

INTISARI

Studi perbedaan kualitas produk ini bertujuan untuk mengetahui perbedaan kualitas produk antara ketiga mobil kelas *hatchback* yaitu Honda Jazz, Toyota Yaris dan Suzuki Swift. Dengan adanya studi ini kita dapat mengetahui keunggulan dan kekurangan tiap-tiap dimensi dari mobil Honda Jazz, Toyota Yaris dan Suzuki Swift berdasarkan atribut *Performance* (kinerja), *Features* (ciri-ciri), *Reliability* (keandalan), *Conformance* (kesesuaian), yang dimaksud disini dengan *conformance* adalah *conformance to specifications* (kesesuaian dengan spesifikasi) *Durability* (ketahanan), *Service Ability*, *Aesthetics* (estetika), *Perceived Quality* (kualitas yang dipersepsikan). Penulis juga menyebarkan kuesioner sebanyak 90 responden yang digunakan untuk mengolah data. Sebelum pengolahan data terlebih dahulu dilakukan uji validitas dan uji reliabilitas. Setelah melakukan uji validitas dan reliabilitas terhadap semua kuesioner yang ada, maka hasil dari kuesioner tersebut akan ditabulasikan dan diolah untuk analisis perbedaan kualitas produk dengan menggunakan *mean*, deviasi standar serta *koefisien variasi*. Setelah itu dilakukan pengujian hipotesis dengan menentukan formulasi hipotesis, menentukan *level of significance*, menghitung F nilai, pengambilan keputusan, *Post Hoc Test*.

Kata kunci: *Performance*, *Reliability*, *Conformance*, *Durability*, *Service Ability*

ABSTRAK

Differences in product quality study aims to know the difference between the product quality third-class car is Honda Jazz, Toyota Yaris and Susuki Swift. With this study we can see advantages and disadvantages of each dimension of the Honda Jazz, Toyota Yaris and Suzuki Swift Performance based attributes (performance), Features (features), Reliability (reliability), conformance (compliance), which is here with conformance is conformance to specifications (compliance with specifications) Durability (resistance), Service Ability, Aesthetics (aesthetic), Perceived Quality (perceived quality). The author also distribute a questionnaire of 90 respondents who used to process the data. Before the first data processing done validity test and reliability test. After doing the test validity and reliability of all the existing questionnaires, the results of these questionnaires will be tabulated and processed for analysis of differences in product quality by using the mean, standard deviation and coefficient of variation. After hypothesis testing was done by determining the formulation of hypotheses, determine the level of significance, calculated F values, decision making, Post Hoc Test.

Keywords: Performance, Reliability, conformance, Durability, Service Ability