

## CHAPTER 4

### DATA ANALYSIS

In this chapter, the writer focuses on the analysis of an interpretation of the data related to shoppers' perception of Frozen Food. The writer made a questionnaire that consists of 10 statements and distributed the questionnaires to 30 participants. The participants who participated in this study are shoppers who know Frozen Food. There are ten statements in the questionnaire related to perception about Frozen Food in terms of quality, taste, price, etc. The writer did a pilot study in order to make sure that the questionnaire is understandable. The pilot study involved ten students who were students from the Faculty of Language and Arts. Based on reliability and validity test, all of the statements were valid and reliable. The writer determined the validity and reliability of the questionnaire by using SPSS. After finding the valid statements, finally, the writer distributed the questionnaire to the shoppers. Following is the result of the questionnaire about Shoppers' perception of Frozen Food

#### 4.1 The Participants (Shoppers) ' Background

In this part, the writer described about the gender and age.

##### 1.1.1 General background

First, the writer provided the data of the participants' gender.

**Table 3. Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	23	76.7	76.7	76.7
Valid Male	7	23.3	23.3	100.0
Total	30	100.0	100.0	

The participants of this research are mostly female. There are only few of them are male because mostly female likes to do shopping and know more about some type of food especially for frozen food. The participants were those who came to some supermarkets for buying some foods in order to fulfil their daily needs.

The next data is on the age of the participants. There are 4 groups of age as follows

1. <24
2. 24 – 34
3. 34 – 44
4. >44

**Table 4. Age**

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	5	16.7	16.7	16.7
3.00	6	20.0	20.0	36.7
4.00	19	63.3	63.3	100.0
Total	30	100.0	100.0	

The big number of the participants are those who are more than 44 years old. The percentage of those who are more than 44 years old is 63%. The second highest comes from those who are between 34 - 44 years old. The next is between 24 - 34 years old. There are no participants who are less than 24 years old. It can be concluded that those who usually buy some foods for daily needs are people who are more than 44 years old.

The next data is about participants experience whether they ever know about Frozen Food or they don't know about Frozen Food. There are 2 options in the questionnaire as follows.

1. Yes
2. No

**Table 5. Knowledge about frozen food**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	30	100.0	100.0

From the table above, we can conclude that all of the shoppers know about frozen food product. They all have knowledge about frozen food. In other words, they know about something related about frozen food.

The next data is about participants experience whether they ever try to consume Frozen Food or they don't ever try to consume Frozen Food. There are 2 options in the questionnaire as follows.

1. Yes
2. No

**Table 6. Experience to try frozen food**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	30	100.0	100.0

From the table above, we can conclude that all of the shoppers have ever try to consume frozen food product. It is absolutely positive because all of them have ever try frozen food product.

#### 4.2 Participants (Shoppers) ' Habits of buying Frozen Food

Based on the result of the questionnaire, all the participants have had knowledge of the frozen food. All the participants stated that they have ever buy frozen food product.

This is the frequency of their habits of buying Frozen Food

**Table 7. Frequency of buying frozen food**

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	6.7	6.7	6.7
3.00	8	26.7	26.7	33.3
4.00	20	66.7	66.7	100.0
Total	30	100.0	100.0	

There are four options as follows

- a. More than once a week
- b. Once a week
- c. Once a month
- d. Once in 6 months

The table shows that most of them are buying frozen food once in 6 months (66%). However, some of them buy frozen food once a month (26%) and one a week (6%). This shows that the participants regularly buy frozen food product.

The next table shows about how often they consume frozen food product. There are 4 options in the questionnaire as follows.

- a. Every day
- b. Twice a week
- c. Once in a month
- d. Once in a while

**Table 8. Frequency of consuming frozen food**

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	6.7	6.7	6.7
3.00	3	10.0	10.0	16.7
4.00	25	83.3	83.3	100.0
Total	30	100.0	100.0	

The table shows that most of shoppers buy frozen food once in a while (83%) followed by shoppers buy frozen food once in a month (10%) and shoppers who buy frozen food twice a week (6%). It can be concluded that most of shoppers ever consume frozen food even though most of them consume it once in a while.

The final table shows about the most visited place by shoppers in order to buy some frozen food product. There are 3 options in the questionnaire as follows.

- a. Frozen food's store
- b. Retail store
- c. Mall/ supermarkets

**Table 9. Place to buy Frozen Food**

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	5	16.7	16.7	16.7
2.00	2	6.7	6.7	23.3
3.00	23	76.7	76.7	100.0
Total	30	100.0	100.0	

The table shows that most of shoppers buy frozen food in mall or supermarkets (76%) followed by shoppers buy frozen food at frozen food's store (16%) and shoppers who buy frozen food at retail store (6%). It can be concluded that most shoppers pretend to buy frozen food product in mall or supermarkets rather than frozen food's store and retail store.



**Table 3.**Result of the questionnaire Shoppers' perception of Frozen Food.

**Table 10. Statistics**

	q1	q2	q3	q4	q5	q6	q7	q8	q9	q10
N	Valid	30	30	30	30	30	30	30	30	30
	Missing	0	0	0	0	0	0	0	0	0
Mean	4.1667	2.6000	2.7333	1.9667	2.9333	3.3333	4.2333	3.3000	3.2000	3.8667
Median	4.0000	2.0000	3.0000	2.0000	3.0000	3.0000	4.0000	4.0000	3.0000	4.0000
Mode	4.00	2.00	3.00	2.00	2.00 <sup>a</sup>	3.00	4.00	4.00	3.00	4.00

a. Multiple modes exist. The smallest value is shown

From table 3, it can be concluded that shoppers' perception of Frozen Food is positive because most of the statements in the questionnaire have to mean above 3. However, some of the statements in the questionnaire have to mean under three that can be stated not positive. Statements number 1 and 7 have a high point of mean which is (4,166) and (4,233) while the other statements have a point of mean under 4. The average of the median value for each statement in the questionnaire was high, which is 4. The average mode value in the questionnaire for each statement was also high, which is 4. Nevertheless, some of the statements in the questionnaire have of median and mode value under 4.

**Table 11.***Frequency Table Result of Statement 1*

q1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	6.7	6.7	6.7
3.00	1	3.3	3.3	10.0
Valid 4.00	17	56.7	56.7	66.7
5.00	10	33.3	33.3	100.0
Total	30	100.0	100.0	

Statement number 1 is “Frozen Food menghemat waktu memasak.” ( Frozen Food saves cooking time). The writer made this statement to find out shopper’s perception of whether Frozen Food saves their cooking time or not. The result reveals that the highest point of frequency for this statement is at 4. It means that most of the shoppers think that frozen food saves their cooking time, so they do not have to spend much time cooking.

**Table 12.***Frequency Table Result of Statement 2*

**q2**

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	2	6.7	6.7	6.7
2.00	15	50.0	50.0	56.7
3.00	7	23.3	23.3	80.0
4.00	5	16.7	16.7	96.7
5.00	1	3.3	3.3	100.0
Total	30	100.0	100.0	

Statement number 2 is “Frozen Food sama bergizinya dibandingkan dengan makanan segar.” ( Frozen food is as nutritious as fresh food.). The writer made this statement to find out shopper’s perception of whether Frozen Food is as nutritious as fresh food or not. The result reveals that the highest point of frequency for this statement is at 2. It means that most of the shoppers think that frozen food is less nutritious compared to fresh food.

**Table 13.***Frequency Table Result of Statement 3*

**q3**

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	3	10.0	10.0	10.0
2.00	10	33.3	33.3	43.3
3.00	11	36.7	36.7	80.0
4.00	4	13.3	13.3	93.3
5.00	2	6.7	6.7	100.0
Total	30	100.0	100.0	

Statement number 3 is “Membeli Frozen Food akan lebih menghemat uang.”( Buying Frozen food is not wasting money.). The writer made this statement to find out shopper’s perception of whether buying Frozen Food is wasting money or not. The result reveals that the highest point of frequency for this statement is at 3. It means that shoppers think that buying frozen food is not wasting money, but it is also not saving money.

**Table 14.***Frequency Table Result of Statement 4*

**q4**

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	7	23.3	23.3	23.3
2.00	20	66.7	66.7	90.0
3.00	1	3.3	3.3	93.3
4.00	1	3.3	3.3	96.7
5.00	1	3.3	3.3	100.0
Total	30	100.0	100.0	

Statement number 4 is “Frozen Food sama segarnya dibandingkan dengan makanan segar.

”( The quality of frozen food is as good as fresh food.). The writer made this statement to find out shopper’s perception of whether buying Frozen Food is as fresh as fresh food or not. The result reveals that the highest point of frequency for this statement is at 2. It means that shoppers think that the freshness quality of frozen food is lower compared to fresh food. So, for the freshness some shoppers will choose the fresh food rather than the frozen food because the quality of the freshness is higher than frozen food.

**Table 15.***Frequency Table Result of Statement 5*

**q5**

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	2	6.7	6.7	6.7
2.00	9	30.0	30.0	36.7
3.00	9	30.0	30.0	66.7
4.00	9	30.0	30.0	96.7
5.00	1	3.3	3.3	100.0
Total	30	100.0	100.0	

Statement number 5 is “Frozen Food itu tidak mahal.”( Frozen Food is not expensive). The writer made this statement to find out shopper’s perception of whether the price of Frozen Food is high or cheap. The result reveals that the highest point of frequency for this statement is at 2, 3, and 4. However, from table 3, it can be seen that the mean of statement 5 is under 3. It means that more shoppers think that frozen food is expensive. It also be concluded that shoppers who buy frozen food are middle until upper class shoppers.

**Table 16.***Frequency Table Result of Statement 6*

q6

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	3.3	3.3	3.3
2.00	3	10.0	10.0	13.3
3.00	13	43.3	43.3	56.7
4.00	11	36.7	36.7	93.3
5.00	2	6.7	6.7	100.0
Total	30	100.0	100.0	

Statement number 6 is “Frozen Food adalah produk makanan yang enak.” ( Frozen Food is tasty food.). The writer made this statement to find out shopper’s perception of whether Frozen Food is tasty or not. The result reveals that the highest point of frequency for this statement is at 3. It means that shoppers think that the taste of Frozen Food is reasonable. Some of the shoppers think that the Frozen Food’s taste is good, but the rest of them think that Frozen Food’s taste is not really good.

**Table 17.** *Frequency Table Result of Statement 7*

q7

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	6.7	6.7	6.7
3.00	1	3.3	3.3	10.0
Valid 4.00	15	50.0	50.0	60.0
5.00	12	40.0	40.0	100.0
Total	30	100.0	100.0	

Statement number 7 is “Frozen Food lebih dapat bertahan lama daripada makanan segar.

”( Frozen food has a long shelf life than fresh food.). The writer made this statement to find out shopper’s perception about the frozen food’s shelf life if it compared to fresh food. The result reveals that the highest point of frequency for this statement is at 4. It means that shoppers think that Frozen Food has a long shelf life compared to fresh food. However, there is still expired date on the Frozen Food product.



**Table 18.** *Frequency Table Result of Statement 8*

q8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	4	13.3	13.3	13.3
2.00	4	13.3	13.3	26.7
3.00	4	13.3	13.3	40.0
4.00	15	50.0	50.0	90.0
5.00	3	10.0	10.0	100.0
Total	30	100.0	100.0	

Statement number 8 is “Frozen Food dapat dicairkan lagi setelah dibekukan.” ( Frozen food can be frozen again after thawed.). The writer made this statement to find out shopper’s perception of whether Frozen Food can be frozen again after thawed or not. The result reveals that the highest point of frequency for this statement is at 4. It means that shoppers think that Frozen Food can be frozen again after thawed even though some of them think that it can’t be frozen again after thawed. But, most of them think that Frozen Food can be frozen again after thawed.

**Table 19.**Frequency Table Result of Statement 9

q9

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	2	6.7	6.7	6.7
2.00	4	13.3	13.3	20.0
3.00	12	40.0	40.0	60.0
4.00	10	33.3	33.3	93.3
5.00	2	6.7	6.7	100.0
Total	30	100.0	100.0	

Statement number 9 is “Frozen Food dapat mengurangi pembuangan sisa makanan.” ( Frozen food can reduce food wasting.). The writer made this statement to find out shopper’s perception of whether food-wasting can be overcome by frozen food or not. The result reveals that the highest point of frequency for this statement is at 3. It means that some of the shoppers think that food-wasting can be reduced by frozen food and some of the others think that frozen food cannot reduce food wasting.

**Table 20.***Frequency Table Result of Statement 10*

q10

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	3.3	3.3	3.3
2.00	3	10.0	10.0	13.3
3.00	4	13.3	13.3	26.7
Valid 4.00	13	43.3	43.3	70.0
5.00	9	30.0	30.0	100.0
Total	30	100.0	100.0	

Statement number 10 is “Frozen Food memiliki efek negative yang harus diwaspadai.” (Frozen Food has negative effects which must be watched out for.). The writer made this statement to find out shopper’s perception whether they should be vigilant about frozen food’s negative effects or not. The result reveals that the highest point of frequency for this statement is at 4. It means that shoppers think that they must be vigilant about frozen food’s negative effects. However, some of them don’t think that they must be vigilant about frozen food. But, most of them think that they must be vigilant about the negative effects of frozen food.

### 4.3. General Findings

As we can see from the tables above, the Shopper's perception of Frozen Food is positive. Most shoppers know about Frozen Food, and they also consume frozen food. There are two of the most compelling reasons causing most of the shoppers to consume frozen food. From table 3, we can see that statement number one and seven have the highest point of mean, which is more than 3. Statement one is about shoppers' perception of whether frozen food saves cooking time or not, and most of them agree that frozen food saves their cooking time. They also agree that frozen food has a long shelf life than fresh food which is statement 7. The other reasons why people like to consume frozen food is because frozen food is a tasty food (statement 6), frozen food can be frozen again after thawed (statement 8), and frozen food can reduce food wasting (statement 9). Statement six, eight, and nine have a mean value above three, which is positive. However, shoppers also give negative response on some statements like frozen food is as nutritious as fresh food (statement 2), buying frozen food is not wasting money (statement 3), the quality of frozen food is as good as fresh food (freshness) (statement 4), and frozen food is not expensive (statement 5). Shoppers think that frozen food has a lower quality of fresh food in terms of nutrition and freshness. They also think that frozen food is not a cheap product. Most shoppers also are wary of the negative effects of frozen food. The participants which is shoppers in this study are both male and female. However, the participants in this study are mostly female. It is because most of female know more about frozen food because they often go to some supermarkets or go to some mall in order to buy some foods for their daily need compared to male.

Mostly shoppers who are be the participants is on age more than 44 years old. All of them ever try and buy frozen food product. They also regularly buy frozen food product for their daily need. Most of them also like to buy frozen food product in some supermarkets and mall because in some supermarkets and mall there are more variant of frozen food product. At the same time, they also can have some snack or beverages and buy some other products that they like. All of them also have ever know and try to consume frozen food. They also want to buy and consume frozen food if they haven't ever buy frozen food product.

## CHAPTER 5

### CONCLUSION AND SUGGESTIONS

In this thesis, the writer focuses on analysing Shoppers' perception of Frozen Food. In this chapter, the writer would like to make some conclusions and give suggestions based on the analysis and interpretation of the data about Shoppers' perception of Frozen Food the previous chapter.

#### 5.1. Conclusion

Based on the previous chapter, the writer found that some of the theories about frozen food that are suitable for this research. The writer found that almost of the participants give positive perceptions about frozen food. As can be seen from Table 1 in the previous chapter, most of the participants give positive perception for the statements in the questionnaire. Therefore, the writer was proud he had made the right choice by choosing frozen food as his research study for his business in the future. Some of the shoppers are agreed that buying frozen food can save their cooking time, and most of them are also buy frozen food every month. Another reason why shoppers like to buy frozen food is that frozen food has a long shelf life compared to fresh food.