

Persepsi pelanggan terhadap dimensi kualitas produk mesin CNC = Consumer perception on dimension quality of product for CNC machine

Dadang Saktina Komara, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20250261&lokasi=lokal>

Abstrak

Menghantarkan produk berkualitas pada konsumen membutuhkan pemahaman dimensi-dimensi kritis yang dipakai konsumen dalam menilai kualitas. Konsumen sering menilai kualitas suatu produk berdasarkan petunjuk yang bersipat informatif baik ekstrinsik/intrinsik. Penelitian bertujuan mengetahui persepsi pelanggan terhadap dimensi kualitas produk mesin CNC.

Penelitian ini dilakukan dengan menggunakan model delapan dimensi kualitas produk yang dikembangkan oleh David Garvin yaitu: Performance, Feature, Reliability, Conformance, Durability, Service ability, Aesthetic, dan Perceived Quality. Hasilnya menyebutkan dimensi yang paling penting bagi konsumen adalah Perceived Quality yang menyangkut harga dan biaya.

Delivering quality product to consumer requires an understanding of the critical dimension that consumer use to judge the quality. Consumer often judge quality of product based on clues informative extrinsic/intrinsic. This study has a purpose to know consumer perception on dimension quality of product to CNC machine.

This study did with using eight dimension of quality model that developed by David Garvin are : Performance, Feature, Reliability, Conformance, Durability, Service ability, Aesthetic, and Perceived Quality. The result explain the most important dimension for consumer is perceived quality which including price and cost.