ANALYSIS OF QUALITY ATTRIBUTES OF PACKAGED FOOD PRODUCT AND INSTANT NOODLES BASED ON CASWELL’S CLASSIFICATION

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ABSTRACT

Packaged foods have various characters and attributes which reflect both intrinsic and extrinsic qualities. A typical packaged food may have unique and different features that can distinguish the quality. Packaged instant noodles consist of four types and each type may have different quality attributes. After assessing the important quality attributes in packaged foods, four types of instant noodles were determined their dominant quality attributes. The objectives of this study were to determine the dominant quality attributes in packaged foods and instant noodles, including the influence of economic and socio-demographic factors on choosing food quality attributes. The study was conducted by using online survey. Result indicated that certification and food safety was assessed as dominant quality attributes in packaged foods. NADFC and Halal certification were the important certifications desired by respondents. On food safety attribute, they were especially concerned about the use of food additives in packaged foods. Others Caswell’s quality attributes such as functional properties, taste, composition integrity, material’s origin, and organic nature were also analyzed as important quality attributes in packaged food product. Although certification was the most important quality attribute, combination of intrinsic attributes had great effect in forming whole packaged food quality. There were weak relationships between age, education, and income level towards the importance level of food safety, sensory, price, and manufacturer attributes. Regarding instant noodles, average ranking of attributes of regular instant noodle are higher on nutrition, sensory, price, promotion, and distribution, while cup noodle was dominant in value attribute.

Keywords: food quality, packaged food, instant noodles, Caswell’s classification, online survey