

## **ABSTRACT**

*In the competition of bottled drinking water industry, innovation, quality, attributes, brand image, and product price level are things that must be considered by producers so that they are not beaten by competitors. One of the bottled drinking water products that have been marketed in Indonesia for a long time is a freshener solution. Two companies that dominate the freshening solution market, namely Cap Badak Freshener Solution and Cap Kaki Tiga Toner Solution, both companies are very competitive to create the best in the industrial competition in the drinking water sector.*

*Very tight business competition requires each producer to always make efforts in order to maintain the market, especially supported by technology that is constantly evolving. This study aims to determine consumer perceptions of the product quality of Cap Badak Freshener Solution and Cap Kaki Tiga Toner Solution and how differences in consumer opinion regarding the product quality of Cap Badak Freshener Solution and Cap Kaki Tiga Toner Solution.*

*This study used a descriptive method to describe the respective product qualities of Cap Badak Freshener Solution and Cap Kaki Tiga Toner Solution. The data was collected by distributing questionnaires to 385 respondents who knew and had purchased products of Cap Badak Freshener Solution and Cap Kaki Tiga Toner Solution. The analysis technique used is the Mann-Whitney test.*

*The results of this study indicate that products Larutan Penyegar Cap Badak and Larutan Penyegar Cap Kaki Tiga have high product quality. However, from the high quality of the product, both of them still have differences when viewed from the eight dimensions of product quality starting from the dimensions of performance, features, reliability, conformity to specifications, durability, serviceability, aesthetics and quality perception.*

*Keywords: Consumer Perception, Product Quality, Mann Whitney*