

ABSTRACT

IMPLEMENTATION OF EXCELLENT SERVICE IN CUSTOMER SERVICE AT PT. BANK NEGARA INDONESIA (PERSERO) TBK. KAWALI SUPPORT BRANCH OFFICE

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The aim of this research is to describe how service excellence is implemented in customer service at Pt. Bank Negara Indonesia (Persero) Tbk Kawali Sub-Branch Office and how to implement service excellence standards for services that actually occur and what obstacles exist when implementing excellent service in customer service. The research approach used uses a qualitative approach with descriptive methods. The data collection technique used is primary data obtained from observation and direct interviews with BNI bank employees at the Kawali Sub-Branch Office. Based on research results, PT Bank Negara Indonesia Kawali Sub-Branch Office in implementing excellent service has service standards, namely ability, attitude, appearance, attention, action and accountability which are able to provide satisfaction to customers so that a sense of attachment arises between customers and the Bank which then creates loyalty. customers to Bank Negara Indonesia Kawali Sub-Branch Office.

Keywords: Bank, excellent service, customer service