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Universitas Mercu Buana
Fakultas Ilmu Komunikasi
Bidang Studi Public Relations
Husna Chaidar
44213120023

Strategi Pelayanan Customer Relations Dalam Membangun Loyalitas Nasabah
(Studi Kasus Divisi National Non Branch Sales Permata Bank Cabang Jakarta Selatan Sudirman)

Bibliografi : 5 Bab 100 hal + Lampiran + 34 Buku + 7 Sumber Lain

ABSTRAK

Tujuan penelitian ini adalah (1) Untuk mengetahui dan mendeskripsikan strategi pelayanan *Customer Relations* Bank Permata Cabang Sudirman dalam meningkatkan loyalitas nasabah; (2) Untuk mengetahui apa saja yang mempengaruhi strategi pelayanan mendeskripsikan strategi pelayanan *Customer Relations* Bank Permata Cabang Sudirman dalam meningkatkan loyalitas nasabah; (3) Untuk mengetahui dasar loyalitas nasabah kepada Bank Permata Cabang Sudirman.

Penelitian ini dilaksanakan pada Divisi *National Non Brach Sales* Permata Bank Cabang Jakarta Selatan Sudirman. Informan dalam penelitian terdiri atas empat orang yakni Manager Operasi dan Pelayanan, Officer Pelayanan, *Relationship Marketing*, *Customer Relations*. Tipe penelitian ini bersifat deskriptif kualitatif. Data Primer dikumpulkan melalui observasi dan wawancara, sedangkan data sekunder diperoleh melalui studi pustaka dan kemudian dianalisis secara deskriptif kualitatif.

Hasil penelitian menunjukkan bahwa Strategi Pelayanan PT. Bank Permata Tbk dalam meningkatkan loyalitas nasabah terdiri atas Sistem Penanganan Komplain Secara Efektif, Strategi Pemulihan, *Superior Customer Service*. Strategi pelayanan PT. Bank Permata Tbk berjalan dengan baik dimana terdapat peningkatan loyalitas nasabah yang cukup signifikan pada setiap tahunnya sehingga PT. Bank Permata Tbk menjadi bank paling kompetitif dan dapat bersaing dalam kompetisi ketat persaingan antar bank lainnya. Penelitian ini juga menguraikan beberapa hambatan dan cara mengatasi hambatan dalam membangun loyalitas nasabah, diantaranya yaitu : Menjaga hubungan baik dengan nasabah dan menyelesaikan keluhan nasabah dengan cepat dan tepat.

Kata Kunci : strategi, pelayanan, *customer relations*, nasabah



Mercu Buana University
Faculty of Communication
Field of Public Relations Studies
Husna Chaidar
44213120023

Customer Relations Service Strategies in Building Customer Loyalty (Case Study of the National Non Branch Sales Division of Permata Bank, South Jakarta Branch of Sudirman)

Bibliography: 5 Chapters 100 pages + Appendix + 34 Books + 7 Other Sources

ABSTRACT

The objectives of this study were (1) To identify and describe the Customer Relations service strategy of Bank Permata, Sudirman Branch in increasing customer loyalty; (2) To find out what influences the service strategy, describe the Customer Relations service strategy of Bank Permata Sudirman Branch in increasing customer loyalty; (3) To find out the basis of customer loyalty to Bank Permata, Sudirman Branch.

This research was conducted at the National Non Brach Sales Division of Permata Bank, South Jakarta Branch of Sudirman. The informants in the study consisted of four people, namely Operations and Services Manager, Service Officer, Relationship Marketing, Customer Relations. This type of research is descriptive qualitative. Primary data were collected through observation and interviews, while secondary data were obtained through literature study and then analyzed descriptively qualitatively.

The research results show that the Service Strategy of PT. Bank Permata Tbk in increasing customer loyalty consists of an Effective Complaint Handling System, Recovery Strategy, and Superior Customer Service. Service strategy of PT. Bank Permata Tbk is running well where there is a significant increase in customer loyalty every year so that PT. Bank Permata Tbk is the most competitive bank and can compete in the intense competition among other banks. This study also describes some of the obstacles and ways to overcome obstacles in building customer loyalty, including: Maintaining good relationships with customers and resolving customer complaints quickly and precisely.

Keywords: strategy, service, customer relations, customer