

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis perbedaan kualitas produk Tablet PC antara merek Apple iPad 2 dan Samsung Galaxy Tab 10.1 dari sisi kemampuan produk tersebut dalam menunjukkan fungsinya yang diukur dari *Performance*, *Feature*, *Reliability*, *Conformance*, *Durability*, *Serviceability*, *Esthetics*, dan *Perceived Quality*.

Populasi dari penelitian ini adalah konsumen yang memiliki dan menggunakan Tablet PC Apple iPad 2 atau Samsung Galaxy Tab 10.1 di Surabaya. Penelitian ini mengambil sampel sebanyak 100 responden yang terdiri dari 50 responden dari masing-masing Tablet PC, baik Apple iPad 2 maupun Samsung Galaxy Tab 10.1. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling* dengan tipe *judgemental*.

Berdasarkan hasil pengujian hipotesis, maka dapat ditarik kesimpulan bahwa secara keseluruhan tidak terdapat perbedaan kualitas produk yang signifikan antara Tablet PC Apple iPad 2 dan Samsung Galaxy Tab 10.1 tapi terdapat perbedaan kualitas produk yang signifikan pada elemen *Durability* dan *Perceived Quality* menurut persepsi konsumen di Surabaya.

Kata-kata kunci: Kualitas produk; *Durability*, *Perceived Quality*; Persepsi konsumen

ABSTRACT

This study aims to identify and analyze the quality differences between brands of products Tablet PC Apple iPad 2 and Samsung Galaxy Tab 10.1 in the ability of the product to show its function as measured by Performance, Feature, Reliability, Conformance, Durability, Serviceability, Esthetics, and Perceived Quality .

The studies of this population are consumers who own and use a Tablet PC Apple iPad 2 or Samsung Galaxy Tab 10.1 in Surabaya. The study took a sample of 100 respondents consisted of 50 respondents from each of the Tablet PC, both Apple iPad 2 or the Samsung Galaxy Tab 10.1. The sampling technique used was a non-probability sampling with the judgmental type.

Based on the results of hypothesis testing, it can be concluded that as overall there was no significant difference in product quality between the Tablet PC Apple iPad 2 and Samsung Galaxy Tab 10.1 but there were significant difference in product quality at element Durability and Perceived Quality as perceived by consumers in Surabaya.

Key words: Quality of products; Durability, Perceived Quality; Consumer perceptions