

ABSTRACT

Technological developments are increasingly rapid which makes the shift in coffee making from manual to automatic using a coffee machine. However, the number of complaints about Nescafe Dolce Gusto coffee machine products has increased every month, according to company data from November 2022 - April 2023 has increased significantly.

The purpose of this study was to determine the quality of Nescafe Dolce Gusto coffee machine products. The research methodology used is descriptive quantitative. The sampling technique uses the Cochran formula, which means that the population in this study is unknown. The variable in this study is product quality which has five dimensions Performance, Features, Reliability, Sensory characteristic and Ethical profile and image.

The results obtained are that the product quality of the Nescafe Dolce Gusto coffee machine is quite good, meaning that the product quality of the Nescafe Dolce Gusto coffee machine in Bandung is normal. It can be seen from the processing of product quality data, which has an average value of 3.05 in the good enough category. So it is not surprising that there are many consumer complaints about the quality of machine products.

Keywords: Cochran, Product Quality, Customer Satisfaction