ABSTRACT

Oktaviani Suwarna, ***Analysis Quality Of Milk product Milk Cup*** **BMC** ***(Bandoengsche Melk Centrale)*****. Below/Under Tuition Rizki. Zulfikar S.E., M.Si**

In This growth is economic progressively fast, make progressively the many good popping out company of small scale enterprise and also company of large. [the] mentioned will make consumer more and more choice of product with various brands in executing the purchasing, is it is of course at the price of which vary in marketing.

So quality of product is from marketing mix. According To Philiph Kotler marketing mix is " A set marketing variable available for mastered by company and applied to reach purpose of in target market." (Saladin, 2006 : 5). Writer take research entitling Analysis Quality Of Milk product Milk Cup BMC (Bandoengsche Melk Centrale)

So even also done by BMC (Bandoengsche Melk Centrale) one of division moving food and beverage area from PT. this Agronesia. They have some areas effort that is one of them Milk, Processing, formerly BMC was dairy firstly in Bandung.

So result of research of Quality Of Milk product Milk Cup BMC good assessed with score of 75%, because responder assess that flavor, good enough assessed, while flavor aroma good assessed, and last packaging of assessed is insufficient goodness.

Keywords : *Analysis Quality*