CONSUMER PERCEPTION OF THE NATURE AND QUALITY OF HOMEMADE AND COMMERCIAL DAIRY ICE CREAM: A STUDY IN JAKARTA

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Abstract

Objectives - The objective of this research is to obtain a general perception of the consumers in Indonesia of the product knowledge in terms of ice cream nature, and also their perception toward homemade and commercial ice cream and their perceived quality of these two types of ice cream.

Method – There were 10 respondents participated in the in-depth interview, and 205 questionnaires are analyzed using cross tabulation, chi-square test, and compare means two independent samples t-test. Then 50 respondents were participated in blind test session, analyzed further using paired samples t-test and binomial test.

Results – The cross tabulation and chi-square tests resulted in the relationship between the perception and demographic details, compare means resulted in the significant difference of means of attributes and degree of liking, and binomial test resulted in the difference of proportions for the level of identification.

Conclusion – There is a relationship between gender and the perception, and also consumption frequency with the type of ice cream preferred. In general, taste perception is the most important reason in purchasing ice cream. Credence quality and convenience value attributes between homemade and commercial ice cream are perceived differently by the consumers, and premium brand of ice cream is mostly preferred by the ice cream consumers in Indonesia.

Keywords – Consumer perception, ice cream, knowledge, preference, taste quality perception.