

ABSTRACT

The rapid growth of retail industries push the retail business companies compete to increase service quality in their retails. PT. Yomart Rukun Selalu as a retail company needs to improve service quality which suitable with the customer needs. The effort from PT. Yomart Rukun Selalu is improve their service quality for each outlet. This service quality improvement needs to increase satisfaction and customer loyalty.

This research used Quality Function Deployment (QFD) approach that can translate the voice of customer into technical response and then combine both of them which drawn in House of Quality (HoQ) at 1st iteration. It will be continued by 2nd iteration to make Part Deployment matrix by entering technical response which gotten from 1st iteration to get critical part from Yomart outlet service.

From the result of the introduction interview, there are 21 attributes of customer needs for Yomart outlet. Those attributes are arranged into questioner which spread to 208 respondents to find out the importance level and customers satisfaction to every necessity attribute of Yomart outlet. Based on brainstorming with analyst from Yomart, there are 21 technical responses and 28 critical parts. And based on the raw weight and company capability, the priorities to be improved are tidiness and cleanliness outlet room, friendliness and good manners official, official giving help for the customer, official concerning about customer's problems, quickly service time, comfortably outlet room, official knowledge about product, efficiency official when serve, appearance and tidiness outlet, officers ask and say greeting when customers come, outlet are easily identifiable, use of officer's identity, consistency enforcement officer breaks.

Based on the result of analysis, the recommendation of improvement then will be given to the company such as an increased intensity of cleaning outlet, directly supervise to each outlet, evaluating the existing training, and provision of rewards for employees who excel as recommendations for improving the quality of services can improve customer satisfaction and loyalty to the service Yomart outlet.

Keywords : Yomart outlet, Quality of service, Quality Function Deployment (QFD).