

## ABSTRAK

Beberapa tahun terakhir ini perkembangan dunia otomotif semakin marak dengan hadirnya mobil berplatform LCGC (*low cost green car*). Mobil LCGC dapat mendominasi pasar roda empat karena menawarkan harga yang kompetitif dan murah, sehingga mendapat respon penjualan yang baik dimasyarakat, tetapi dibalik harga yang murah dibandingkan mobil yang beredar pada industry otomotif saat ini pasti ada komponen-komponen mobil yang dipangkas dari segi kualitas dari pada mobil lain.

Datsun GO+ merupakan salah satu mobil murah di Indonesia, dengan menawarkan harga yang murah mereka berhasil mendapatkan konsumen, tetapi dengan harga murah yang ditawarkan, menimbulkan pertanyaan bagaimana kualitas produk ini. Sehingga penelitian ini dilakukan dengan tujuan untuk mengetahui kualitas produk Datsun GO+ berdasarkan kepuasan pelanggan, dengan menggunakan delapan dimensi kualitas produk yaitu *performance, features, reliability, conformance, durability, serviceability, esthetic, dan perceived quality*.

Penelitian ini menggunakan metode kuantitatif yang melibatkan 100 responden dalam sampel penelitian ini, teknik sampel yang digunakan adalah teknik simple random sampling. Teknik analisis data yang digunakan adalah indek kepuasan pelanggan, kemudian dilanjutkan dengan importance performance analysis (IPA) untuk mendapatkan prioritas dimensi yang perlu diperbaiki. Berdasarkan hasil penelitian dapat disimpulkan: (i) berdasarkan analisis data menggunakan IKP secara keseluruhan nilai rata-rata kinerja lebih kecil dibandingkan nilai rata-rata harapan, sehingga dapat disimpulkan bahwa pelanggan tidak puas (ii) Hasil IPA tidak ada variabel yang masuk kuadran tingkat kepentingan tinggi. (iii) Beberapa item dan variabel masuk dalam kuadran 2 yang harus dipertahankan yaitu *conformance, aesthetic, serviceability, reliability, dan perceived quality*. (iv) Secara keseluruhan, hasil penelitian ini menghasilkan bahwa pelanggan Datsun GO+ tidak puas dengan kualitas produk Datsun GO+.

**Kata Kunci:** *Quality Product, Customer satisfaction index (IKP), Management Operation*

## ABSTRACT

*The last few years the development of the automotive world increasingly prevalent with the presence of LCGC platform cars (low cost green car). Car LCGC can dominate the four-wheeler market because it offers a competitive price and cheap, so getting a response good sales in the community, but behind the cheap price compared to cars circulating in the automotive industry at this time there must be components of the car are trimmed in terms of quality of the Another car.*

*Datsun GO+ is a low cost car in Indonesia, by offering low prices they managed to get consumers, but with the low prices that is offered, evoking some questions how the quality of this product. So this research was conducted in order to determine the quality of product Datsun Go+ is based on costumer satisfaction, using eight dimensions, namely product quality performance, features reliability, conformance, durability, serviceability, aesthetic, and perceived quality.*

*This research used quantitative methods involving 100 respondents in sample, sampling technique that used was simple random sampling technique. Data analysis technique which used was the costumer satisfaction index, followed by the importance of performance analysis (IPA) to get priority dimensions that need to be repaired. Based on the result of research, could be concluded that: (i) based on analysis data using IKP of overall IKP data, average value of performance is smaller than the average value of hope, so that it can be concluded that the costumers are not satisfied (ii) Result of IPA there are no variable that categorized in high level of interest quadrant. (iii) some of the items and the variable included in quadrant 2 which should be maintained, namely conformance, aesthetic, serviceability, reliability, and perceived quality. (iv) Overall, the result of this research suggest that Datsun GO+ costumer not satisfied with the quality of product Datsun GO+.*

**Keywords:** *Quality Product, Costumer satisfaction index (IKP), Management Operation*