

## **ABSTRACT**

*After-sales service is provided by the company as a strategy in providing services and improving product quality to consumers, namely a guarantee. Product warranties are given after obtaining a decision on the appropriate warranty policy. Warranty is an assurance between producers and consumers that a product will not fail for a certain period of time. The warranty appeal consists of three measurements including warranty period, warranty costs, and warranty policies. In this final project, we discuss about the three attractiveness of warranty with a one-dimensional approach. This is because the object of research is electronic products, namely the product Mesin Dryer 16Kg Pemanas LPG at PT XYZ. The selected distribution test to find the MTTF and MTTR values is Weibull, which has an irregular and unpredictable pattern of damage. The warranty period (MTTF) is 94.87 days. To determine the warranty costs, author use one-dimensional approach with two policies that will be compared which are the Free Replacement Warranty (FRW), and Pro-Rata Warranty (PRW). The warranty cost that can be given by the company is the warranty fee with a PRW policy that is equal to Rp 27.918.392,00. The author provides a suggestion that is to give a time of inspection of products that have been purchased and used for the first time by consumers, during the warranty period for free, where this is one strategy to reduce the company's warranty costs, ie after the product has been operated for 1474,790785 hours or 2,048 months.*

Key words : *warranty, one-dimensional policy, attraction warranty*