

## **ABSTRACT**

### ***THE ROLE OF CUSTOMER SERVICE AS A CUSTOMER RELATION FUNCTION IN OVERCOMING CUSTOMER COMPLAINTS AT PT. INDONESIAN STATE BANK (Persero) Tbk. TASIKMALAYA BRANCH OFFICE***

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*The purpose of this research activity is to determine the role of Customer Service at PT. Bank Negara Indonesia (Persero) Tbk, Tasikmalaya Branch Office. The research method used in this research is a descriptive method, qualitative, with data collection techniques. The results of the study indicate that Customer Service plays an important role in the bank, namely providing services, fostering relationships with the community and maintaining customer loyalty or loyalty to remain customers and provide satisfaction to customers. The conclusions obtained based on the research are how the role of Customer Service and the obstacles and solutions faced by the Customer Service are. The author gives advice to PT. Bank Negara Indonesia (Persero) Tbk, Tasikmalaya Branch Office to provide good service in order to be able to provide services beyond what is expected by customers who are required to have excellent service capabilities throughout the day.*

***Keyword : Role, Customer Service, Bank***