

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis gambaran persepsi konsumen terhadap *Product Quality* sebagai pertimbangan dalam membeli produk. Analisis yang dilakukan didasarkan pada 9 dimensi yaitu *Performance, Features, Conformance, Durability, Reliability, Serviceability, Aesthetic, Perceived Quality* dan khususnya mengamati pengaruh dimensi *Environmental Friendly*(ramah lingkungan) terhadap gambaran persepsi serta pertimbangan konsumen dalam membeli produk.

Pengolahan data dilakukan dengan menggunakan IBM SPSS Statistics 18. Teknik pengambilan sampel yang digunakan yaitu *non-probability sampling* dengan teknik *Convenience Sampling*. Jumlah sampel yang digunakan dalam penelitian yaitu 100 responden.

Hasil penelitian ini menunjukkan persepsi mayoritas responden dari setiap karakteristik mempertimbangkan dimensi kualitas produk *Environmental Friendly* (ramah lingkungan). Sebagian besar responden telah memiliki kesadaran untuk peduli lingkungan yang diterapkan dengan mulai mempertimbangkan menggunakan produk ramah lingkungan. Namun bukan berarti ke-8 dimensi lainnya tidak menjadi pertimbangan, tetapi produk dengan dimensi kualitas *Environmental Friendly* mendapat *Value* khusus bagi persepsi responden ketika mempertimbangkan untuk membeli suatu produk.

Kata kunci: *Product Quality, Environmental Friendly, Dimension of Product Quality, Perception of Product Quality*

ABSTRACT

This study aims to determine and analyze the image of consumer perceptions of Product Quality as a consideration in buying the product. The analysis is based on 9 dimensions of Performance, Features, Conformance, Durability, Reliability, Serviceability, Aesthetic, Perceived Quality and especially observe the effect of Environmental Friendly dimension to perception and consumer consideration in buying product.

Data processing was conducted using IBM SPSS Statistics 18. The sampling technique that used is non-probability sampling with Convenience Sampling type. The number of sample in this research is 154.

The results of this study indicate the perception of the majority of respondents of each characteristic that considers the dimensions of the quality of Environmental Friendly products (environmentally friendly). Most of the respondents had an awareness of environmental concerns that were being applied by starting to consider using environmentally friendly products. But that does not mean the other eight dimensions are not considered, but the product with the Environmental Friendly quality dimension gets a special value for the respondent's perception when considering buying a product.

Keywords: Product Quality, Environmental Friendly, Dimension of Product Quality, Perception of Product Quality

