

## **ABSTRACT**

### ***THE ROLE OF SERVICE EXCELLENT TO INCREASE CUSTOMER SATISFACTION AT.PT BANK MANDIRI TASPEN KANTOR KAS CIAMIS***

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*Writing assignments This thesis aims to determine the role of service excellence in increasing customer satisfaction. The work practice method is carried out by using the in-dept interview method by directing face to face with customer service and 3 customers and by using the participant observer method to obtain relevant results with the research conducted by the author. Excellent service is a concern for customers by providing the best service to achieve customer satisfaction. Based on the research results, every employee of PT. Bank Mandiri Taspen Cash Office Ciamis is able to implement the strategies that have been set to run service excellence in accordance with standard operating procedures (SOP) by using the basic concept of excellent service consisting of Ability, Attitude, Appearance, Attention, Action, and Accountability. The obstacles in implementing service excellence at PT. Bank Mandiri Taspen Ciamis Cash Office are obstacles caused by parties from outside the bank, namely obstacles that come from customers and obstacles caused by parties from the bank itself. Every obstacle faced by PT. Bank Mandiri Taspen Cash Office Ciamis can always be overcome. Thus it can be concluded that the role of service excellence in PT. Bank Mandiri Taspen Ciamis Cash Office performed by employees can increase customer satisfaction. The author provides suggestions to further improve the quality of service to customers so that customers are always satisfied with every service.*

***Keywords: Role, Excellent Service, Satisfaction***