

ABSTRACT

This study aims to determine the quality of the description of Castrol Power 1 4T oil by consumer perceptions in Surabaya . This study used a kuantitatif descriptive purely with software SPSS for windows 18 , this study uses a survey method .

Determination of population using non-probability sampling techniques and sampling methods using convenience sampling, data processing method using cross-tabulation with the characteristics of the target population is the consumers who have purchased and use Castrol Power 1 4T oil for 4 months on a regular basis and at least 17 years old with a high school education level. The samples used in this study a total of 120 samples.

The results of this study indicate that picture of the quality of oil products Castrol Power 1 4T in Surabaya seen from the 8 dimensions of quality of products; Performance, Feature, Reliability, Conformance, Durability, Serviceability, Aesthetics, Perceived Quality, the quality of the product oil Castrol Power 1 4T in Surabaya quality perceived by consumers .

Keywords: Performance, Feature, Reliability, Conformance, Durability, Serviceability, Aesthetics, Perceived Quality.

INTISARI

Penelitian ini bertujuan untuk mengetahui gambaran tentang kualitas oli Castrol Power 1 4T berdasarkan persepsi konsumen di Surabaya. Penelitian ini menggunakan pendekatan kuantitatif deskriptif murni dengan software *SPSS for windows 18*,

Penentuan populasi menggunakan teknik *non probability sampling* dan metode pengambilan sampling menggunakan *convenience sampling*, metode pengolahan data menggunakan tabulasi silang serta karakteristik populasi yang dituju adalah konsumen yang pernah membeli dan menggunakan oli Castrol Power 1 4T selama 4 bulan terakhir secara rutin dan berusia minimal 17 tahun dengan tingkat pendidikan terakhir SMA. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 120 sampel.

Hasil penelitian ini menunjukkan bahwa gambaran tentang kualitas produk oli Castrol Power 1 4T di Surabaya dilihat dari 8 dimensi kualitas produk yaitu; Kinerja (*Performance*), Keistimewaan (*Feature*), Keandalan (*Reliability*), Kesesuaian (*Conformance*), Daya Tahan (*Durability*), Perbaikan (*Serviceability*), Daya Tarik (*Aesthetics*), Kesan Kualitas (*Perceived Quality*). maka kualitas produk oli Castrol Power 1 4T di Surabaya dipersepsikan berkualitas menurut konsumen.

Kata Kunci: Kinerja, Keistimewaan, Keandalan, Kesesuaian, Daya Tahan, Perbaikan, Daya Tarik, Kesan Kualitas.