

ABSTRACT

IMPLEMENTATION OF EXCELLENT CUSTOMER SERVICE AT PT. BANK PERKREDITAN RAKYAT (BPR) SILIWANGI CIBOGOR BRANCH IN IMPROVING CUSSTOMER SERVICE

By:

REZA AMANDA

173404107

Guidanced:

Dedeh Sri Sudaryanti

Yuyun Yuniasih

As a financial institution in Tasikmalaya, PT. BPR Siliwangi wants to always maintain its existence, by always providing excellent service to its customers, customer service as a frontliner officer directly related to customers has a big influence in increasing customer satisfaction and loyalty, therefore customer services need to improve services to customers. Therefore, the authors are interested in researching on how the implementation of excellent service applied by PT. BPR Siliwangi Cibogor Branch in improving customer service. Customer Service must provide services that have become its duty, but not ordinary service but excellent service which covers various basic aspects including Attitude, Attention, Action, Anticipation. The application of excellent service can help a bank to achieve a target to be addressed. The targets to be addressed include increasing customer satisfaction, maintaining potential and profitable customers, increasing the number of loyal customers, getting new customers and achieving the concept of excellent service that is used as the main goal of a company.

Keyword: Service Excellent, Customer Service, Application.

ABSTRAK

IMPLEMENTASI SERVICE EXCELLENT CUSTOMER SERVICE PADA PT. BANK PERKREDITAN RAKYAT (BPR) CABANG CIBOGOR DALAM MENINGKATKAN PELAYANAN NASABAH

Oleh

REZA AMANDA 173404107

Pembimbing: Dedeh Sri Sudaryanti Yuyun Yuniasih

Sebagai lembaga keuangan di Tasikmalaya, PT. BPR Siliwangi ingin selalu menjaga eksistensinya, dengan senantiasa memberikan service excellent kepada nasabahnya, customer service sebagai petugas frontliner yang terkait langsung dengan nasabah memiliki pengaruh besar dalam meningkatkan kepuasan dan loyalitas nasabah, maka dari itu customer service perlu meningkatkan pelayanan terhadap nasabah. Oleh karena itu penulis tertarik untuk meneliti mengenai bagaimana implementasi service excellent yang diterapkan customer service PT. BPR Siliwangi Cabang Cibogor dalam meningkatkan pelayanan nasabah. Customer Service harus memberikan pelayanan yang sudah menjadi tugasnya, namun bukan pelayanan biasa melainkan pelayanan prima yang meliputi berbagai aspek dasar diantaranya Attitude (sikap), Attention (perhatian), Action (tindakan), Anticipation. Penerapan pelayanan prima dapat membantu suatu bank untuk mencapai suatu target yang ingin dituju. Adapun target yang ingin dituju tersebut antara lain berupa meningkatnya kepuasan nasabah, mempertahankan nasabah yang potensial dan menguntungkan, meningkatnya jumlah nasabah yang loyal, mendapatkan nasabah baru dan tercapainya konsep pelayanan prima yang dijadikan sebagai tujuan utama dari suatu perusahaan