

ABSTRACT

Technology is growing rapidly and continues to evolve globally (worldwide). One of the technology's developments is the change of computer, it becomes more simple product called Tablet PC (Personal Computer Tablet). The provider of tablet PC continues to grow and continue to compete tightly to producing sophisticated Tablet PC. The two largest provider of Tablet PC is Apple and Samsung. This two companies compete tightly in providing new premium Tablet PC products, iPad Air 2 and Samsung Galaxy Tab S 10.5.

This research will explain the quality of iPad Air 2 and Samsung Galaxy Tab S 10.5 which is a premium Tablet PC based on consumer opinion and the difference in consumer opinions regarding the quality of products.

This research used the eight dimensions of product quality that is Performance, Feature, Reliability, Conformance to specification, Durability, Serviceability, Aesthetics, and Perceived quality.

This research use a descriptive methods to explain the respondents opinions about product quality of each PC tablet. The collection of data obtained by distributing questionnaires to 400 respondents who had used both of that PC tablet. The analysis technique used Mann Whitney test. Mann Whitney used to compare the differences of the two median and data were collected by two independent samples.

The results showed that consumers opinion about iPad Air 2 is Very Good. Consumers opinion about Samsung Galaxy Tab S 10.5 is Very Good. The result of Mann Whitney test is there are differences in product quality between iPad Air 2 and Samsung Galaxy Tab S 10.5 according to the consumers in Jakarta. Percentage of iPad Air 2 is 88,83% and Samsung Galaxy Tab S 10.5 is 88,30%. The opinion of Consumers about quality of the two products is Very Well this could be an opportunity for distributors of Apple and Samsung to continue to sell premium products iPad Air and Samsung Galaxy Tab S in Jakarta, For consumers who would buy a tablet PC products with the performance, features, aesthetics are well advised to choose the iPad Air 2 and for consumers who want to buy a tablet PC with the good reliability, durability then it is advisable to choose the Samsung Galaxy Tab S 10.5.

Keywords: Product quality, Mann Whitney, Tablet PC, Product