



Table of Contents

Acknowledgment	iv
Table of Contents	vi
List of Tables	viii
List of Figures	ix
List of Appendix	x
ABSTRACT	xi
CHAPTER I INTRODUCTION	1
1.1. Research Background	1
1.2. Research Problem	6
1.3. Research Objective	6
1.4. Benefits of this Research.....	7
CHAPTER II LITERATURE REVIEW	8
2.1. Coffee.....	8
2.2. Factors Influencing Coffee Flavor	9
2.3. Brewing methods	11
2.3.1 V60 Extraction Method.....	12
2.3.2 Aeropress® Extraction Method	13
2.3.3 Slow Cold Drip Extraction Method	13
2.3.4 Hot French Press Extraction Method	14
2.3.5 Cold French Press Extraction Method	15
2.3.6 Syphon Extraction Method	16
2.3.7 Ultrasound-Assisted Extraction (UAE) Method	16
2.4. Quantitative Descriptive Analysis and Lexicon Development	17
2.5. Principal Component Analysis (PCA) and Agglomerative Hierarchy Clustering (HCA)	20
2.6. Preference Mapping	23
2.7. Hypothesis.....	24
CHAPTER III MATERIALS & METHODS	26
3.1. Stages of Research	26
3.2. Time and Location of Research	30



3.3. Materials and Instrumentation	31
3.3.1. Materials	31
3.3.2 Instrumentation	32
3.3.3 Coffee Brewing.....	33
3.4. Research Procedure.....	37
3.4.1. Data Collection Procedure	37
3.4.2 Hedonic Test	40
3.4.3 Selection Matching Test.....	41
3.4.4. Selection Ranking Test	43
3.4.5. Training.....	44
3.5. Data Analysis	46
CHAPTER IV RESULTS AND DISCUSSION	48
4.1. Panelist Training	48
4.2. Food Neophobia Scale	51
4.3. Lexicon development.....	51
4.4. QDA Result.....	55
4.5. External Preference Mapping Result	66
CHAPTER V CONCLUSION & RECOMMENDATION	71
5.1. Conclusions.....	71
5.2. Recommendation	71
REFERENCES.....	72
APPENDIX.....	81