

ABSTRACT

The high interest in mild cigarettes (low tar and nicotine) makes high business competition among mild cigarette producers, improving the quality of product attributes offered to special attention to the company, this is because one tool that can be used to achieve competitive advantage for the company is the product attributes. The purpose of this research is to know the difference of cigarette product attribute between Sampoerna A mild and Dunhill Fine Cut Mild according to consumer.

This research was included in descriptive study with comparative method with Mann-Whitney U-test involving 100 users or who ever consumed Sampoerna A Mild and Dunhill Fine Cut Mild as respondents, with sampling using incidental sampling technique.

The results of the study stated that the attributes of Dunhill Fine Cut Mild products are better than the Sampoerna A Mild Cigarette product attributes with a difference of 6%. The advantages of Dunhill Fine Cut Mild Cigarettes are found in the dimensions of Packaging, Price, Label, and Complementary Services. Test results using Mann-Whitney U-Test show that there is a difference between Sampoerna A Mild product attribute with Dunhill Cigarette Fine Cut Mild except price dimension.

Keywords : Product Attributes, Product Comparison, Mild Cigarettes