



Universitas Mercu Buana
Fakultas Ilmu Komunikasi
Bidang Studi Public Relations
Ivi Aprilyani
44214110217

Aktivitas Customer Service Dalam Melayani Nasabah Tabungan dan Deposito
PT. Bank Muamalat Indonesia Kantor Pusat Operasional Jakarta
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ABSTRAK

Dalam perkembangan dunia perbankan sangat dibutuhkan pelayanan jasa yang benar-benar bisa memberikan pelayanan yang prima. Peningkatan mutu pelayanan yang diberikan sebagai salah satu bentuk keunggulan bank dalam memberikan pelayanan. Peran *customer service* sangat penting sebagai sumber informasi dan sarana komunikasi nasabah serta menangani permasalahan yang dihadapi nasabah. Oleh sebab itu, penelitian ini membahas tentang aktivitas *customer service* dalam melayani nasabah, khususnya nasabah tabungan dan deposito, dan aktivitas dalam menangani keluhan nasabah Bank Muamalat Indonesia.

Penelitian ini menggunakan teori khalayak *public relations*, *customer relations* dan pelayanan. Penelitian ini ditujukan untuk mengetahui dan menganalisa aktivitas *customer service* Bank Muamalat dengan nasabah dengan menggunakan konsep *service of excellent* (pelayanan prima).

Penelitian ini menggunakan metode kualitatif dengan studi kasus deskriptif berdasarkan hasil wawancara langsung dengan *service quality*, *supervisor operasional*, *customer service* dan nasabah Bank Muamalat. Hasil penelitian terbagi dalam beberapa subbab yaitu 1) Aktivitas *customer service* dalam melayani nasabah tabungan dan deposito, 2) Aktivitas *customer service* dalam menangani keluhan nasabah, 3) Standar layanan *customer service*, 4) Training dan evaluasi terhadap pelayanan *customer service*.

Dari hasil penelitian, dapat disimpulkan bahwa dalam mencapai pelayanan prima dan melayani dengan secara memuaskan, *customer service* Bank Muamalat mengerti dan memahami akan pentingnya standar prosedur layanan yang telah ditentukan Bank Muamalat Indonesia. Sehingga berdampak terhadap kepuasan nasabah dan meningkatkan kepercayaan nasabah untuk selalu setia menggunakan jasa Bank Muamalat.

Key words : Aktivitas *customer service*, pelayanan prima, standar prosedur



Mercu Buana University
Faculty of Communication
Major of Public Relations Studies
Ivi Aprilyani
44214110217

Customer Service Activities in Serving Savings and Deposit Customers at
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ABSTRACT

In the development of the banking industry, services are needed that really can provide excellent service. Improving the quality of services provided is one form of the bank's excellence in providing services. The role of customer service is very important as a source of information and means of customer communication as well as dealing with problems faced by customers. Therefore, this study discusses customer service activities in serving customers, especially savings and deposits customers, and activities in handling customer complaints at Bank Muamalat Indonesia.

This study uses public relations theory, customer relations and service. This research is aimed at knowing and analyzing Bank Muamalat customer service activities with customers by using the service of excellent concept.

This study uses qualitative methods with descriptive case studies based on the results of direct interviews with service quality, operational supervisors, customer service and Bank Muamalat customers. The results of the study are divided into several sub-sections namely 1) Customer service activities in serving savings and deposit customers, 2) Customer service activities in handling customer complaints, 3) Standard customer service services, 4) Training and evaluation of customer service services.

From the results of the study, it can be concluded that in achieving excellent service and satisfying service, Bank Muamalat customer service understands and understands the importance of service standard procedures that have been determined by Bank Muamalat Indonesia. So that it has an impact on customer satisfaction and increases customer confidence to always faithfully use the services of Bank Muamalat.

Key words: Customer service activities, excellent service, standard procedures