ABSTRACT

SERVICE ANALYSIS PRIMA CUSTOMER SERVICE IN SERVING CUSTOMER SATISFACTION AT PT. BANK NEGARA INDONESIA (PERSERO) TBK. CIAWI BRANCH OFFICE REGENCY TASIKMALAYA

By:

Davina Azahra

NIM 203404046

Advisor:

Advisor I   : Agi Rosyadi, S.E., M.M.

Advisor II   : Cindera Saiful Nugraha, S.Hut., M.M.

The purpose of this study was to determine the analysis of excellent customer service in serving customer satisfaction at PT. Bank Negara Indonesia (Persero) Tbk. Ciawi Branch Office Regency Tasikmalaya. This research uses descriptive qualitative. With the method of in-depth interviews, literature study, direct observation and kuesioner. Data analysis techniques by collecting data, reducing data, presenting data, making conclusions. Based on the results of the study, it shows that excellent customer service in serving customer satisfaction must meet 5 points, namely tangibles, empathy, responsiveness, reliability, assurance and Standart Operating Procedur. Percentage analysis shows that customers are satisfied with excellent customer service.The obstacle that occurs is that customer service sometimes has difficulty responding to elderly customers, the occurrence of Human Error. From the results of the research, the authors suggest that customer service further improve its performance, be given sanctions when it does not meet service standards, and optimize its services more.

Keywords: Service Excellent, Customer Satidfaction, Customer Service

ABSTRAK

ANALISIS PELAYANAN PRIMA *CUSTOMER SERVICE* DALAM MELAYANI KEPUASAN NASABAH DI PT. BANK NEGARA INDONESIA (PERSERO) TBK. KANTOR CABANG PEMBANTU CIAWI KABUPATEN TASIKMALAYA

Oleh:

Davina Azahra

NIM 203404046

Pembimbing I   : Agi Rosyadi, S.E., M.M.

Pembimbing II   : Cindera Saiful Nugraha, S.Hut., M.M.

Tujuan dari penelitian ini adalah untuk mengetahui analisis pelayanan prima *customer service* dalam melayani kepuasan nasabah di PT. Bank Negara Indonesia (Persero) Tbk. Kantor Cabang Pembantu Ciawi Kabupaten Tasikmalaya. Penelitian ini menggunakan deskriptif kualitatif. Dengan metode *in depth interview*, studi pustaka, observasi langsung dan kuesioner. Teknik analisis data dengan melakukan pengumpulan data, reduksi data, penyajian data, membuat simpulan. Berdasarkan hasil penelitian menunjukan bahwa pelayanan prima *customer service* dalam melayani kepuasan nasabah harus memenuhi 5 poin yaitu *tangibles, emphaty*, *responsiveness, reliability, assurance* dan Standar Operasional Prosedur. Persentase analisis menunjukan bahwa nasabah merasa puas terhadap pelayanan prima *customer service*. Hambatan yang terjadi adalah *customer service* terkadang kesusahan bila menanggapi nasabah yang berusia lanjut, terjadinya *Human Error*. Dari hasil penelitian penulis menyarankan agar *customer service* lebih meningkatkan kinerjanya, di beri sanksi saat tidak memenuhi standar pelayanan, dan lebih mengoptimalkan pelayananya.

Kata Kunci: Pelayanan Prima, Kepuasan Nasabah, *Customer Service*