

# CONSUMER PERCEPTION TOWARDS FOOD PRODUCT QUALITY

Sonata Christian, Edwin Sanjaya

Universitas Ciputra Surabaya  
e-mail: sonata.christian@ciputra.ac.id  
e-mail: esanjaya02@student.ciputra.ac.id

## Abstract

The study addressed about public perception towards food product quality in the dimensions of taste, appearance and portion through interview. The object of this study is Indotaste's frozen food. The seven informants chosen are customer, potential buyer and experts. Source triangulation method used to test the validity of the data.

The result of this study shows that Indotaste's frozen food has delicious taste but the appearance and portion does not meet with the customer's criteria. It suggested that consistency of taste, packaging design and conformity of the quantity must be improved immediately to increase consumer perception towards food product quality.

**Keywords :** Consumer, Perception, Product Quality