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Strategi Customer Service PT Clipan Finance Indonesia dalam meningkatkan pelayanan nasabah di Kantor Pusat Jakarta Barat  
Bibliografi : 5 Bab 89 hal + lampiran + 19 Buku + 5 Internet

## ABSTRAK

PT Clipan Finance Indonesia Tbk adalah sebuah perusahaan multinasional yang memproduksi financial yang berkantor pusat di Slipi Jakarta Barat. Perusahaan ini berdiri pada tahun 1980. Perusahaan ini memproduksi beberapa financial seperti pembiayaan mobil baik mobil baru maupun bekas, truck, alat berat, kapal serta pembiayaan multiguna seperti renovasi rumah, biaya pernikahan, biaya pendidikan, serta biaya liburan.

Finance sebagai salah satu lembaga keuangan non bank yang langsung diawasi oleh Otoritas Jasa Keuangan semakin meningkat tiap tahunnya. Semakin banyak perusahaan finance yang berlomba-lomba mendapatkan kepercayaan nasabah untuk menggunakan jasa perusahaannya.

Tipe penelitian yang digunakan dalam penelitian ini adalah deskriptif dengan pendekatan kualitatif. Metode yang digunakan adalah wawancara mendalam dengan 5 orang key informan yang kesemuanya memiliki keterkaitan untuk menjawab pertanyaan penelitian dari peneliti, peneliti juga melakukan observasi langsung serta didukung dengan berbagai data sekunder.

Hasil penelitian ini membahas mengenai Strategi Customer Service PT Clipan Finance Indonesia dalam meningkatkan pelayanan nasabah dan Strategi yang dilakukan cukup mampu meningkatkan loyalitas dan kepuasan nasabah PT Clipan Finance Indonesia terbukti dari wawancara yang dilakukan peneliti kepada nasabah menyatakan bahwa strategi Customer Service perusahaan yang dijalankan menurut nasabah dinilai cukup baik dan terus berkembang.

Kata Kunci : Strategi, Public Relations, Pelayanan, Loyalitas Pelanggan



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Customer Service Strategy of PT Clipan Finance Indonesia in improving customer at West Jakarta Head Office

Bibliography : 5 Bab 89 pages + attachment + 19 books + 5 website

## ABSTRACT

PT Clipan Finance Indonesia Tbk is a financial producing multinational company headquartered in Slipi, West Jakarta. The company was founded in 1980. The company produces several financials such as car financing for both new and used cars, trucks, heavy equipment, ships and multipurpose financing such as home renovations, wedding expenses, tuition fees, and vacation expenses.

Finance as one of the non-bank financial institutions directly supervised by the Financial Services Authority is increasing every year. More and more finance companies are competing to gain customer trust to use the services of their companies.

The type of research used in this study is descriptive with a qualitative approach. The method used is in-depth interviews with 5 key informants, all of which have relevance to answer research questions from researchers, researchers also make direct observations and are supported by various secondary data.

Based on the results of the research that has been conducted, it can be explained that the Customer Service Strategy is quite able to increase customer loyalty and satisfaction of PT Clipan Finance Indonesia. It is evident from interviews conducted by researchers to customers stating that the company's Customer Service strategy implemented according to customers is considered good and continues to grow, but it still continues to be repaired regularly.

The results of this study discuss the Customer Service Strategy of PT Clipan Finance Indonesia in improving customer service and the strategy carried out is quite capable of increasing customer loyalty and satisfaction of PT Clipan Finance Indonesia. It is evident from interviews conducted by researchers to customers stating that the company's Customer Service strategy implemented according to customers is assessed quite good and growing

**Keywords:** Strategy, Public Relations, Services, Customer Loyalty