

ABSTRACT

The rapid development in the automotive industry is evident from the development of automatic scooters which each year has increased significantly. Indonesian people choose motor vehicles, especially motorcycles matik as transportation capital because the price is relatively cheaper, economical fuel consumption, and practical in its use. Increasing the dimensions of product quality offered a special attention to the company, this becomes a tool that can be used to achieve competitive advantage for the company is the quality of the product. The purpose of this research is to know the difference of motorcycle product quality between Yamaha Nmax and Honda PCX according to consumer. The object of this research is the person who owns the motorcycle Yamaha Nmax and Honda PCX who are in Bandung.

This research is included in descriptive research with quantitative method involving each 100 people owning Yamaha Nmax motorcycle and Honda PCX as respondent, with sampling using judgment sampling technique. This study uses comparative method of different test by using T-test to compare equations and differences between two or more facts and properties of the object under study based on a certain frame of mind.

The results stated that the quality of Honda Motorcyle PCX products better than the quality of Yamaha Nmax motorcycle products with a difference of 2.9%. The advantages of Honda PCX Motorcycles are in the dimensions of Feature, Durability, Service Capability, Aesthetics, Perception of Quality. Test results using T-test show that each there is a difference between the quality of Honda Motorcyle PCX products with Yamaha Nmax significant. It is a good thing for the company to be able to determine its superiority as the uniqueness of each product.

Keywords: Product Quality, Product Comparison, Motorcycle Matic