

ABSTRACT

QUALITY OF CUSTOMER SERVICE AT PD BPR ARTHA GALUNGGUNG HEAD OFFICE TASIKMALAYA CITY

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This study aims to determine the quality of customer service at PD BPR Artha Galunggung, Tasikmalaya City Head Office. The research method used is a qualitative method with data collection techniques In-Depth Interview (In-Depth Interview) and Direct Observation (Participant Observation). Based on the results of the research on the Quality of Customer Service that was carried out at PD BPR Artha Galunggung, Tasikmalaya City Headquarters, namely from the point of view of the service dimensions, namely the dimensions of Physical Evidence (Tangible), Empathy (Emphaty), Reliability (Reliability), Responsiveness (Responsiveness), and Guarantee (assurance). The obstacles faced by Customer Service in the implementation of services are the existence of customers who want to be served their needs immediately, technical errors that make the entire system offline, do not appear according to procedures, and do not ask for documents required by lineage. The solution to overcome this is to provide understanding to customers to wait according to applicable regulations, apologize for the system that occurred, carry out services according to the appearance ethics work instructions that apply in the SOP, and always record the needs that have not been completed by the customer.

Keywords: Service Quality, Customer Service, Bank

ABSTRAK

KUALITAS PELAYANAN *CUSTOMER SERVICE* PADA PD BANK PERKREDITAN RAKYAT (BPR) ARTHA GALUNGGUNG KANTOR PUSAT KOTA TASIKMALAYA

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Penelitian ini bertujuan untuk mengetahui Kualitas Pelayanan *Customer Service* pada PD Bank Perkreditan Rakyat (BPR) Artha Galunggung Kantor Pusat Kota Tasikmalaya. Metode penelitian yang digunakan adalah metode kualitatif dengan teknik pengumpulan data Wawancara Mendalam (*In-Depth Interview*) dan Observasi Langsung (*Participant Observation*). Berdasarkan hasil penelitian Kualitas Pelayanan *Customer Service* yang dijalankan pada PD Bank Perkreditan Rakyat (BPR) Artha Galunggung Kantor Pusat Kota Tasikmalaya yaitu dilihat dari sudut dimensi layanan yaitu dimensi Bukti Fisik (*Tangible*), Empati (*Emphaty*), Keandalan (*Reliability*), Ketanggapan (*Responsiveness*), dan Jaminan (*Assurance*). Adapun hambatan-hambatan yang dihadapi *Customer Service* dalam pelaksanaan pelayanan yaitu adanya nasabah yang ingin segera dilayani keperluannya, kesalahan teknis yang membuat seluruh sistem *Offline*, tidak berpenampilan sesuai prosedur, dan tidak meminta dokumen yang diperlukan nasabah. Solusi untuk mengatasinya adalah memberikan pengertian kepada nasabah untuk menunggu sesuai ketentuan yang berlaku, meminta maaf atas sistem yang terjadi, menjalankan pelayanan sesuai intruksi kerja etika penampilan yang berlaku dalam SOP, dan selalu mencatat keperluan yang belum diselesaikan oleh nasabah.

Kata Kunci : Kualitas Pelayanan, *Customer Service*, Bank