ABSTRACT

The research entitled "Analysis of Perception Map on the Selection of Tablet PC Product Attributes at Telkom University (Studies on Apple, Asus, Advan, Lenovo and Samsung)" was carried out considering the increasingly Advanced technology that makes people who increasingly need minimalist products and sophisticated systems make entrepreneurs tablet PC products increasingly competitive. Advances in technology that are increasingly sophisticated and innovative at this time make many people confused in deciding which product to choose. So it takes a good consumer perception in choosing to see product attributes before using it.

This study aims to determine the perception of the choice of tablet PC product attributes at Telkom University (Studies on Apple, Asus, Advan, Lenovo and Samsung). The method used is a quantitative method based on the philosophy of positivism. The research population is Telkom University students as many as 275 people as a sample. The results showed that the 275 respondents who the author studied at Telkom University tended to have a more positive perception of the Samsung and Apple brand Tablet PC products compared to the Lenovo, Asus and Advan brands.

The Samsung and Apple brands are considered to have superior product attributes by respondents, such as good specifications and product design. While the Lenovo, Asus and Advan brands were less attractive to respondents because they lacked excellence in product attributes, even though the Advan brand had good price attributes.

Keywords *: Product Attributes, Student, Tablet PC, Perception Map*