

## **ABSTRACT**

*Traditional Market is a shop that provides goods for everyday needs, goods sold this grocer is almost the same as that provided by the modern mini-minimarket. The problem of the minimarket is not impossible to cause trade competition with a grocery store. The purpose of this study is to analyze how the service Traditional Market in District Bojongsoang Bandung regency and to decide what factors need to be improved.*

*This research uses quantitative method with descriptive research type with a sample of 100 people who are customers of grocery stas. The results show that the services provided by the traditional market are good enough, but the performance of the service is still below customer expectations with five items that need to be improved.*

*Five items that need to be repaired are building, cleanliness, comfort, appearance of merchant, and satisfactory service. While suggestions that can be given include the traditional market in the decor as attractive as possible to be easily seen and remembered, keeping the cleanliness of stalls and goods sold, providing seats for customers, began to notice the neatness of the appearance of traders, and perform a fast and precise service.*

*Keywords: Traditional Market, Service Quality*