

ABSTRACT

IMPLEMETATION OF SERVICE EXCELLENT BY CUSTOMER SERVICE AT PT BANK NEGARA INDONESIA (PERSERO) TBK BANJAR BRANCH OFFICE

By :

Siti Nur Fauziah
NPM.193404088

Guidance I : Andri Helmi Munawar, S.E., M.M

Guidance II : Dedeh Sri Sudaryanti, S.E., M.Si

The purpose of this study is to determine the application of excellent service by customer service at PT Bank Negara Indonesia (Persero) Tbk. Banjar Branch Office in order to expand information about excellent service. The research method used is descriptive qualitative with data collection techniques, namely in-depth interviews, observation participants, and literature studies. Based on the results of the study, it shows that customer service at PT Bank Negara Indonesia (Persero) Tbk Banjar Branch Office has been able to carry out its duties as a customer service by providing excellent service in accordance with excellent service indicators, namely speed, friendliness, accuracy, and comfort. The obstacles faced include customer complaints that must be handled immediately, system errors, and lack of employee personnel. The solution is carried out by providing the best service in accordance with operational procedure standards, restoring service services, reliable technicians and employee turnover systems in service to customers.

Keywords : Customer Service, Service Excellent, Bank

ABSTRAK

PENERAPAN PELAYANAN PRIMA OLEH *CUSTOMER SERVICE* DI PT BANK NEGARA INDONESIA (PERSERO) TBK KANTOR CABANG BANJAR

Oleh :

Siti Nur Fauziah
NPM.193404088

Pembimbing I : Andri Helmi Munawar, S.E., M.M
Pembimbing II : Dedeh Sri Sudaryanti, S.E., M.Si

Tujuan penelitian ini untuk mengetahui penerapan pelayanan prima oleh *customer service* pada PT Bank Negara Indonesia (persero) Tbk. Kantor Cabang Banjar guna memperluas informasi mengenai pelayanan prima. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data yaitu wawancara mendalam, partisipan observasi, dan studi pustaka. Berdasarkan hasil penelitian menunjukkan bahwa *customer service* di PT Bank Negara Indonesia (persero) Tbk Kantor Cabang Banjar telah mampu menjalankan tugasnya sebagai *customer service* dengan memberikan pelayanan prima sesuai dengan indikator pelayanan prima yaitu kecepatan, keramahan, ketepatan, dan kenyamanan. Hambatan yang dihadapi diantaranya keluhan nasabah yang segera harus ditangani, sistem error, serta kurangnya personil karyawan. Solusi yang dilakukan dengan memberikan pelayanan terbaik sesuai dengan *standar operational procedure*, pemulihan pelayanan jasa, teknis yang andal serta sistem pergantian karyawan dalam pelayanan kepada nasabah.

Kata Kunci : *customer service*, pelayanan prima, bank