

ANALISA KEPUASAN NASABAH TERHADAP LAYANAN CUSTOMER SERVICE BANK BUMN

Oleh :

Hilal Ubaidilah Nur

ABSTRAK

Dalam industri bank, pelayanan customer service Bank BUMN melakukan pelayanan prima (service excellence) kepada nasabah untuk mencapai kepuasan dan kesetiaan nasabah. Pada penerapannya, terdapat prinsip-prinsip berupa standar perusahaan untuk mencapai keberhasilan service excellence oleh customer service ini. Maka penulis tertarik untuk meneliti penerapan prinsip service excellence oleh customer service pada Bank BUMN. Penelitian ini dilakukan untuk mengetahui sejauh mana penerapan service excellence oleh customer service pada Bank BUMN. Dalam pengumpulan data, penulis melakukan metode kuesioner. Berdasarkan hasil penelitian, dapat disimpulkan bahwa customer service Bank BUMN sudah mampu menerapkan prinsip service excellence dan prinsip dasar pelayanan prima yang meliputi Sikap (Attitude), Perhatian (Attention), Tindakan (Action), Antisipasi (Anticipation). Customer service Bank BUMN juga dapat menangani hambatan dalam penerapan prinsip service excellence sehingga nasabah merasa puas dan pelayanan yang diberikan optimal.

Kata Kunci: Service Excellence dan Customer Service.

ANALYSIS SATISFACTION CUSTOMER ON THE CUSTOMER SERVICE OF BANK BUMN

By :

Hilal Ubaidilah Nur

ABSTRACT

In the banking industry, customer service service the Bank BUMN provides (service excellence) customers to achieve customer satisfaction and loyalty. In its application, there are principles in the form of company standards to achieve service excellence success by this customer service. So the author is interested in researching the application of the principle of service excellence by customer service at the Bank BUMN. This research was conducted to determine the extent to which the implementation of service excellence by customer service at the Bank BUMN. In collecting data, the author uses a questionnaire method. Based on the results of the study, it can be concluded that the Bank BUMN customer service has been able to apply the principle of service excellence and the basic principles of excellent service which include Attitude, Attention, Action, Anticipation. Bank BUMN customer service can also handle obstacles in the application of the principle of service excellence so that customers feel satisfied and the services provided are optimal.

Keywords : Customer Service, Service Excellence