

ABSTRACT

IMPLEMENTATION OF EXCELLENT SERVICE BY CUSTOMER SERVICE IN PT. BANK "X" (PERSERO) Tbk. OFFICE OF TASIKMALAYA BRANCH

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This study aims to determine the implementation of service excellence by Customer Service, obstacles encountered and how to solve it at PT. Bank "X" (Persero) Tbk. Tasikmalaya Branch Office. The method of work practice is carried out by using the In Depth Interview method by face to face directly with Customer Service and with the Participant Observer method to obtain information that is relevant to the research carried out by the author. Procedure for implementing excellent service by Customer Service at PT. Bank "X" (Persero) Tbk. The Tasikmalaya Branch Office shows that Customer service is able to implement the strategies set, but not just any service but using excellent service (Service excellent) which includes aspects of Accountability (Responsibility), Action (Action), Attention (Attention), Appearance (Appearance), Attitude (Attitude), Ability (Ability). The obstacles in the implementation of service excellent by Customer Service at PT. Bank "X" Tasikmalaya Branch is a system experiencing offline or interference. The alternative solution is to do a system update program on the Customer Service computer. Thus the procedure for implementing excellent service by Customer Service runs normally as expected and the obstacles in the implementation of service excellence by Customer Service can be well controlled.

Keywords :Service excellent, Customer service, Bank.

ABSTRAK

PELAKSANAAN *SERVICE EXCELLENT* OLEH *CUSTOMER SERVICE* PADA PT. BANK “X” (PERSERO) Tbk. KANTOR CABANG TASIKMALAYA

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Penelitian ini bertujuan untuk mengetahui pelaksanaan *service excellent* oleh *Customer Service*, hambatan yang ditemui beserta cara penyelesaiannya pada PT. Bank “X” (Persero) Tbk. Kantor Cabang Tasikmalaya. Metode praktek kerja dilaksanakan dengan menggunakan metode *In Depth Interview* dengan bertatap muka secara langsung dengan *Customer Service* serta dengan metode *Participant Observer* untuk memperoleh informasi yang relevan dengan penelitian yang dilakukan penulis. Prosedur pelaksanaan *service excellent* oleh *Customer Service* pada PT. Bank “X” (Persero) Tbk. Kantor Cabang Tasikmalaya menunjukkan bahwa *Customer service* mampu menerapkan strategi-strategi yang sudah ditetapkan, namun bukan sembarang pelayanan tetapi menggunakan pelayanan prima (*Service excellent*) yang meliputi aspek *Accountability* (Tanggung jawab), *Action* (Tindakan), *Attention* (Perhatian), *Appearance* (Penampilan), *Attitude* (Sikap), *Ability* (Kemampuan). Adapun hambatan dalam pelaksanaan *service excellent* oleh *Customer Service* pada PT. Bank “X” Cabang Tasikmalaya yaitu sistem mengalami *offline* atau gangguan. Alternatif penyelesaian yang dilakukan adalah melakukan *update* sistem program dalam komputer *Customer Service*. Dengan demikian prosedur pelaksanaan *service excellent* oleh *Customer Service* berjalan secara normal sesuai yang diharapkan dan hambatan dalam pelaksanaan *service excellent* oleh *Customer Service* dapat terkendali dengan baik.

Kata Kunci : *Service excellent, Customer service, Bank.*