

**ABSTRACT**  
**CUSTOMER SERVICE PROCEDURES IN OVERCOMING HANDLING  
COMPLAINTS TO INCREASE CUSTOMER SATISFACTION TO BNI KCP  
PANGANDARAN**

By:

Triana Alfina Damayanti

NIM 193404055

*Guindance I : Dedeh Sri Sudaryanti, S.E., M.Si.*

*Guindance II : Agi Rosyadi, S.E., M.M.*

*The purpose of this study is to find out about customer service procedures in overcoming handling complaints to increase customer satisfaction at PT Bank Negara Indonesia KCP Pangandaran. The research method used is descriptive qualitative with data collection techniques used are in-depth interviews, direct observation, and literature study. Based on the results of research at PT Bank Negara Indonesia KCP Pangandaran, it can be concluded that every bank must have a way of resolving customer complaints. In dealing with complaint handling at PT Bank Negara Indonesia Pangandaran, there are procedures for handling customer complaints or complaints in order to remain loyal to the company. In the settlement, there are obstacles, namely the occurrence of the system to the customer concerned for the delay in the transaction process. Therefore, PT Bank Negara Indonesia KCP Pangandaran has a solution, namely the officer will serve customers manually first swiftly and quickly so that customers still feel comfortable even though there are problems with the system.*

*Keywords: Procedure, Bank, Customer Service, Handling Complaint*