

ABSTRACT

Recent years, the development of retail business in Indonesia has increased in line with the public economic recovery. It causes competition of retail business is getting tougher as more and more companies are in business. Borma Cijerah is one of the supermarkets in Bandung. To win the competition, Borma Cijerah should have some strategies to attract people to be their buyers. It is by improving the quality of service.

Currently, Borma Cijerah has not given their best service quality because it is found that there are several complaints from the buyers. According to the result of *ghost shopping* and survei conducted by the researcher to 30 respondents, there are several factors that have not been maximized in serving the customers. Because of that, Borma Cijerah need to evaluate the quality of their service. Knowing the customers' satisfaction is not enough, Borma Cijerah also need to realize their weaknesses in serving the costumers. Therefore, it is expected that the current quality service will be improved further to be better in quality.

This research identifies 26 attributes of customer needs based on the results of interviewing customers. SERVQUAL method is used to measure customers' satisfaction. Moreover, it is found the level of customers' satisfaction toward attributes needs. The result of data analysis through SERVQUAL indicates 8 attributes that need to be repaired. Furthermore, satisfaction measurement results using SERVQUAL then be integrated with the *Quality Function Deployment (QFD)* in order to determine the recommendations for improving quality service. The formulation of recommendation is arranged based on data processing, data analysis, and brainstorming with the company, and also using relevant benchmarking from the company's competitors in order to develop the quality of services.

Keywords : Retail, SERVQUAL, *QFD*