G. (2011). *Principles of Microeconomics*. Boston: Cengage Learning.

- Garrow, J. S., & James, W. P. (1993). *Human Nutrition and Dietetics*. (9th ed.). Edinburgh: Churchill Livingstone.
- Harahap, D. A. (2015). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Konsumen di Pajak USU (Pajus) Medan. *Jurnal Keuangan Dan Bisnis*, 7(3), 227–242. <https://doi.org/10.17605/OSF.IO/KGXDM>
- Harahap, D. A., Amanah, D., & Agustini, F. (2018). Effect of Product Completeness and Price on Consumer Purchasing Decision in SMEs Market Medan. *Jurnal Manajemen*, 22(1), 47–61.
- Harahap, D. A., Hurriyati, R., Disman, Gaffar, V., & Amanah, D. (2019). Culinary Tourism in Indonesia-Empirical Study at Amaliun Food Court , Medan. *SAR Journal*, 2(1), 15–23. <https://doi.org/10.18421/SAR21-03>
- Hikmah, D. N., Effendy, & Rauf, R. A. (2017). Faktor-Faktor Yang Memengaruhi Permintaan Buah Naga (*Hylocereus Costaricensis*) Di Kota Palu. *E-Journal Agrotekbis*, 5(5), 579–585.
- Hinterhuber, A., & Bertini, M. (2011). Profiting When Customers Choose Value Over Price. *Business Strategy Review*, (1), 46–49.
- Kavitha, V., Umanath, M., Paramasivam, R., & Chandran, K. (2016). Determinants of Consumption Probability and Demand for Fruits in India. *Agricultural Economics Research Review*, 29, 161–170.
- Kieso, D. E., Weygandt, J. J., & Warfield, T. D. (2011). *Intermediate Accounting*. New Jersey: John Wiley & Sons.
- Kotler, P. T., & Armstrong, G. (2016). *Principles of Marketing* (16th Editi). Pearson.
- Kusdiyanto. (2014). Analisis Perilaku Konsumen Terhadap Permintaan Ikan di Kota Surakarta. In *Prosiding The National Conference on Management and Business (NCMAB)* (Vol. 5, pp. 102–108).
- Mankiw, N. G. (2014). *Principles of Microeconomics (Mankiw's Principles of Economics)* (7th ed.). Tennessee: South-Western College Pub.
- Parijs, P. Van, & Vanderborght, Y. (2017). *Basic Income*. London: Harvard University Press.
- Pindyck, R., & Rubinfeld, D. (2017). *Microeconomics* (8th ed.). London: Pearson Education.
- Rangkuti, F. (2009). *Startegi Promosi yang Kreatif dan Analisis Kasus Integrated Marketing Communication*. Jakarta: PT Gramedia Pustaka Utama.

- Riley, J. G. (2012). *Essential Microeconomics*. England: Cambridge University Press.
- Rosalina, N. T., Hamidi, W., & Jahrizal. (2014). Analisis Permintaan Konsumen terhadap Minyak Goreng di Kota Dumai. *Jurnal Online Mahasiswa Fakultas Ekonomi Universitas Riau*, 1(2), 1–15.
- Sagala, E., Sihombing, H., Agustini, F., Amanah, D., Sembiring, D. D., & Harahap, D. A. (2017). Analysis of Consumer Demand on *Syzygium Aqueum* In North Sumatera, Indonesia. *Journal of Economics and Finance*, 8(5), 44–48. <https://doi.org/10.9790/5933-0805014448>
- Salvatore, D. (2009). *Principles of Microeconomics*. England: Oxford University Press.
- Samuelson, P. A., & Nordhaus, W. D. (2010). *Economics*. New York: Mc Graw Hill Education.
- Silitonga, J., & Salman, S. (2014). Analisis Permintaan Konsumen Terhadap Sayuran Organik Di Pasar Modern Kota Pekanbaru. *Jurnal Dinamika Pertanian*, 29(1), 79–86.
- Sitorus, S. R. . (2011). *Pengembangan Sumber Daya Lahan Berkelanjutan (Kelima)*. Bogor: Institut Pertanian Bogor.
- Solomon, M. R., Bamossy, G. J., Askegaard, S., & Hogg, M. K. (2016). *Consumer behaviour*.
- Stanner, S., Thompson, R., & Buttriss, J. L. (2009). *Healthy Ageing: The Role of Nutrition and Lifestyle*. British Nutrition Foundation. Wiley-Blackwell. Oxford.
- Stanton, W. J. (2008). *Fundamental of Marketing*. New York: Mc Graw Hill Companies Inc.
- Suharsi, T. K., & Sari, A. D. P. (2013). Pertumbuhan Mata Tunas Jeruk Keprok (*Citrus nobilis*) Hasil Okulasi pada Berbagai Media Tanam dan Umur Batang Bawah Rough Lemon (*C. jambhiri*). *Jurnal Ilmu Pertanian Indonesia (JIPI)*, 18(2), 97–101.
- Susilowati, S. H., & Maulana, M. (2012). Farm Business Land Size and Farmers' Welfare: Smallholders' Existence and Agrarian Reform Urgency. 2012. Volume 10 No. 1, Maret : 17-30. *Analisis Kebijakan Pertanian*, 10(1), 17–30.
- Swastha, B. (2014). *Manajemen Pemasaran*. Yogyakarta: BPFE.
- Tehubijuluw, L., Turukay, M., & Wenno, N. F. (2014). Analisis Permintaan Beras Di Provinsi Maluku. *Jurnal Agrilan (Agribisnis Kepulauan)*, 2(1), 78–87.
- Tjiptono, F. (2014). *Pemasaran Jasa (Prinsip, Penerapan, Penelitian)*. Yogyakarta: Andi. {Bibliography}