

ABSTRACT

STANDARD OPERATIONAL PROCEDURES OF CUSTOMER SERVICE TOWARDS EASY WADIAH SAVINGS FOR BOTH REGULAR AND PRIORITY CLIENTS IN BANK SYARIAH INDONESIA KC TASIKMALAYA MASJID AGUNG

By:
CHANDRIKA SARI
203404025

Adviser I : Yuyun Yuniasih S.E., M. Si.
Adviser II : Andri Helmi Munawar., S.E., M.M

The Goals of the research is to find out how the Standard Operational Procedure in Customer Service of Tabungan Easy Wadiah both for Regular Clients and Priority in Bank Syariah Indonesia KC Tasikmalaya Masjid Agung. The Research Approachment applied on qualitatives by using data collecting of literature studies, profound interview, and direct observation. According to analysis result, standard operational procedure of Customer Service Tabungan Easy Wadiah for regular client and priority are basically applied with similar standard. Nevertheless, priority clients obtained more benefit rather than regular clients. Internal and External Obstacles are consists of technology error, complains, delayed services, and some elders clients that are still lacking of technology's awareness. The Solution that must be applied for such cases is by checking computer system, handling complain properly and responsively, letting clients to responding calls within specific time adjusted, handling elders client with care and patience for their lacking understanding in technology.

Keywords : Standard Operating Procedures (SOP), service, Customer Service (CS), customers (regular and priority), Bank Syariah.

ABSTRAK

STANDAR OPERASIONAL PROSEDUR (SOP) PELAYANAN *CUSTOMER SERVICE* (CS) PRODUK TABUNGAN *EASY WADIAH* PADA NASABAH REGULER DAN PRIORITAS DI BANK SYARIAH INDONESIA KC TASIKMALAYA MASJID AGUNG

Oleh:
CHANDRIKA SARI
203404025

Pembimbing I : Yuyun Yuniasih S.E., M. Si.
Pembimbing II : Andri Helmi Munawar., S.E., M.M

Tujuan penelitian ini adalah untuk mengetahui bagaimana Standar Operasional Prosedur (SOP) Pelayanan *Customer Service* (CS) Produk Tabungan *Easy Wadiah* pada Nasabah Reguler dan Prioritas di Bank Syariah Indonesia KC Tasikmalaya Masjid Agung. Pendekatan penelitian menggunakan pendekatan kualitatif dengan teknik pengumpulan data yang digunakan adalah studi kepustakaan, wawancara mendalam, dan observasi langsung. Berdasarkan hasil analisis, Standar Operasional Prosedur (SOP) pelayanan *Customer Service* (CS) produk Tabungan *Easy Wadiah* pada nasabah reguler dan prioritas itu dengan standar yang sama. Namun nasabah prioritas terdapat keunggulan dibandingkan nasabah reguler yaitu pada benefitnya. Dengan hambatan internal dan eksternal, yaitu komputer yang eror, nasabah yang terus komplain, nasabah yang mendapat panggilan telepon saat sedang dilayani, dan nasabah lanjut usia yang kurang paham digital. Dan solusi dari hambatan tersebut, yaitu mengecek sistem komputer, tanggap menangani keluhan nasabah, mengizinkan nasabah menjawab panggilan dengan tenggat waktu yang ditentukan, bersabar dengan nasabah lanjut usia yang kurang paham dengan digital.

Kata kunci : Standar Operasional Prosedur (SOP), pelayanan, *Customer Service* (CS), nasabah (reguler dan prioritas), Bank Syariah.