

IMPLEMENTATION OF SERVICE EXCELLENT BY CUSTOMER SERVICE TO INCREASE SAVINGS FUNDS OF PT BANK DKI WEST JAKARTA BRANCH OFFICE

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ABSTRACT

In the banking industry, savings are one of the third party funds that can affect the success rate of a bank. The success rate of a bank is seen from the amount of deposit funds at PT Bank DKI West Jakarta Branch Office. If the source of funds increases, it is because the number of potential customers of a bank product increases and also because of service excellence in its implementation. Service excellence or what is called excellent service has a very important influence in determining the condition of the bank. In addition, PT Bank DKI West Jakarta Branch also has various types of savings for its customers, such as Simpeda, Monas and TabunganKu where these savings products have different types. The increase in savings funds at PT Bank DKI West Jakarta Branch Office can be caused by various things, one of which is the economic factor of the people starting to improve. The implementation of service excellence by customer service to help increase savings funds of PT Bank DKI West Jakarta Branch Office must have special skills possessed by a customer service such as having the skills of caring attitude towards customers, being able to see differences in customer characteristics, and providing excellent service. good, both in terms of appearance, behavior, as well as facilities and infrastructure at the bank.

Keywords : Savings, Customer Service, Service Excellence

IMPLEMENTASI *SERVICE EXCELLENCE* OLEH *CUSTOMER SERVICE* TERHADAP PENINGKATAN DANA TABUNGAN PT BANK DKI KANTOR CABANG JAKARTA BARAT

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ABSTRAK

Dalam industri perbankan, tabungan merupakan salah satu simpanan dana pihak ketiga yang dapat mempengaruhi tingkat keberhasilan suatu bank. Tingkat keberhasilan suatu bank tersebut yaitu dilihat dari meningkatnya jumlah dana tabungan terhadap PT Bank DKI Kantor Cabang Jakarta Barat. Jika sumber dana tersebut mengalami peningkatan, itu karena jumlah calon nasabah pada suatu produk bank mengalami peningkatan dan juga karena adanya *service excellence* dalam implementasinya. *Service excellence* atau yang disebut pelayanan prima mempunyai pengaruh yang sangat penting dalam menentukan bagaimana kondisi bank. Selain itu PT Bank DKI Kantor Cabang Jakarta Barat juga memiliki berbagai jenis tabungan untuk para nasabahnya, seperti Tabungan Simpeda, Monas dan TabunganKu dimana produk tabungan ini memiliki jenis yang berbeda beda. Meningkatnya dana tabungan pada PT Bank DKI Kantor Cabang Jakarta Barat bisa disebabkan oleh berbagai macam hal salah satunya seperti faktor ekonomi masyarakat yang mulai membaik. Adapun implementasi *service excellence* oleh *customer service* guna membantu meningkatkan dana tabungan PT Bank DKI Kantor Cabang Jakarta Barat yaitu harus mempunyai keterampilan khusus yang dimiliki oleh seorang *customer service* seperti memiliki keterampilan sikap perhatian kepada nasabah, dapat melihat sifat sifat nasabah yang berbeda beda, dan memberikan pelayanan yang baik, baik dari sisi penampilan, perilaku, maupun sarana dan prasana di bank.

Kata Kunci : Tabungan, *Customer Service*, *Service Excellence*