

## **ABSTRACT**

### **IMPLEMENTATION OF CUSTOMER SERVICE PERFORMANCE IN IMPROVING SERVICE TO CUSTOMERS AT PT. BANK PEMBANGUNAN DAERAH JAWA BARAT Tbk. TASIKMALAYA CITY GOVERNMENT TYPE A BRANCH OFFICE**

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*This study aims to analyze and describe the implementation of Customer Service (CS) performance at PT. Bank Pembangunan Daerah Jawa Barat dan Banten Tbk. Sub-Branch Office Type A Pemkot Tasikmalaya and how this implementation plays a role in efforts to enhance the quality of service provided to customers. Service quality is a crucial aspect of the banking industry that directly influences customer loyalty and satisfaction. Customer Service, as the frontline in direct interactions, holds a vital role in realizing excellent service. The research approach used is qualitative, with data collection techniques comprising in-depth interviews, participant observation, and documentation. The results indicate that the implementation of Customer Service performance at Bank BJB has been carried out through several key indicators, including the speed and accuracy of handling transactions and information, communication skills and friendliness, and the ability to handle complaints. Service enhancement efforts are conducted through regular training, performance evaluation based on Key Performance Indicators (KPIs) integrated with Service Quality standards, and the utilization of supporting technology.*

**Keywords:** *Customer Service performance, Service Quality, Customers, Bank.*

## ABSTRAK

### IMPLEMENTASI KINERJA *CUSTOMER SERVICE* DALAM MENINGKATKAN PELAYANAN TERHADAP NASABAH PT. BANK PEMBANGUNAN DAERAH JAWA BARAT DAN BANTEN Tbk. KANTOR CABANG PEMBANTU TIPE A PEMKOT TASIKMALAYA

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Penelitian ini bertujuan untuk menganalisis dan mendeskripsikan implementasi kinerja *Customer Service* (CS) di PT. Bank Pembangunan Daerah Jawa Barat dan Banten Tbk. Kantor Cabang Pembantu Tipe A Pemkot Tasikmalaya serta bagaimana implementasi tersebut berperan dalam upaya meningkatkan kualitas pelayanan kepada nasabah. Kualitas pelayanan merupakan aspek krusial dalam industri perbankan secara langsung memengaruhi loyalitas dan kepuasan nasabah. *Customer Service* sebagai garda terdepan dalam interaksi langsung, memegang peranan vital dalam mewujudkan pelayanan prima. Pendekatan penelitian yang digunakan menggunakan pendekatan kualitatif dengan Teknik pengumpulan data berupa wawancara mendalam, *participant observer* dan dokumentasi. Hasil penelitian menunjukkan bahwa implementasi kinerja *Customer Service* di Bank BJB telah dilaksanakan melalui beberapa indikator utama, meliputi kecepatan dan ketetapan penanganan transaksi dan informasi, kemampuan komunikasi dan keramhan, serta kemampuan dalam menangani keluhan. Upaya peningkatan pelayanan dilakukan melalui pelatihan berkala, evaluasi kinerja berbasis *Key Performance Indicator* (KPI) yang berintegrasi dengan standar kualitas pelayanan (*Service Quality*), serta penggunaan teknologi pendukung.

**Kata Kunci:** Kinerja *Customer Service*, Kualitas Pelayanan, Nasabah, Bank.