

ABSTRACT

The catering industry is the industry that is most in demand by various groups. In Indonesia, the development of the catering business can be said to have spread rapidly. The catering business is the most popular business in the field of catering, at every opportunity and moment of an event we often find a variety of delicious foods that are attractively presented by catering entrepreneurs. Quality is one of the keys to competing in the market. Business people must always improve the quality of their products or services because improving product quality can make customers satisfied with the products or services they provide and encourage them to repurchase these products. The purpose of this study was to determine how consumer perceptions of product quality at Cendana Catering can be built. This research uses descriptive qualitative methods, data collection in the form of direct interviews with 5 (five) respondents to obtain data. The result of this research is that Cendana Catering succeeds in building a positive and satisfying reputation in various aspects, also Cendana Catering succeeds in maintaining consistency between the appearance of the menu and the final product obtained by consumers, which creates a sense of trust and comfort for consumers.

Keywords: food service; catering; product quality; consumer perception