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HASIL PENILAIAN SEJAWAT SEBIDANG ATAU PEER REVIEW
KARYA ILMIAH : JURNAL ILMIAH

Judul Karya Ilmiah (Artikel) : Consumer Preferences on Food Ingredients and Analysis of Regional Grouping Using Hierarchical Clustering Agglomerative Method of Food Crop Agricultural Commodity Products in Semarang

Jumlah Penulis : 6 Orang Penulis ke : 3

Nama Penulis : Purbayu Budi Santosa, Banatul Hayati, **Hasbi Yasin**, Titik Ekowati, Istadi, Darwanto

Identitas Jurnal Ilmiah

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Consumer preferences on food ingredients and analysis of regional grouping using hierarchical clustering agglomerative method of food crop agricultural commodity products in semarang (Article)

Santosa, P.B.^a, Hayati, B.^a, Yasin, H.^b, Ekowati, T.^c, Istadi^d, Darwanto^e

^aDepartement of Economics Development Studies, Faculty of Economics and Business, Diponegoro University, Semarang, Indonesia

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The purpose of this research is to determine the consumer preferences towards the food ingredients, such as rice, chili, onion, and garlic. The data collection is conducted by using the questionnaire for 55 respondents. The results of this research show that most respondents are not concerned about which regions that produce the rice, onion, garlic, and chili. Most respondents have knowledge of the food producers of each region. They prefer Pandan Wangi, IR, and Rojolele rice and they prefer to buy rice in the stalls, traditional markets, and rice distributor shop. After that a cluster analysis is conducted to determine the regional grouping of the rice and other food crop producers in Semarang city. It uses a hierarchical clustering method with agglomerative type, which aims to interpret the cluster analysis results of the districts in Semarang based on their similarity as the largest producer of rice and other food crops. The research results show that in the year of 2012 - 2014, Cluster 1 is the largest producer of rice and other crops in Semarang. From the analysis, it can be concluded that Semarang city needs to bring in the supplies of rice, onion, garlic, and chili from other regions. © IAEME Publication.

SciVal Topic Prominence

Topic: Business enterprises | Czech Republic | Agricultural production

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Author keywords

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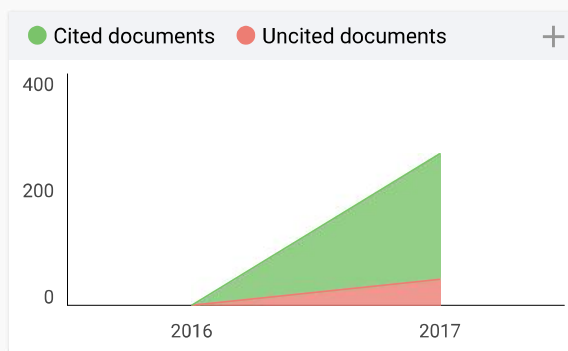
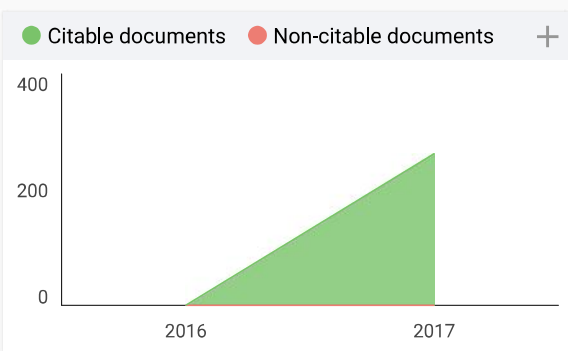
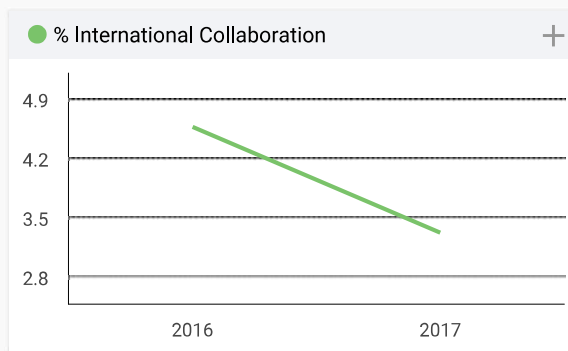
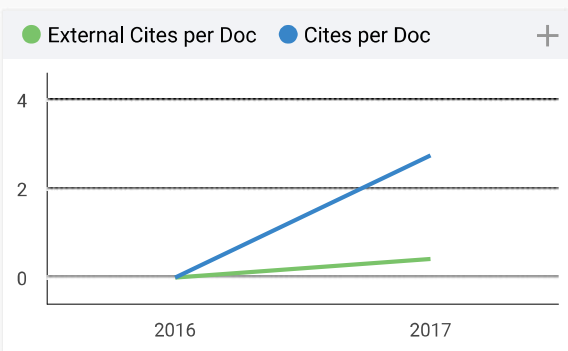
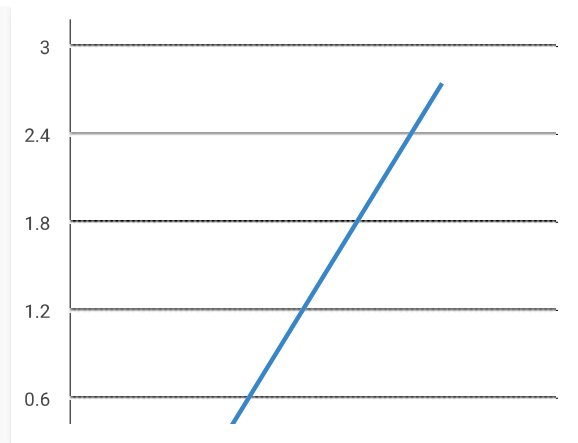
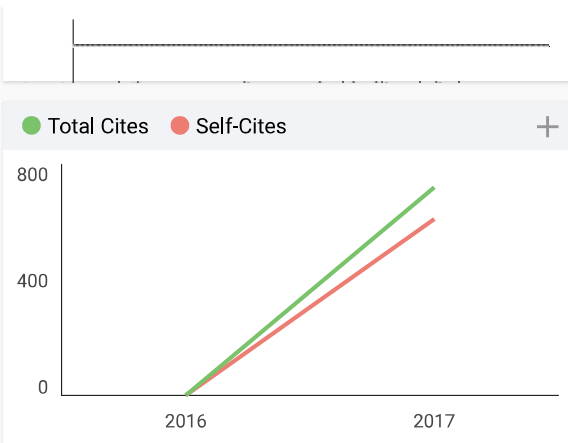
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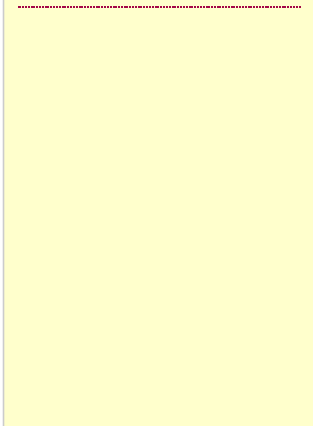
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