

ABSTRACT

Sarah Fauziah Kamal, 41153035180154. Excellent Service Communication for Bank Customer Service Officers. Qualitative Descriptive Study at Bank Bukopin Kelapa Gading Branch, North Jakarta.

This study aims to determine the form of prime service communication for bank customer service officers, excellent service communication technique for bank customer service officers, and the communication process for excellent service for bank customer service officers, especially at Bank Bukopin Kelapa Gading Branch.

This Research uses qualitative research methods with a qualitative descriptive study research approach. The research subjects were customer service officers at Bank Bukopin Kelapa Gading Branch, determined purposively based on service communication. The data collection process was carried out through in-depth interviews and observations of informants, while supporting data were obtained through previous research documentation studies, other literature studies, and interviews with related parties.

The result of this study indicate that the role of customer service in banking companies is one of the roles performed to provide comfort and security to customers. The form of communication carried out is to provide trust, maintain company value, corporate identity, corporate image and company reputation. The service communication technique used is to maintain credibility and reability and to provide social responsibility to customers. The service communication process is carried out to maintain customer loyalty to the company.

Keywords : Service Communication, Customer Service, Excellent Service.

ABSTRAK

Sarah Fauziah Kamal, 41153035180154. Komunikasi Pelayanan Prima Petugas *Customer Service* Bank. Studi Deskriptif Kualitatif pada Bank Bukopin Cabang Kelapa Gading Jakarta Utara.

Penelitian ini bertujuan untuk mengetahui bentuk komunikasi pelayanan prima petugas *customer service* bank, teknik komunikasi pelayanan prima petugas *customer service* bank, dan proses komunikasi pelayanan prima petugas *customer service* bank, khususnya pada Bank Bukopin Cabang Kelapa Gading.

Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan penelitian studi deskriptif kualitatif. Subyek penelitian adalah petugas *customer service* Bank Bukopin Cabang Kelapa Gading, ditentukan secara *purposive* berdasarkan komunikasi pelayanan. Proses pengumpulan data diperoleh melalui wawancara mendalam, dan pengamatan terhadap informan, sedangkan untuk data penunjang diperoleh melalui studi dokumentasi penelitian sebelumnya, studi literatur lainnya, dan wawancara dengan pihak terkait.

Hasil penelitian ini menunjukkan bahwa peran *customer service* pada perusahaan perbankan merupakan salah satu peran yang dilakukan untuk memberikan kenyamanan dan keamanan kepada nasabah. Bentuk komunikasi yang dilakukan adalah untuk memberikan kepercayaan, menjaga nilai perusahaan, identitas perusahaan, citra perusahaan dan reputasi perusahaan. Teknik komunikasi pelayanan yang dilakukan adalah untuk menjaga kredibilitas dan keterandalan serta memberikan tanggung jawab sosial kepada nasabah. Proses komunikasi pelayanan dilakukan untuk menjaga loyalitas nasabah kepada perusahaan.

Kata kunci: Komunikasi Pelayanan, *Customer Service*, Pelayanan Prima