

ANALISIS KUALITAS PRODUK TAS PADA OMAH OBLONG YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk mengetahui penilaian konsumen terhadap kualitas produk tas pada Omah Oblong Yogyakarta berdasarkan empat dimensi kualitas produk, yaitu *performance*, *features*, *durability*, dan *aesthetics*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data diperoleh melalui penyebaran kuesioner skala Likert kepada 45 responden yang merupakan konsumen yang pernah membeli tas Omah Oblong Yogyakarta pada periode Agustus 2025–Desember 2025. Data dianalisis menggunakan statistik deskriptif melalui perhitungan nilai rata-rata (*mean*). Hasil penelitian menunjukkan bahwa konsumen secara umum memberikan penilaian positif terhadap kualitas produk tas. Nilai rata-rata pada dimensi *performance* sebesar 3,97, *features* sebesar 4,08, *durability* sebesar 4,09, dan *aesthetics* sebesar 4,09. Aspek *durability* dan *aesthetics* memperoleh penilaian tertinggi, sedangkan *performance* menjadi dimensi dengan nilai paling rendah meskipun masih tergolong baik. Uji reliabilitas instrumen menunjukkan nilai *Cronbach's Alpha* sebesar 0,548 yang termasuk kategori reliabilitas rendah (*poor*), sehingga diperlukan perbaikan butir pertanyaan agar instrumen lebih konsisten. Secara keseluruhan, kualitas tas Omah Oblong Yogyakarta dinilai baik, namun masih perlu peningkatan pada aspek kenyamanan dan fungsi penggunaan.

Kata Kunci: *Kualitas, Produk, Persepsi, Konsumen*



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AN ANALYSIS OF BAGS PRODUCT QUALITY AT OMAH OBLONG YOGYAKARTA

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Abstract

This study aims to determine consumers' evaluations of bag product quality in Omah Oblong, Yogyakarta, based on four dimensions of product quality: performance, features, durability, and aesthetics. The study employs a quantitative, survey-based approach. Data were collected by distributing a Likert-scale questionnaire to 45 respondents who had purchased Omah Oblong Yogyakarta bags during August 2025 to December 2025. The data were analyzed using descriptive statistics, including the calculation of mean scores. The results indicate that consumers generally provide positive evaluations of the bag product quality. The mean scores for the performance, features, durability, and aesthetics dimensions were 3.97, 4.08, 4.09, and 4.09, respectively. Durability and aesthetics received the highest evaluations, while performance was the lowest-rated dimension, although it was still rated as good. The instrument reliability test yielded a Cronbach's Alpha of 0.548, which falls in the poor reliability category, indicating that improvements to the questionnaire items are needed to achieve greater consistency. Overall, the quality of Omah Oblong Yogyakarta bags is perceived as good; however, further improvements are needed, particularly in terms of comfort and functionality.

Keywords: *Quality, Product, Perception, Consumer*