

## **ABSTRACT**

### ***THE IMPLEMENTATION OF SERVICE EXCELLENCE BY CUSTOMER SERVICE IN INCREASING THE NUMBER OF CUSTOMERS AT PT BANK NEGARA INDONESIA (PERSERO) TBK. KCP KAWALI***

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*This study aims to examine the implementation of service excellence by customer service in increasing the number of customers at PT Bank Negara Indonesia (Persero) Tbk. KCP Kawali. The research method used is qualitative with a descriptive approach, where data were obtained through in-depth interviews with customer service representatives and direct field observations. The results show that effective implementation of service excellence can enhance customer satisfaction, but several obstacles need to be addressed, such as limited resources, ineffective internal coordination, and technical competency limitations of customer service. Externally, intense competition with other banks, economic challenges, and changes in consumer behavior also pose challenges in increasing the number of customers. To overcome these obstacles, proposed solutions include enhancing training and skill development for customer service, providing adequate resources, and strengthening inter-departmental coordination. Additionally, the company needs to implement more effective and adaptive marketing strategies to changing customer needs and preferences. It is hoped that the results of this study can serve as a reference for PT Bank Negara Indonesia in improving service quality and customer numbers in the future.*

*Keyword: Service excellence, Customer service, Number of Customers.*