

ABSTRACT

IMPLEMENTATION OF EXCELLENT SERVICE IN INCREASING CUSTOMER LOYALTY AT PT. SHARIAH STATE SAVINGS BANK TASIKMALAYA BRANCH OFFICE

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This study aims to determine the implementation of excellent service in increasing customer loyalty, the obstacles encountered and their solutions at PT. State Sharia Savings Bank Tasikmalaya Branch Office. The method used in this study is a qualitative method, with data sourced from primary and secondary data. The type of data taken from this research is by means of observation, interviews, and literature study. Based on the results of the analysis, the procedure for implementing excellent service at PT. The Syariah State Savings Bank Tasikmalaya Branch Office has shown that it is capable of implementing the strategies that have been set, but not just any service but using excellent service which includes aspects of Accountability, Action, Attention, Appearance, Attitude, Ability. The obstacle to the implementation of excellent service in increasing customer loyalty is the occurrence of equipment damage due to lightning strikes. The alternative solution is to have spare parts for work tools where if a disaster occurs they can be replaced immediately and the implementation of excellent service can run as expected.

Keywords: Excellent Service, Customer Loyalty, Bank

ABSTRAK

PELAKSANAAN PELAYANAN PRIMA DALAM MENINGKATKAN LOYALITAS PELANGGAN DI PT. BANK TABUNGAN NEGARA SYARIAH KANTOR CABANG TASIKMALAYA

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Penelitian ini bertujuan untuk mengetahui pelaksanaan pelayanan prima dalam meningkatkan loyalitas pelanggan, hambatan yang ditemui beserta penyelesaiannya di PT. Bank Tabungan Negara Syariah Kantor Cabang Tasikmalaya. Metode yang digunakan dalam penelitian ini adalah metode kualitatif, dengan data yang bersumber dari data primer dan sekunder. Jenis data yang diambil dari penelitian ini yaitu dengan cara observasi, wawancara, dan studi pustaka. Berdasarkan hasil dari analisis, Prosedur pelaksanaan pelayanan prima di PT. Bank Tabungan Negara Syariah Kantor Cabang Tasikmalaya menunjukkan mampu menerapkan strategi-strategi yang sudah ditetapkan, namun bukan sembarang pelayanan tetapi menggunakan pelayanan prima yang meliputi aspek *Accountability* (Tanggung jawab), *Action* (Tindakan), *Attention* (Perhatian), *Appearance* (Penampilan), *Attitude* (Sikap), *Ability* (Kemampuan). Adapun hambatan pada pelaksanaan pelayanan prima dalam meningkatkan loyalitas pelanggan yaitu terjadinya kerusakan alat akibat sambaran petir. Alternatif penyelesaiannya harus mempunyai suku cadang alat kerja dimana jika terjadi bencana dapat langsung di gantikan dan pelaksanaan pelayanan prima dapat berjalan dengan yang diharapkan.

Kata kunci: Pelayanan Prima, Loyalitas Pelanggan, Bank