

## ABSTRACT

*This research aims to know the differences of consumer perception against quality of product between International Brand Spare Part and Local Brand Spare Part. This research also aims to analyze most dominant dimension in quality of product against consumer perception and most distinguishes dimension between international brand spare parts and local brand spare parts.*

*The population taken in this research are consumers who ever bought spare part in Nufi Motor and repaired motor cycle in Nufi Motor Kudus. Samples used in this research some 100 respondents used by non-probability sampling technique with approach accidental sampling ( the sample based on chance ). A method of analysis used is quantitative analysis that is using different wilcoxon test.*

*The dimensions of reliability is a factor that most distinguishes between international brand spare parts with local brand spare parts, with  $z$  -6,509 then followed by durability of -6,300, the performance of -5,877, aesthetic of -5,397, amounting to conformance of -4,618, amounting to fit and finish of -3,606 and serviceability of -0,174. Hypothesis testing is done using different test showed that consumers perception of the difference occurred against the quality of the product viewed from the dimensions of performance, reliability, conformance, long-term durability, aesthetic, fit and finish. But consumer perception of differences did not happen to the quality of product viewed from serviceability dimension. While perception most dominant based on response respondents is conformance be it from international brand spare parts and local brand spare parts.*

*Keywords: consumer perceptions, quality of product, performance, reliability, conformance, durability, serviceability, aesthetic, fit and finish.*