

Table of Contents

<i>Title Page</i>	i
<i>Ratification and Official Note</i>	ii
<i>Approval Page.....</i>	iii
<i>Statement of Originality</i>	iv
<i>Acknowledgements</i>	v
<i>Table of Contents</i>	vi
<i>Lists of Tables</i>	viii
<i>Lists of Figures.....</i>	ix
<i>Glossaries.....</i>	x
<i>Abstract</i>	xii
<i>Abstrak</i>	xiii
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Problem Formulation.....	6
1.3 Research Questions	8
1.4 Research Objectives	8
1.5 Research Contribution.....	10
1.6 Research Limitations.....	11
1.7 Organization of the Study	12
CHAPTER II REVIEW OF THE LITERATURE	14
2.1 The Indonesian Rice Facts	15
2.1.1 Indonesian Rice Policies	17
2.1.2 Indonesian Rice Market Chain.....	18
2.1.3 Indonesian Rice Varieties	20
2.2 Review of the Related Theories	21
2.2.1 The fundamental theories of consumption.....	22
2.2.2 The consumer choice theory	25
2.2.3 The Engel's law.....	26
2.2.4 The demand system model: QUAIDS	28

2.3 Theoretical Framework and Hypothesis Development.....	31
2.3.1 The effect of income on rice consumption demand	31
2.3.2 The effect in the price of other goods on rice consumption demand.....	33
2.3.3 The effect of demographic variables on rice consumption demand.....	34
2.3.4 The effect of geographic factors on rice consumption demand	36
CHAPTER III RESEARCH METHODOLOGY	39
3.1 Research Model.....	40
3.2 Definition of Operational Variables	41
3.2.1 Components of household consumption aggregates	41
3.2.2 Components of demographic and geographic variables	45
3.3 Populations and Samplings	47
3.4 Research Instruments	47
3.5 Techniques of Data Collection	49
3.5.1 The demographic data.....	49
3.5.2 The expenditure data.....	50
3.6 Techniques of Data Analysis.....	51
3.6.1 Descriptive statistics test.....	51
3.6.2 Correlation analysis.....	52
3.6.3 Classical assumption tests	53
3.6.4 Regression analysis	55
CHAPTER IV RESULTS AND DISCUSSIONS	57
4.1 Data Analysis	57
4.2 Statistical Analysis	60
4.2.1 Descriptive statistics test.....	60
4.2.2 Correlation analysis.....	69
4.2.3 Classical assumption tests	71
4.2.4 Regression analysis	75
4.3 Results Analysis	83
CHAPTER V RESEARCH CONCLUSIONS.....	87
5.1 Research Conclusions	87
5.2 Research Limitations and Future Research	90
5.3 Research Recommendations	93
Bibliography.....	96