

ABSTRACT

This study aims to determine and analyze the differences in quality of products based on Android mobile phone Samsung I5700, Sony Ericsson Xperia X10 Mini, and LG GT540 in Surabaya. Where, based on the initial pull out in January 2011, obtained indications that show differences in the quality of products based on Android mobile phone Samsung I5700, Sony Ericsson Xperia X10 Mini, and LG GT540 in Surabaya.

The data used in this study are primary data obtained from questionnaires. The respondents were men and women who have bought and used one of the products based on Android mobile phone Samsung I5700, Sony Ericsson Xperia X10 Mini, or LG GT540 in Surabaya, amounting to 240 people, with a sampling convenience sampling technique. In this intensive search conducted one-way ANOVA test.

Based on the results of data analysis can be concluded that the working hypothesis that states are thought to exist differences in the quality of products based on Android mobile phone Samsung I5700, Sony Ericsson Xperia X10 Mini, and LG GT540 in Surabaya can be accepted and proven true. Average difference value (mean) attributes of quality products based on Android mobile phone Samsung I5700, Sony Ericsson Xperia X10 Mini, and LG GT540 in Surabaya reflects differences in overall product quality and per attribute between the Samsung I5700, Sony Ericsson Xperia X10 Mini, and LG GT540 in Surabaya. The analysis concludes that the overall quality mobile products based on Android Sony Ericsson Xperia X10 Mini best perceived by consumers than Samsung I5700 and LG GT540 in Surabaya.

Keywords: Quality of products, Dimensions of Product Quality, one-way ANOVA

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis perbedaan kualitas produk *Handphone* berbasis *Android* Samsung I5700, Sony Ericsson Xperia X10 Mini, dan LG GT540 di Surabaya. Dimana, berdasarkan sigi awal yang dilakukan pada Januari 2011, didapat indikasi yang menunjukkan perbedaan kualitas produk *handphone* berbasis *Android* Samsung I5700, Sony Ericsson Xperia X10 Mini, dan LG GT540 di Surabaya.

Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuesioner. Adapun respondennya adalah pria maupun wanita yang telah membeli dan menggunakan salah satu produk *handphone* berbasis *Android* Samsung I5700, Sony Ericsson Xperia X10 Mini, atau LG GT540 di Surabaya yang berjumlah 240 orang, dengan teknik pengambilan sampel *convenience sampling*. Dalam penelitian ini dilakukan uji anova satu arah (*One Way Anova*).

Berdasarkan hasil analisis data dapat disimpulkan bahwa hipotesis kerja yang menyatakan diduga ada perbedaan kualitas produk *Handphone* berbasis *Android* Samsung I5700, Sony Ericsson Xperia X10 Mini, dan LG GT540 di Surabaya dapat diterima dan terbukti kebenarannya. Perbedaan nilai rata-rata (*mean*) atribut-atribut kualitas produk *Handphone* berbasis *Android* Samsung I5700, Sony Ericsson Xperia X10 Mini, dan LG GT540 di Surabaya menunjukkan adanya perbedaan kualitas produk secara keseluruhan maupun per atribut antara Samsung I5700, Sony Ericsson Xperia X10 Mini, dan LG GT540 di Surabaya. Hasil analisis juga menyimpulkan bahwa secara keseluruhan kualitas produk *handphone* berbasis *Android* Sony Ericsson Xperia X10 Mini dipersepsikan terbaik oleh konsumen dibandingkan Samsung I5700 dan LG GT540 di Surabaya.

Kata kunci: Kualitas produk, Dimensi Kualitas Produk, *One way anova*