

ABSTRACT

This study evaluated the acceptability of jumping Shell Spanish Style Sardines across five treatments based on four sensory variables: appearance, taste, texture and general Acceptability. Data were analyzed using ANOVA and Least Significant Difference (LSD) tests to determine significant differences among treatments. Results showed no significant differences in appearance and general acceptability, indicating that all treatments met baseline standards for visual appeal and overall acceptability. For taste, while treatment B had the highest mean score (4.54), the LSD test revealed no statistically significant differences were observed, with treatment B achieving the highest mean score (4.60), significantly outperforming others, while Treatment A (4.29) had the weakest texture rating. The findings suggested that treatment B was the most preferred option, excelling in both taste and texture, needed for treatment A's texture. It was recommended to use treatment B as a benchmark for quality improvement and marketing. Additionally, enhancing texture consistency and maintaining flavor across all treatments will optimize consumer satisfaction. Further studies were suggested to refine product attributes and align with consumer preferences.

Keywords: acceptability, sensory evaluation, texture, taste, sardines, treatments