

## **ABSTRACT**

*Ron 88 is a well-known bottled drinking water in West Java, PT Panfila Indosari a company that presents and produces bottled water Ron 88. Using the most advanced processing technology to produce healthy drinking water, hygienic, and safe for consumption. All products PT Panfila Indosari only use 100 springs alamai contained within the factory premises in pegunungan Mandalawangi. PT Panfila Indosari is one of the manufacturers of the drinks, which they produce bottled water under the brand ron 88, PT. Panfila Indosari established since 1999 and operates in the field of food & beverage. In the normal course of business, the products are marketed by PT. Panfila Indosari include Ron Mineral Water is 88, Min Ral, Air Cup, and Perfect. An advanced technology and processing stages are either unable to produce healthy drinking water, advanced technology is an approved and supervised by ABWA (Asia Bottled Water Association) and has been tested to get the value of "Excellence in Manufacturing".*

*This study intends to determine the quality of products from 88 Ron product promotions by using quantitative research methods to disseminate the questionnaire data with an element of one variable (X) is an analysis of the eight dimensions of product quality. Data analysis technique used is descriptive.*

*The results obtained from this study is the result of the analysis of the eight dimensions variable product quality with overall score of 81.14%, which means included in the category of Good Enough on the line continuum.*

*Keywords: Quality of Products*