

THE INFLUENCE OF OPERATIONAL STRATEGY ON THE EFFECTIVENESS OF THE PURNA BHAKTI CREDIT SERVICE PROCESS

(Survey at Bank BJB Branch Offices in Tasikmalaya City)

By:

Puspa Paramarta

NPM 223402023

Guidance:

H. Kartawan

Febrialdy Hendratawan

ABSTRACT

This study aims to determine and analyze the influence of operational strategies on the effectiveness of the KPB service process at KCP Bank BJB in the Tasikmalaya City area. The research method used is a survey method with a quantitative approach and uses simple linear regression analysis. The results of the study indicate that the operational strategy at KCP Bank BJB in the Tasikmalaya City area obtained a score of 1627 and is included in the high category, the effectiveness of the service process at KCP Bank BJB in the Tasikmalaya City area obtained a score of 1024 and is included in the high category, and there is a positive influence of operational strategies on the effectiveness of the service process at KCP Bank BJB in the Tasikmalaya City area as evidenced by the value of p smaller than α ($0.000 < 0.05$). Thus, the use of digital systems in the administrative process can actually help speed up data processing, increase the accuracy of information, and facilitate coordination between departments. Therefore, it is recommended that the use of digital systems in the administrative process can be further optimized to increase the speed, accuracy, and consistency of service, so that service effectiveness can be maximized.

Keywords : effectiveness, service, operational, strategy

Bibliography : 52 (2001-2025)