CHARACTERISTIC ANALYSIS AND POTENTIAL MARKET FROZEN SEAFOOD PRODUCT

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Abstract

Indonesia is a country that has a vast sea area so rich in natural resources but abundant marine consumption in Indonesia towards processed products marine products is still very low. Based on the information we want to know the characteristics and potential of the market for processed frozen seafood products. The sample used is primary data by using judgmental sampling at several supermarkets in the area of Surabaya. The variables used were demographic, psychographic, consumer behavior, preferences and perceptions of food products processed frozen seafood based. Responder analysis showed the majority of respondents were female housewife and private sector employees and usually go to the supermarket 1-3 times a month and obtain information from the frozen food television. The majority of respondents buy frozen seafood products 1 time a month but frequently purchased products are frozen food kind of chicken and beef and frozen seafood products that the majority of respondents are buying is kind of bulk size of 250-500 grams. Perceptions of the respondents indicated the quality of product and quality assurance are hallmarks of frozen seafood products. Consumers who buy frozen seafood products packing more concerned with aspects of seafood products more healthy, environmentally friendly packaging materials, products fast, and long-term durability of the products while consumers who buy the product are not concerned with bulk frozen seafood such aspects.

Keywords: Frozen Seafood, Characteristic Analysis, Correspondence Analysis, GAP, Potential Market