

## **ABSTRAK**

# **PENERAPAN SERVICE EXCELLENT OLEH CUSTOMER SERVICE PADA BANK CENTRAL ASIA CABANG SERANG**

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Pelayanan nasabah merupakan salah satu faktor yang sangat mempengaruhi perusahaan dalam menjual produknya. Maka dari itu dibutuhkan *service excellent* dalam melayani nasabah sebab banyak tidaknya nasabah tergantung dari cara bank melayani nasabah tersebut. Agar *service excellent* tersebut terlaksana dibutuhkan karyawan atau sumber daya manusia yang dapat menyampaikan pelayanan prima menjadi tujuan utama. Karyawan yang dimaksud adalah *customer service*. *Customer service* diharapkan mampu mewujudkan suatu pelayanan prima atau *service excellent*.

Penelitian ini merupakan penelitian kualitatif dengan analisis data secara deskriptif, bertujuan untuk mendeskripsikan penerapan *service excellent* oleh *customer service* pada BCA Cabang Serang. Sumber data dalam penelitian ini diperoleh dari sumber data primer dan sumber data sekunder dengan menggunakan teknik observasi, wawancara, dan dokumentasi. Analisis data yang digunakan yaitu analisis data kualitatif, karena data yang diperoleh berupa uraian- uraian atau keterangan-keterangan yang didapat dari wawancara.

Berdasarkan hasil penelitian yang telah dilakukan, maka peneliti dapat mengambil kesimpulan bahwa penerapan *Service Excellent* oleh *Customer Service* pada BCA Cabang Serang sudah dilakukan secara optimal sesuai dengan standar pelayanan yang ada. Akan tetapi, perlu ditingkatkan lagi pelayanan yang diberikan terutama pada sikap *customer service* pada saat melayani nasabah agar lebih ramah dan memperhatikan nasabahnya sehingga nasabah merasa puas dengan pelayanan yang diberikan.

**Kata Kunci : Service Excellent dan Customer Service**

**ABSTRACT**

**IMPLEMENTATION OF SERVICE EXCELLENT BY  
CUSTOMER SERVICE AT BANK CENTRAL ASIA BRANCH  
OFFICE SERANG**

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*Customer service is one of the factors that greatly affect the company in selling its products. Therefore, excellent service is needed in serving customers because the number of customers depends on the way the bank serves these customers. In order for this excellent service to be carried out, employees or human resources who can deliver excellent service are the main goal. The employee in question is customer service. Customer service is expected to be able to realize an excellent service or service excellent.*

*This research is a qualitative research with descriptive data analysis, aims to describe the implementation of service excellence by customer service at BCA Branch Serang. The data sources in this study were obtained from primary data sources and secondary data sources using observation, interviews, and documentation techniques. The data analysis used is qualitative data analysis, because the data obtained are in the form of descriptions or information obtained from interviews.*

*Based on the results of the research that has been done, the researchers can conclude that the implementation of Service Excellent by Customer Service at BCA Serang Branch has been carried out optimally in accordance with existing service standards. However, it is necessary to improve the services provided, especially the attitude of customer service when serving customers so that they are more friendly and pay attention to their customers so that customers are satisfied with the services provided.*

**Keywords: Service Excellent and Customer Service**