

ABSTRACT

**THE INFLUENCE OF PACKAGING
ON PRODUCT QUALITY IN BEEF PRODUCTS
(Survey of HTA Slaughterhouses in Pasar Cikurubuk Tasikmalaya)**

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The objectives of this study was to determine and analyze the effect of packaging (packaging) on the quality of Beef products at the PD Slaughterhouse. H.TA Beef at Cikurubuk Market, Tasikmalaya City. The research method used in this study is a survey method, while the types of data used in this study are primary data and secondary data. The object of this research is the consumers of the PD slaughterhouse. Beef H.TA, Cikurubuk Market, Tasikmalaya City. The data analysis technique used is multiple regression analysis. The results of this test prove that packaging affects the quality of Beef products at the PD Slaughterhouse. H.TA Beef at Cikurubuk Market, Tasikmalaya City. PD Slaughterhouse Repair. H.TA Beef at the Cikurubuk Market, Tasikmalaya City, is better able to carry out better and hygienic packaging so that product quality is guaranteed.

Keywords: packaging, product quality.