<table>
<thead>
<tr>
<th>DAFTAR ISI</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>HALAMAN PENGESAHAN</td>
<td>ii</td>
</tr>
<tr>
<td>ABSTRAKSI</td>
<td>iii</td>
</tr>
<tr>
<td>MOTTO</td>
<td>iv</td>
</tr>
<tr>
<td>PERSEMAHAN</td>
<td>v</td>
</tr>
<tr>
<td>KATA PENGANTAR</td>
<td>vi</td>
</tr>
<tr>
<td>DAFTAR ISI</td>
<td>i</td>
</tr>
<tr>
<td>DAFTAR TABEL</td>
<td>vii</td>
</tr>
<tr>
<td>BAB I PENDAHULUAN</td>
<td>1</td>
</tr>
<tr>
<td>1.1 Latar Belakang</td>
<td>1</td>
</tr>
<tr>
<td>1.2 Rumusan Masalah</td>
<td>8</td>
</tr>
<tr>
<td>1.3 Tujuan Penelitian</td>
<td>8</td>
</tr>
<tr>
<td>1.4 Manfaat Penelitian</td>
<td>8</td>
</tr>
<tr>
<td>1.5 Landasan Teori</td>
<td>9</td>
</tr>
<tr>
<td>1.5.1 Tinjauan Empirik</td>
<td>9</td>
</tr>
<tr>
<td>1.5.2 Pengertian Pemasaran</td>
<td>12</td>
</tr>
<tr>
<td>1.5.2 Pengertian Produk</td>
<td>13</td>
</tr>
<tr>
<td>1.5.3 Atribut Produk</td>
<td>13</td>
</tr>
<tr>
<td>1.5.4 Pengertian Kualitas</td>
<td>16</td>
</tr>
<tr>
<td>1.5.5 Pengertian Persepsi</td>
<td>18</td>
</tr>
<tr>
<td>1.5.7 Persepsi Kualitas (Perceived Quality)</td>
<td>20</td>
</tr>
<tr>
<td>Kerangka Pemikiran</td>
<td>23</td>
</tr>
<tr>
<td>1.7 Definisi Konseptual dan Operasional</td>
<td>24</td>
</tr>
<tr>
<td>1.7.1 Definisi Konseptual</td>
<td>24</td>
</tr>
</tbody>
</table>
1.7.2 Definisi Operasional .................................................. 25
1.8 Metode Penelitian ...................................................... 28
  1.8.1 Metode Penelitian ................................................. 28
  1.8.2 Ruang Lingkup ...................................................... 28
  1.8.3 Lokasi Penelitian .................................................. 29
  1.8.4 Unit Analisis ........................................................ 29
  1.8.5 Populasi dan Sampel ............................................. 29
    1.8.5.1 Populasi ....................................................... 30
    1.8.5.2 Sampel ......................................................... 30
    1.8.5.3 Teknik Sampling ............................................. 31
  1.8.5 Sumber Data .................................................... 31
  1.8.6 Metode Pengumpulan Data ..................................... 32
  1.8.7 Uji Validitas dan Reliabilitas ................................. 32
    1.8.7.3 Uji Validitas ................................................... 32
    1.8.7.4 Uji Reliabilitas .............................................. 33
  1.8.8 Teknik Analisis Data ........................................... 33
    1.8.8.1 Analisis Deskriptif ......................................... 33
    1.8.8.2 Uji PQ (Percieved Quality) ............................... 34
    1.8.8.3 Perbandingan Nilai Rata-Rata dengan Menggunakan Grafik
            Sarang Laba Laba ........................................... 35

BAB II GAMBARAN UMUM PERUSAHAAN .......................... 37
  2.1 Sejarah Perkembangan Smartphone Samsung ............... 37
  2.2 Sejarah Perusahaan Smartphone Oppo ....................... 48

BAB III ANALISIS DATA DAN PEMBAHASAN ....................... 53
  3.1 Hasil pengujian uji validitas dan reliabilitas ............. 53
3.1.1 Hasil uji validitas .................................................................54
3.1.2 Hasil Uji Reliabilitas .............................................................60
3.2 Analisis Deskriptif ................................................................61
  3.2.1 Tanggapan Responden Terhadap Tingkatan Kinerja Atribut Kualitas Produk Smartphone Samsung Kisaran Harga Rp. 2.500.000 – Rp. 3.500.000 .................................................................63
  3.2.1.2 Kualitas Produk Smartphone Samsung pada Atribut Quality (Kualitas) .................................................................................66
  3.2.1.3 Kualitas Produk Smartphone Samsung tentang Atribut Design (Desain) ..............................................................................68
  3.2.1.4 Kualitas Produk Smartphone Samsung tentang Atribut Feature (Fitur)71
  3.2.1.5 Kualitas Produk Smartphone Samsung tentang Atribut Brand (Merek) ..............................................................................73
  3.2.1.6 Kualitas Produk Smartphone Samsung tentang Atribut Packaging (Kemasan) ........................................................................76
  3.2.1.7 Kualitas Produk Smartphone Samsung tentang Atribut Sizes (Ukuran) ..............................................................................78
  3.2.1.8 Kualitas Produk Smartphone Samsung tentang Atribut Services (Pelayanan) ..................................................................79
  3.2.1.9 Kualitas Produk Smartphone Samsung tentang Atribut Warranties (Jaminan) .................................................................82
  3.2.1.10 Kualitas Produk Smartphone Samsung tentang Atribut Returns (Pengembalian) .................................................................84
  3.2.2 Tanggapan Responden Terhadap Tingkatan Kinerja Atribut Kualitas Produk Smartphone Oppo Kisaran Harga Rp. 2.500.000 – Rp. 3.500.000 .................................................................86
3.2.2.1 Kualitas Produk Smartphone Oppo pada Atribut Product Variety (Varietas Produk) .................................................................................................................. 86

3.2.2.2 Kualitas Produk Smartphone Oppo tentang Atribut Quality (Kualitas) ............................................................................................................................... 88

3.2.2.3 Kualitas Produk Smartphone Oppo tentang Atribut Design ....... 91

3.2.2.4 Kualitas Produk Smartphone Oppo tentang Atribut Feature ......... 94

3.2.2.5 Kualitas Produk Smartphone Oppo tentang Atribut Brand ........... 95

3.2.2.6 Kualitas Produk Smartphone Oppo tentang Atribut Packaging ..... 97

3.2.2.7 Kualitas Produk Smartphone Oppo tentang Atribut Sizes .......... 100

3.2.2.8 Kualitas Produk Smartphone Oppo tentang Atribut Services (Pelayanan) .............................................................................................................. 101

3.2.2.9 Kualitas Produk Smartphone Oppo tentang Atribut Warranties (Jaminan) ............................................................................................................ 104

3.2.2.10 Kualitas Produk Smartphone Oppo tentang Atribut Returns (Pengembalian) ................................................................................................. 106

3.2.3 Tanggapan Responden Terhadap Tingkatan Kepentingan Atribut Kualitas Produk Smartphone Samsung Kisaran Harga Rp. 2.500.000 – Rp. 3.500.000 .............................................................................. 108

3.2.3.1 Kualitas Produk Smartphone Samsung pada Atribut Product Variety (Varietas Produk) ................................................................. 108

3.2.3.2 Kualitas Produk Smartphone Samsung tentang Atribut Quality (Kualitas) ...................................................................................................... 110

3.2.3.3 Kualitas Produk Smartphone Samsung pada Atribut Design ......... 113

3.2.3.4 Kualitas Produk Smartphone Samsung pada Atribut Feature ...... 116

3.2.3.5 Kualitas Produk Smartphone Samsung tentang Atribut Brand (Merek) ....................................................................................................... 118
3.2.3.6 Kualitas Produk Smartphone Samsung pada Atribut Packaging (Kemasan) ................................................................. 119
3.2.3.7 Kualitas Produk Smartphone Samsung pada Atribut Sizes ........ 122
3.2.3.8 Kualitas Produk Smartphone Samsung pada Atribut Services (Pelayanan) ................................................................ 124
3.2.3.9 Kualitas Produk Smartphone Samsung pada Atribut Warranties (Jaminan) .................................................................. 126
3.2.3.10 Kualitas Produk Smartphone Samsung pada Atribut Returns (Pengembalian) .......................................................... 128
3.2.4 Tanggapan Responden Terhadap Tingkatan Kepentingan Atribut Kualitas Produk Smartphone Oppo Kisaran Harga Rp. 2.500.000-Rp. 3.500.000 ................................................................. 131
3.2.4.1 Kualitas Produk Smartphone Oppo pada Atribut Product Variety ................................................................................. 131
3.2.4.2 Kualitas Produk Smartphone Oppo pada Atribut Quality .......... 133
3.2.4.3 Kualitas Produk Smartphone Oppo pada Atribut Design ............. 136
3.2.4.4 Kualitas Produk Smartphone Oppo pada Atribut Feature .......... 138
3.2.4.5 Kualitas Produk Smartphone Oppo pada Atribut Brand .......... 141
3.2.4.6 Kualitas Produk Smartphone Oppo pada Atribut Packaging ...... 143
3.2.4.7 Kualitas Produk Smartphone Oppo pada Atribut Sizes .......... 145
3.2.4.8 Kualitas Produk Smartphone Oppo pada Atribut Services .......... 146
3.2.4.9 Kualitas Produk Smartphone Oppo pada Atribut Warranties ....... 149
3.2.4.10 Kualitas Produk Smartphone Oppo tentang Atribut Returns ...... 151
3.2 Pengukuran PQ (Perceived Quality) ............................................ 153
3.3 Pembahasan ............................................................................. 178
BAB IV KESIMPULAN DAN SARAN .................................................. 181
4.1 Kesimpulan .................................................................................. 181

4.2 Saran ......................................................................................... 181

DAFTAR PUSTAKA ............................................................................. 183