

ABSTRACT

ANALYSIS OF THE IMPLEMENTATION OF CUSTOMER SERVICE STANDARD OPERATIONAL PROCEDURES (SOP) IN IMPROVING CUSTOMER SERVICE AT PT. BANK NEGARA INDONESIA (Persero) Tbk KANTOR CABANG PEMBANTU CIAMIS

By:

INTAN ARSINTA

213404077

Guidance I : Yuyun Yuniasih, S.E., M.Si.

Guidance II : Dede Arif Rahmani, S.Pd., M.M.

The purpose of this research is to determine the implementation of standard operational customer service procedures at Bank BNI KCP Ciamis. The research approach used was a qualitative approach with descriptive methods, in-depth interview techniques and participant observation. The data collection techniques used were primary and secondary data. Secondary data was taken from the official website of PT. Bank Negara Indonesia Perseroda Tbk, while primary data was taken from BNI bank customer service KCP Ciamis to find out how standard operational procedures are implemented because if it does not comply with the Standard Operational Procedure then the customer can move to another bank which is considered more comfortable then BNI bank is required to prioritize customers by serve according to applicable Standard Operational Procedure. The results of the research show that the quality of customer service at BNI KCP Ciamis bank is not optimal in carrying out standard operational customer service procedures in terms of complaint handling services that are less responsive and service takes a long time at busy times, making customers less satisfied. If Bank BNI KCP Ciamis customer service can further improve its responsiveness, customer satisfaction will increase.

Keywords : Standard Operational Procedures Customer service, Bank BNI

ABSTRAK

ANALISIS PELAKSANAAN STANDAR OPERASIONAL PROSEDUR (SOP) *CUSTOMER SERVICE* DALAM MENINGKATKAN PELAYANAN NASABAH DI PT. BANK NEGARA INDONESIA (Persero) Tbk KANTOR CABANG PEMBANTU CIAMIS

Oleh:

INTAN ARSINTA

213404077

Pembimbing I : Yuyun Yuniasih, S.E., M.Si.

Pembimbing II : Dede Arif Rahmani, S.Pd., M.M.

Tujuan penelitian ini untuk mengetahui pelaksanaan standar operasional prosedur *customer service* pada Bank BNI KCP Ciamis Pendekatan penelitian digunakan menggunakan pendekatan kualitatif dengan metode deskriptif, teknik wawancara mendalam dan observasi partisipan. Teknik pengumpulan data yang digunakan adalah data primer dan sekunder. Data sekunder diambil website resmi PT. Bank Negara Indonesia Persero Tbk, sedangkan data primer diambil dari *customer service* bank BNI kcp ciamis untuk mengetahui bagaimana pelaksanaan standar operasional prosedur karena jika tidak sesuai sop maka nasabah bisa berpindah ke bank lain yang lebih dianggap nyaman maka bank Bni di tuntut untuk harus mengutamakan nasabah dengan melayani sesuai SOP yang berlaku. Hasil penelitian menunjukkan bahwa kualitas pelayanan *customer service* bank BNI kcp ciamis belum optimal dalam menjalankan standar operasional prosedur *customer service* dalam segi pelayanan penanganan keluhan kurang tanggap dan pelayanan lama pada waktu sibuk sehingga membuat nasabah kurang merasa puas. Jika *Customer service* Bank BNI kcp ciamis bisa dapat lebih meningkatkan daya tanggapnya maka kepuasan nasabah meningkat.

Kata Kunci : Standar Operasional Prosedur *Customer service*, Bank BNI