

ABSTRACT

This time the development of the world telecommunication changed very significant. Starting from first generation network, 2G, 3G, up to 4G. In line with developments then appear a concept of smart cellular phone, called smartphone. The choice of being diverse demanding consumers increasingly selective in choosing smartphone qualified appropriate funds and needs. In developing strategies of marketing for individual products, the seller have to pay attention to product quality and branding. Samsung Galaxy S4 and Lenovo K900 already has a strong brand as a reliable smartphone in the public now. Very interesting to compare which smartphone that having the most good in product quality and brand image in the public.

This research including into descriptive research with the comparative method that involves 200 users of Samsung Galaxy S4 smartphone and 200 users of Lenovo K900 as respondents, with using incidental sampling. This research is using comparative method to compare the similarities and difference between two or more facts and the properties of the object based on the framework of thinking in particular.

This research are using two variables operational, the first variable is product quality. The dimensions of product quality from smartphone Samsung Galaxy S4 and Lenovo K900 are performance, features, reliability, conformance to spesification, durability, aesthetics, perceived quality dan serviceability. While the second variabel is brand image, the dimensions of brand image from smartphone Samsung Galaxy S4 and Lenovo K900 are regocnition, reputation,affinity, and brand royalty. Based on the results of the difference test with using Mann-Whitney U-test and Z-test, then it can be concluded that there are the difference between the product quality of Samsung Galaxy S4 and Lenovo K900 in significantly is about 3,97%. While the difference between brand image of the product quality of Samsung Galaxy S4 and Lenovo K900 in significantly is about 2,45%. This difference between Samsung Galaxy S4 and Lenovo K900 are not too much, this smartphone have the same product quality and a good brand image.

Keywords: Product Quality, Brand Image, Comparative Research