

ABSTRACT

FRONTLINER IN EFFORTS TO IMPROVE CUSTOMER SERVICE AT PT. BANK PEMBANGUNAN DAERAH JAWA BARAT AND BANTEN (PERSERO), Tbk. INDIHIANG SUPPORTING BRANCH OFFICE

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The purpose of this study was to determine the extent of the role of a frontliner in an effort to improve customer service at PT. Regional Development Bank of West Java and Banten (Persero), Tbk. Indihiang Sub-Branch Office, and the obstacles found and how to solve them. Techniques in data collection in this study, the authors used the participant observant method and in-depth interviews. The results of this study indicate that the frontliner is a very important element and becomes the front line of players who face both customers and prospective customers. The conclusions obtained in this study are how the role of frontliners in an effort to improve service to customers, the authors provide advice to PT. Regional Development Bank of West Java and Banten (Persero), Tbk. Indihiang Sub-Branch Offices to focus on the customers faced and quickly handle various kinds of customer complaints even though customers have different backgrounds.

Key words: Role, Frontliner, Service, Costumer, Bank

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