

## **ABSTRACT**

*Customer Service Performance Assessment Standards  
At PT. Bank BNI (Persero) KCP Pangandaran*

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*The purpose of this study was to determine the standard of customer service performance research at PT Bank BNI (Persero) KCP Pangandaran. To reveal these issues in depth, the study used a qualitative approach with primary data collection techniques in the form of observation, interviews and documentation. Data analysis techniques used are data reduction, data presentation and data retrieval. Then the data is described, analyzed and discussed to answer the problems posed. From the results of the study it was found that the standard of customer service performance appraisal at PT Bank BNI (Persero) KCP Pangandaran is to provide information using Standard Operating Procedures. Based on this research, the results obtained are Standard Operating Procedures (SOP) Customer Service At PT Bank BNI KCP Pangandaran is divided into two, namely the display of standard operating procedures (SOP) when providing services to customers in dealing with customer questions and problems then the percentage of customer satisfaction with Customer Service especially at PT. Bank BNI (Persero) KCP Pangandaran*

**Keywords:** *Customer Service, Standard Operating*