

SHOPPERS' PERCEPTION ABOUT FROZEN FOOD



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A THESIS APPROVAL


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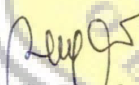
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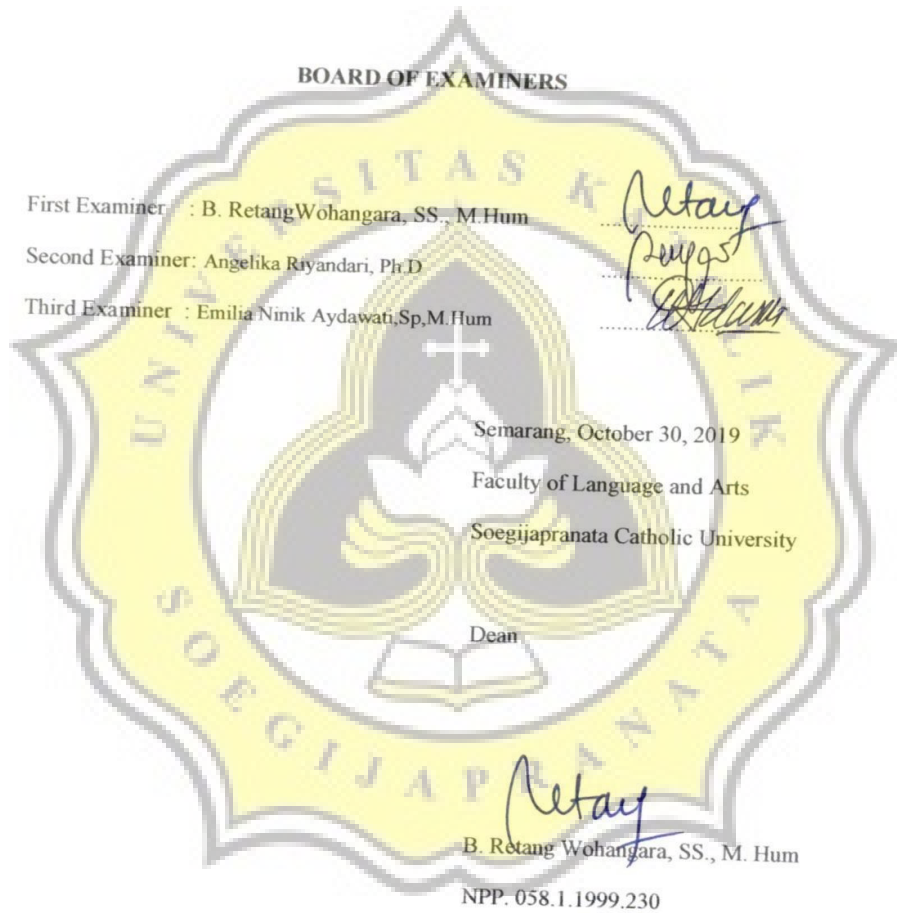
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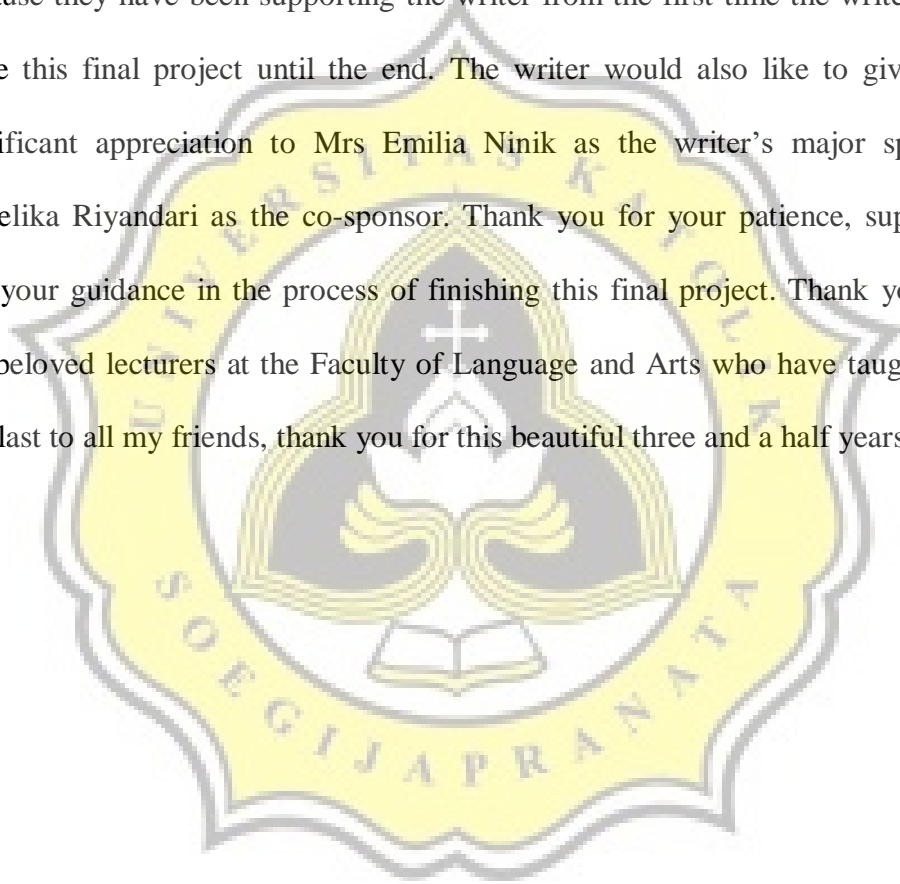


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ABSTRACT

In this modern era, people are busy with their job and personal matters. However, people have to keep eating food in order to recharge their stamina and energy in dealing with their work and personal matters. Frozen Food is a kind of food consuming by most people in this modern era. People can save their eating or cooking time because frozen food does not require a long time to be processed. The taste of frozen food is also good. The purpose of this study is to find out shoppers' perception of frozen food. The writer decided to collect 30 participants who are shoppers with frozen food' knowledge. The writer used a close-ended questionnaire with five choices arranged based on the Likert Scale method in order to collect the data. For this study, the writer used a quantitative method using a simple descriptive statistical analysis to analyse the data. The result of this study shows that shoppers' perception of frozen food is positive even though some shoppers give a negative response about frozen food.

ABSTRAK

Di era modern ini, orang – orang sibuk dengan pekerjaan dan urusan pribadi mereka. Namun, mereka harus tetap makan untuk mengisi daya tahan dan energi mereka dalam mengurus pekerjaan mereka dan urusan pribadi mereka. Frozen Food adalah salah satu makanan yang dikonsumsi oleh kebanyakan orang di era modern ini. Mereka dapat menghemat waktu makan atau memasak mereka karena proses mengolah frozen food tidak memerlukan waktu yang lama. Frozen Food juga memiliki rasa yang enak. Tujuan dari penelitian ini adalah untuk mencari tahu persepsi pembeli tentang frozen food. Penulis mengumpulkan 30 orang responden yang merupakan pembeli dengan pengetahuan tentang frozen food. Penulis menggunakan kuesioner tertutup dengan 5 pilihan yang disusun sesuai dengan metode skala Likert untuk mengumpulkan data. Pada penelitian ini, penulis menggunakan metode kuantitatif dengan deskripsi statistik sederhana untuk menganalisis data. Hasil dari penelitian ini menunjukkan bahwa persepsi pembeli tentang frozen food positif meskipun ada beberapa dari mereka yang memberikan respon negatif tentang frozen food.