ANALYSIS OF COMPARISON OF PRODUCT ATTRIBUTES IN APPLE SMARTPHONE IPHONE X AND SAMSUNG GALAXY S9 (ACCORDING TO APPLE IPHONE X AND SAMSUNG GALAXY S9 USER PRESCRIPTION)
ABSTRACT

The purpose of this study was to determine product attributes, differences in product attributes, and superior product attribute dimensions, between the Iphone X and Samsung Galaxy S9 according to consumers.

The research method used is descriptive and comparative research method with quantitative methodology. The research population used was consumers who had bought and used an unknown number of Apple iPhone X and Samsung S9, with a sample of 100 respondents. The data analysis method used is the Mann Whitney Difference Test and hypothesis.

The results of the research obtained are that Iphone X already has good product attributes, the best level of quality is in the dimensions of product quality, while the lowest in the dimensions of product features and packaging. Samsung Galaxy S9 has good product attributes, the best level of quality is in the dimensions of product quality, while the lowest in the dimensions of packaging. Iphone X has a product attribute of 71.5%, while the Samsung Galaxy S9 has a product attribute of 70.5%, thus the difference in product attributes between the Iphone X and Samsung Galaxy S9 is 1%. Iphone X has the dimension with the biggest contribution is the dimension of product quality, product attributes are formed by the dimensions of product quality, product features, product design, brand, packaging, label and product support services. The Samsung Galaxy S9 has the biggest contribution dimension is the product quality dimension, product attributes are shaped by the dimensions of product quality, product features, product design, brand, packaging, label and product support services.

Keywords: Product attributes, consumer perceptions, and smartphones