

ABSTRACT

Mischief is a brand of a business that produces jeans in Indonesia for men and women aged 17-40 years. in 2006 Mischief was established in Bandung, in 2011 to 2015 the focus of sales was in the Bandung and Jakarta regions using online media in the form of Instagram, Twitter and Facebook. Until now, the company has always developed a system that is more active in using online media which has a significant increase in sales.

Mischief is currently expanding his business in the field of fashion in the form of jackets, clothes, sweaters, belts and hats. Based on interviews with chief executives officer (CEO), the Company has two sales systems online and offline. The company also developed a website for marketing and selling products on an online system. The aim of this study was to formulate recommendations for improving services at Mischief stores based on the true customer needs obtained from the results of previous research on Designing Customer Needs at Store Services. . This study uses the Quality Function Deployment (QFD) method to translate customer needs into service characteristics and company capabilities.

Key Word: *House of Quality, Part Deployment, Quality Function Deployment, Mischief*