

ABSTRAK

PENERAPAN PELAYANAN PRIMA DALAM MENINGKATKAN KEPUASAN NASABAH DI PT. BANK MANDIRI TASPEN KANTOR CABANG TASIKMALAYA

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Penelitian ini bertujuan untuk mengetahui penerapan pelayanan prima dalam meningkatkan kepuasan nasabah di PT. Bank Mandiri Taspen Kantor Cabang Tasikmalaya. Metode penelitian yang digunakan dalam penelitian ini adalah deskriptif kualitatif dengan teknik pengumpulan data yaitu wawancara mendalam, observasi langsung, dan studi pustaka. Berdasarkan hasil penelitian, penerapan pelayanan prima dalam meningkatkan kepuasan nasabah di PT. Bank Mandiri Taspen Kantor Cabang Tasikmalaya sudah memenuhi Standar Operasional Prosedur (SOP) dengan baik dan customer service mampu menjalankan tugasnya dalam memberikan pelayanan dengan menggunakan indikator pelayanan prima yang terdiri dari kemampuan, sikap, penampilan, perhatian, tindakan, dan tanggung jawab. Hambatan yang dihadapi customer service diantaranya sistem tiba – tiba gangguan atau offline, customer service mendapatkan telepon pada saat pelayanan, nasabah yang sudah lanjut usia dan nasabah yang mendahului antrian. Setiap hambatan yang dihadapi oleh PT. Bank Mandiri Taspen Kantor Cabang Tasikmalaya selalu dapat diatasi. Solusi yang dilakukannya yaitu dengan mengupdate program, customer service harus memberikan penjelasan yang berulang – ulang kepada nasabah lanjut usia sampai nasabah tersebut mampu menerima penjelasan dengan jelas, customer service berhenti melayani nasabah dan mengangkat telepon tersebut, dan mengingatkan nasabah sistem antrian. Dengan demikian dapat disimpulkan bahwa penerapan pelayanan prima di PT. Bank Mandiri Taspen Kantor Cabang Tasikmalaya yang dilakukan oleh customer service dapat meningkatkan kepuasan nasabah.

Kata kunci : pelayanan prima, kepuasan, bank

ABSTRACT

IMPLEMENTATION OF SERVICE EXCELLENT IN INCREASING CUSTOMER SATISFACTION AT PT. BANK MANDIRI TASPEN TASIKMALAYA BRANCH OFFICE

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This research aims to determine the application of excellent service in increasing customer satisfaction at PT. Bank Mandiri Taspen Tasikmalaya Branch Office. The research method used in this research is descriptive qualitative with data collection techniques, namely in-depth interviews, direct observation and literature study. Based on the research results, the application of excellent service in increasing customer satisfaction at PT. Bank Mandiri Taspen Tasikmalaya Branch Office has fulfilled the Standard Operating Procedures (SOP) well and customer service is able to carry out its duties in providing services using excellent service indicators consisting of ability, attitude, appearance, attention, actions and responsibility. Obstacles faced by customer service include the system suddenly breaking down or going offline, customer service getting a call during service, elderly customers and customers who are ahead of the queue. Every obstacle faced by PT. Bank Mandiri Taspen Tasikmalaya Branch Office can always be overcome. The solution is to update the program, customer service must provide repeated explanations to elderly customers until the customer is able to receive the explanation clearly, customer service stops serving the customer and picks up the phone, and reminds the customer of the queuing system. Thus it can be concluded that the implementation of excellent service at PT. Bank Mandiri Taspen Tasikmalaya Branch Office carried out by customer service can increase customer satisfaction.

Keywords: *service excellent, satisfaction, bank*