

ABSTRACT

The development of economic lead to development in fashion. The development of fashion makes clothes is not only as basic needs but also a lifestyle. So that companies, especially sneaker shoes, starts to develop their products quality. This research purpose is to find out the difference of quality product between Vans and Converse.

Method of this research is quantitative. Type of this research is descriptive study and comparative to compare the quality of product from two companies. Source of data obtained by spreading questionnaires to 200 respondents with the population is users of Vans shoes and users of Converse shoes. the sampling using incidental sampling technique. Analysis technique uses descriptive analysis and Mann – Whitney test.

By using descriptive analysis, obtain results that quality product of Vans is better than Converse, which are 78,6% for Vans and 78,15% for Converse with the difference is 0,45%. Vans shoes are better in features dimension, conformance dimension and aesthetics dimension while Converse shoes are better in performance dimension, reliability dimension, durability dimension, serviceability dimension, and perceived quality dimension. By using mann whitney test, obtain results that there is no difference significantly between quality product of Vans and Converse

Keywords : *Product Attributes, Mann Whitney, Product Comparison*