

ABSTRACT

**IMPLEMENTATION OF SERVICE EXCELLENT BY CUSTOMER
SERVICE AT PT BANK RAKYAT INDONESIA (PERSERO) TBK.
IMBANAGARA UNIT OFFICE**

By :

Widy Rahayu

NIM. 193404143

Guidance :

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

Guidance II : Andri Helmi Munawar S.E., M.M

This study aims to determine the implementation of excellent service by customer service PT Bank BRI Tbk (Persero) Imbanagara Unit Office. This research approach uses a qualitative approach with a descriptive method. The types of data used in this research are primary and secondary data with data collection techniques through library research and field studies through participant observers and depth interviews. Based on the results of the study, the implementation of excellent service by customer service of PT Bank Rakyat Indonesia (Persero) Tbk. The Imbanagara Unit Office is sufficient to meet the existing regulatory standards properly by applying in accordance with the concept of excellent service in terms of ability, attitude, appearance, attention, action, and responsibility. However, in terms of appearance and responsibilities, especially the responsibility for time, it has not been carried out optimally. Constraints faced by internal factors such as errors in the network system and manual queue numbers and break hours that hinder service, external factors such as customers often precede queue numbers. The solutions implemented are software and network updates, strict rules and method improvements in the queuing system.

Keywords : penerapan, service excellent, customer service, Bank

ABSTRAK

PENERAPAN SERVICE EXCELLENT OLEH CUSTOMER SERVICE PT BANK RAKYAT INDONESIA (PERSERO) TBK KANTOR UNIT IMBANAGARA

Oleh :

Widy Rahayu

NIM. 193404143

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

Pembimbing II : Andri Helmi Munawar S.E., M.M

Penelitian ini bertujuan untuk mengetahui penerapan *service excellent* oleh *customer service* PT Bank BRI Tbk (Persero) Kantor Unit Imbanagara. Pendekatan penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Jenis data yang digunakan dalam penelitian ini yaitu data primer dan sekunder dengan teknik pengumpulan data melalui studi kepustakaan dan studi lapangan melalui *participant observer* dan wawancara mendalam. Berdasarkan hasil penelitian, penerapan *service excellent* oleh *customer service* PT Bank Rakyat Indonesia (persero) Tbk Kantor Unit Imbanagara sudah cukup memenuhi standar pengaturan yang ada dengan baik dengan menerapkan sesuai dengan konsep pada pelayanan prima baik dari kemampuan (*ability*), sikap (*attitude*), penampilan (*appearance*), perhatian (*attention*), tindakan (*action*), dan tanggung jawab (*accountability*). Namun, pada penampilan (*appearance*) dan tanggung jawab (*accountability*) khususnya tanggung jawab terhadap waktu masih belum dilaksanakan dengan maksimal. Kendala yang dihadapi faktor internal seperti kesalahan dalam sistem jaringan dan nomor antrian yang masih manual serta jam istirahat yang menghambat pelayanan, faktor eksternal misalnya nasabah sering mendahului nomor antrian. Solusi yang diterapkan adalah update dalam software dan jaringan, ketegasan aturan dan perbaikan metode dalam sistem antrian.

Kata kunci : penerapan, *service excellent*, *customer service*, Bank