ABSTRACT

THE EFFECT OF DIGITAL CUSTOMER SERVICE IMPLEMENTATION ON CUSTOMER SERVICE EFFECTIVENESS AT PT. BANK NEGARA INDONESIA KCP CIKURUBUK TASIKMALAYA

By :

Muhamad Atiman

NPM. 233404137

Guide I : Mira Rahmawati

Guide II : Wilman San Marino

The purpose of this study was to determine the impact of the implementation of Digital Customer Service on Customer Service Effectiveness at PT. Bank Negara Indonesia KCP Cikurubuk Tasikmalaya. The research approach used was quantitative, with descriptive and verification methods. The sampling technique used was purposive sampling, with a sample size of 84 respondents. Data collection was conducted through observation, interviews, questionnaires, and literature review. The analytical tool used was simple linear regression analysis. Based on the analysis, the implementation of Digital Customer Service and Customer Service Effectiveness at PT. Bank Negara Indonesia KCP Cikurubuk Tasikmalaya are in the good category. The regression analysis results showed a positive effect with the equation $Y = 6.509 + 1.368X$. The contribution of the implementation of Digital Customer Service to Customer Service Effectiveness was based on the determination coefficient test is 92.3%. The results of the hypothesis test showed a significance value <0.001, thus concluding that there is a positive and significant influence between Digital Customer Service and Customer Service Effectiveness at PT. Bank Negara Indonesia KCP Cikurubuk Tasikmalaya.

Keywords: Digital Customer Service, Customer Service Effectiveness.

ABSTRAK

PENGARUH PENERAPAN *DIGITAL CUSTOMER SERVICE* TERHADAP EFEKTIVITAS PELAYANAN NASABAH PADA PT. BANK NEGARA INDONESIA KCP CIKURUBUK TASIKMALAYA

Oleh :

Muhamad Atiman

NPM. 233404137

Pembimbing I : Mira Rahmawati

Pembimbing II : Wilman San Marino

Tujuan penelitian ini untuk mengetahui besarnya pengaruh penerapan *Digital Customer Service* terhadap Efektivitas Pelayanan Nasabah pada PT. Bank Negara Indonesia KCP Cikurubuk Tasikmalaya. Pendekatan penelitian yang digunakan adalah pendekatan kuantitatif dengan metode deskriptif dan verifikatif. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah sampel sebanyak 84 responden. Teknik pengumpulan data dilakukan melalui observasi, wawancara, kuesioner, dan studi pustaka. Alat analisis yang digunakan adalah analisis regresi linier sederhana. Berdasarkan hasil analisis, kondisi penerapan *Digital Customer Service* dan Efektivitas Pelayanan Nasabah pada PT. Bank Negara Indonesia KCP Cikurubuk Tasikmalaya berada pada kategori baik. Hasil analisis regresi menunjukkan adanya pengaruh positif dengan persamaan Y = 6,509 + 1,368X. Besarnya kontribusi pengaruh penerapan *Digital Customer Service* terhadap Efektivitas Pelayanan Nasabah berdasarkan uji koefisien determinasi sebesar 92,3%. Hasil uji hipotesis menunjukkan nilai signifikansi <0,001, sehingga dapat disimpulkan bahwa terdapat pengaruh positif dan signifikan antara *Digital Customer Service* terhadap Efektivitas Pelayanan Nasabah pada PT. Bank Negara Indonesia KCP Cikurubuk Tasikmalaya.

Kata Kunci : *Digital Customer Service*, Efektivitas Pelayanan Nasabah.