

ABSTRACT

A COMPARATIVE ANALYSIS ON THE PERCEIVED QUALITY OF DRINKING WATER

A Case Study on AQUA and NESTLE Consumers at Sanata Dharma University

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2008**

The purpose of this research were 1) to find out the characteristic of the consumers of AQUA and NESTLE, 2) to know the customers perceived quality toward AQUA and NESTLE, 3) to compare the perceived quality between AQUA and NESTLE.

The sample of this research were 90 respondents from AQUA consumers and 85 respondents from NESTLE consumers. In analyzing the data, the research used 1) Percentage analysis to know the characteristic of the customers of AQUA and NESTLE, 2) Category Analysis to analyze the perceived quality of each products, 3) Difference average test analysis and t-test to analyze the different perceived quality of each attribute between AQUA and NESTLE.

From the percentage analysis, the result of the research showed that most of AQUA and NESTLE consumers were male (75.6 % and 53%), their age were between 22-24 years (55.6% and 81.2%), their pocket money were between Rp 500.000-1.000.00 per month (83.4% and 84.7%), the frequency of the consumption were daily (81.1% and 68.2%), the packaging that they chose were bottle (45.6% and 100%), and 90% respondents chose AQUA brand and 85% respondents chose NESTLE brand. Based on category analysis, the result of the research showed that for the AQUA brand, the attribute of performance, service, product characteristic, result and perceived quality were considered as good category, while reliability and appropriateness attribute were considered as enough category. The result of the research also showed that all attribute of NESTLE were considered as good category. Based on difference average test analysis and t-test, the comparison of attribute showed that the difference was on reliability, NESTLE was better than AQUA.

ABSTRAK

ANALISIS PERBANDINGAN *PERCEIVED QUALITY* (PERSEPSI KUALITAS) PADA AIR MINUM DALAM KEMASAN

Studi Kasus produk AQUA dan NESTLÉ pada mahasiswa Universitas Sanata Dharma Kampus I Mrican Yogyakarta

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Tujuan dari penelitian ini adalah mengetahui, 1) bagaimana karakteristik konsumen Aqua dan Nestlé. 2) bagaimana *perceived quality* yang dimiliki konsumen terhadap Aqua dan Nestlé. 3) bagaimana *perceived quality* produk Aqua dibandingkan dengan Nestlé.

Sampel yang digunakan dalam penelitian ini adalah sebanyak 90 orang responden Aqua dan 85 orang responden Nestlé. Teknik analisis data yang digunakan adalah, 1) analisis persentase untuk mengetahui karakteristik konsumen Aqua dan Nestlé. 2) analisis kategori untuk mengetahui bagaimana persepsi kualitas masing-masing atribut Aqua dan Nestlé. 3) analisis uji beda dua rata-rata dan uji t untuk mengetahui perbandingan persepsi kualitas masing-masing atribut antara Aqua dan Nestlé.

Dari analisis persentase dapat diketahui bahwa sebagian besar konsumen Aqua dan Nestle adalah berjenis kelamin laki-laki (75.6% dan 53%), berusia antara 22-24 tahun (55.6% dan 81.2%), mempunyai uang saku antara Rp 500.000-1.000.000 (83.4% dan 84.7%), frekuensi pengkonsumsian secara rutin (81.1% dan 68.2%), bentuk kemasan yang dipilih adalah botol (45.6% dan 100%), dan 90% responden memilih air minum merek Aqua dan 85% memilih merek Nestle. Untuk analisis kategori mendapatkan hasil bahwa untuk Aqua, atribut kinerja, pelayanan, ketahanan, karakteristik produk, hasil dan total persepsi kualitas masuk dalam kategori Baik. Atribut keandalan, kesesuaian masuk dalam kategori cukup. Untuk Nestle, semua atribut masuk dalam kategori baik. Berdasarkan uji beda dua rata-rata dan uji t, perbandingan persepsi kualitas menunjukkan bahwa ada perbedaan pada atribut keandalan. Produk Nestle lebih tinggi dibandingkan dengan Aqua.