

## INTISARI

Studi perbedaan kualitas produk ini bertujuan untuk mengetahui perbedaan kualitas produk antara ketiga *plain frozen yoghurt* J.CO, Sour Sally, dan Red Mango. Dengan adanya studi ini kita dapat mengetahui kelebihan serta kekurangan dari setiap dimensi pada *plain frozen yoghurt* J.CO, Sour Sally, dan Red Mango berdasarkan atribut *Performance* (kinerja), *Features* (ciri-ciri), *Reliability* (kehandalan), *Conformance* (kesesuaian), yang dimaksud dengan *conformance* adalah *conformance to specifications* (kesesuaian dengan spesifikasi), *Durability* (ketahanan), *Serviceability*, *Aesthetics* (estetika), dan *Perceived Quality* (kualitas yang dipersepsikan).

Penulis juga menyebarkan kuesioner sebanyak 100 responden yang digunakan untuk mengolah data. Sebelum pengolahan data, dilakukan uji validitas dan uji reliabilitas terlebih dahulu.

Setelah dilakukan uji validitas dan uji reliabilitas terhadap semua kuesioner yang ada, maka dari hasil kuesioner tersebut akan ditabulasikan dan diolah untuk analisis perbedaan kualitas produk dengan menggunakan *mean*, deviasi standar, dan koefisien variasi. Setelah itu dilakukan pengujian hipotesis, menentukan *level of significance*, menghitung nilai F, pengambilan keputusan, dan *Post Hoc Test*.

Kata kunci : *Performance, Reliability, Conformance, Durability, Serviceability.*

## ABSTRACT

Studies differences in quality of products is aimed to know the difference between the third product quality plain frozen yogurt J.CO, Sour Sally, and Red Mango. With this study we can find out the advantages and disadvantages of each dimension on the plain frozen yogurt J.CO, Sour Sally, and Red Mango Performance based attributes (performance), Features (features), Reliability (reliability), Conformance (suitability) , Which is defined as conformance is conformance to specifications (conformance to specifications), Durability (resistance), Serviceability, Aesthetics (aesthetic), and Perceived Quality (perceived quality).

The author also distribute questionnaires of 100 respondents who used to process the data. Before data processing, test validity and reliability test it first.

After being tested the validity and reliability testing of all existing questionnaires, the questionnaire results will be tabulated and processed for analysis of differences in product quality by using the mean, standard deviation, and coefficient of variation. After that hypothesis testing, determining the level of significance, compute the value of F, decision making, and Post Hoc Test.

Keywords : *Performance, Reliability, Conformance, Durability, Serviceability.*