

ABSTRACT

Along with the rampant of modern retail which is thriving in market share of Indonesia, both foreign and local will create intense competition among them. Carrefour is one of the modern retail welfare hypermarkets who has been on Indonesia since 1998. The intense competition of the retail industry makes the sustainability of retail is strongly influenced by several things, one of them is the ability to provide services. However, the implementation of services performed by Carrefour there is any complaint coming from consumers. This research aims to determine the influence of quality service on repurchase intention Carrefour consumers in Bandung.

This research uses quantitative methods with the type of research is a descriptive and causal. Sampling was carried out to 100 respondents by distributing questionnaires directly to the customer Carrefour Kiara Condong.

The result of research simultaneously shows that the quality of service Carrefour Kiara Condong influence on repurchase intention 50,2%, and the remaining 49.8% affected by other factors. While partially, indicates that the variable tangible, reliability, assurance and empathy significantly affects to the repurchase intention, except responsiveness.

Keywords : *Service Quality, Repurchase Intention, Customer Satisfaction, Retail*