

# ANALISIS KUALITAS PRODUK EKSPOR *HANDYCRAFT* DAN *HOME DECOR* PADA PT ASIA TRADE PERKASA YOGYAKARTA

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## Abstrak

Penelitian ini bertujuan untuk mengetahui hasil analisis kualitas produk ekspor *handycraft* dan *home decor* pada PT. Asia Trade Perkasa Yogyakarta. Perusahaan ini bergerak dibidang trading ekspor *handycraft* dan *home decor*. Kualitas produk memiliki delapan indikator yaitu *Performance*, *Features*, *Reability*, *Confermance of specifications*, *Serviceability*, *Durabiliry*, *Ethetics*, dan *Perceived Quality*. Jenis penelitian yang digunakan yaitu pendekatan kuantitatif untuk mendapatkan informasi peneliti menggunakan data sekunder berupa profil perusahaan, struktur organisasi, jobdesk karyawan, data keluhan atau komplain serta data terkait *buyer*. Selain data sekunder, peneliti juga menggunakan data primer berupa kuesioner yang disebarakan kepada *customer* PT. Asia Trade Perkasa. Sampel yang digunakan dalam penelitian ini sebanyak 40 responden dari populasi yang tercatat sebagai *customer* pada PT. Asia Trade Perkasa. Analisis data yang digunakan dalam penelitian ini adalah uji validitas, uji reliabilitas dan rata-rata hitung. Dari hasil rata-rata hitung diperoleh hasil bahwa indikator *performance* 3,70, *features* 3,65, dan *durability* 3,67 memiliki nilai rata-rata hitung dibawah nilai rata-rata variabel yaitu sebesar 3,78. Sedangkan pada indikator *reability* memiliki nilai rata-rata hitung sama dengan rata-rata variabel yaitu sebesar 3,78. Selanjutnya pada indikator *Confermance of specifications* 3,92, *Serviceability* 3,84, *Ethetics* 3,88, *Perceived Quality* 3,82 memiliki nilai rata-rata hitung dibawah nilai rata-rata variabel yaitu sebesar 3,78.

**Kata Kunci:** *Kualitas Produk dan Ekspor*

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## **QUALITY ANALYSIS OF HANDYCRAFT AND HOME DECOR EXPORT PRODUCTS IN PT ASIA TRADE PERKASA YOGYAKARTA**

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### ***Abstract***

*This study aims to determine the results of the analysis of the quality of handicraft and home decor export products at PT. Asia Trade Perkasa Yogyakarta. This company is engaged in the export trading of handicrafts and home decor. Product quality has eight indicators, namely Performance, Features, Reability, Conformance of specifications, Serviceability, Durability, Esthetics, and Perceived Quality. The type of research used is a quantitative approach to obtain research information using secondary data in the form of company profiles, organizational structures, employee job desks, complaint data and data related to buyers. In addition to secondary data, researchers also used primary data in the form of questionnaires distributed to customers of PT. Asia Trade Perkasa . The sample used in this study were 40 respondents from the population registered as customers at PT. Asia Trade Perkasa. The data analysis used in this research is validity test, reliability test and arithmetic mean. From the results of the average calculation, the results show that the features indicator 3.65, performance 3.70 and durability 3.67 have an average value below the average value of the variable, which is 3.78. Meanwhile, the reliability indicator has an average value equal to the average variable, which is 3.78. Furthermore, the Conformance of specifications indicator is 3.92, Serviceability is 3.84, Esthetics is 3.88, Perceived Quality is 3.82, which has an average value below the average value of the variable, which is 3.78.*

***Keywords: Product Quality and Exports***