

## ***ABSTRAK***

Penelitian ini bertujuan untuk mengetahui bentuk komunikasi pelayanan *Customer Service Officer* sesuai dengan standar pelayanan *Smart Solution* dan mengetahui proses komunikasi pelayan sesuai dengan standar pelayanan *Smart Solution* Bank Central Asia KCP Abdul Rivai Bandung. Penelitian ini menggunakan metode penelitian deskriptif kualitatif dengan pendekatan penelitian studi deskriptif kualitatif. Subjek penelitian adalah *Customer Service Officer* Bank Central Asia KCP Abdul Rivai Bandung. Proses pengumpulan data diperoleh melalui observasi terlibat dan wawancara mendalam terhadap informan, sedangkan untuk data penunjang diperoleh melalui studi dokumentasi hasil penelitian sebelumnya, studi literatur dan wawancara dengan pihak terkait. Hasil penelitian ini menunjukkan bahwa dengan penerapan program *Smart Solution*, *Customer Service Officer* dapat memberikan layanan terbaik serta maksimal yang menimbulkan kenyamanan saat bertransaksi dan membuat nasabah untuk melakukan transaksi selanjutnya mengambil produk lain di BCA berujung pada *customer engagement* (loyalitas nasabah). *Multitasking Customer Service Officer* dalam penanganan keluhan dan juga penjualan produk sangat berpengaruh pada pemasukan dan penilaian nasabah terhadap perusahaan. Dengan citra yang baik semakin banyak rekan bisnis yang ingin bekerja sama dengan BCA.

**Kata Kunci:** Komunikasi Pelayanan, *Customer Service Officer*, *Smart Solution*

## **ABSTRACT**

*This study aims to determine the form of service communication of Customer Service Officers in accordance with the Smart Solution service standards and knowing the Customer Service Officer service communication process in accordance with the Smart Solution service standards at the Bank Central Asia of the Abdul Rivai Bandung's Branch. This study use a descriptive qualitative research method with a qualitative descriptive study research approach. The research subject was the customer of the Bank Central Asia of the Abdul Rivai Bandung's Branch. The process of collecting data was carried out through observation involved and in-depth interviews with informants, while supporting data obtained through documentation studies the results of previous research, literature studies and interviews with related parties. The results of this study indicate that by implementing the Smart Solution program, Customer Service Officers can provide the best and maximum service that creates convenience when transacting and encourages customers to make further transactions to take other products at BCA, resulting in customer engagement (customer loyalty). Customer Service Officer's Multitasking in handling complaints and also product sales greatly affects the income and assessment of customers towards the company. With a good image, more and more business partners want to works with BCA.*

**Keywords:** *Service Communication, Customer Service Officer, Smart Solution*