

ABSTRACT

The growth of retail outlets made competition is more strict and make retail business owners also need to pay attention to their quality service. Carrefour kiarcondong as one of the offender retail business in Bandung had decreasing the number of visitors as much as 15 % and 20 % every year, need to improve their quality service to face this competition. This study aims to know an attribute customers desire to improve the quality services in carrefour kiarcondong and how technical response carrefour kiarcondong to satisfy the desires of customers. Data collection by spread of a questionnaire to 400 respondents and interview to the carrefour kiarcondong management. The kind of research is descriptive with approach of mix method. This study method using quality function deployment and IPA analysis matrix by using retail service quality varoabel. The results of this research indicate there are 9 customer desires attributes and there are 14 technical response service quality improvement at Carrefour Kiarcondong.

Keyword: IPA Matrix, *Quality Function Deployment*, *Retail Service Quality*.