

## **ABSTRACT**

Company needs to consider their customer satisfaction in measuring performance based on customer point of view. Customer satisfaction is measured by comparing the value of customer perception and expectation. There are a lot of customer satisfaction reasearchs which using end user as their research object, but those focusing on retail as the research objects are rare. This current research objects provides a light into the gap by examine the retailers satisfaction in PT. Mitra Prima Sentosa. This reseach is started by identifiying retailer satisfaction factors and attributes. Customer satisfaction can be measured by the gap between the perception and expectation. Those low satisfaction service attributes will be improved by using the House Of Quality (HOQ).

Then PUGH method is used to select the best improvement program. The best program for improving retailer satisfaction are by apply discount based on product value and information sharing of product stocks and sales. The problem that faces in this PT. Mitra Prima Sentosa is about the measuring of retailers satisfaction, with QFD and PUGH method company can breakdwon the problem and improving the problem with make a combination between price policy, product quality, information sharing, and the cooperation policy by the company.

***Keywords: QFD, PUGH, retailers satisfaction***