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Penerapan Pelayanan Prima Customer Service Bank BCA KCP Rukan Artha Gading Tahun 2021

Bibliografi : 5 Bab 81 Hal + 4 Lampiran + 26 Buku + 1 Jurnal + 1 Internet

ABSTRAK

Setiap perusahaan harus mampu memberikan pelayanan terbaik yang dapat memenuhi kebutuhan pelanggan yang dapat memuaskan pelanggan. Begitu juga dengan *customer service* Bank BCA KCP Rukan Artha Gading dalam memberikan pelayanan prima kepada pelanggan.

Tujuan penelitian ini untuk mengetahui dan menjelaskan tentang pelayanan prima *customer service* Bank BCA KCP Rukan Artha Gading tahun 2021.

Peneliti menggunakan metode deskriptif dengan pendekatan kualitatif dan teknik pengumpulan data melalui wawancara, observasi dan studi pustaka.

Hasil dalam penelitian ini adalah penerapan pelayanan prima *customer service* Bank BCA KCP Rukan Artha Gading telah memiliki standar tersendiri yaitu *Smart Solution* yang telah sesuai dengan unsur – unsur pelayanan prima namun masih memiliki kekurangan pada aspek *On Time Follow Up*.

Kata kunci : Pelayanan Prima, Customer Service, Kualitas Pelayanan



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Implementation of Excellent Service Customer Service Bank BCA KCP Rukan Artha Gading in 2021

Bibliography : 5 Chapters 81 Pages + 4 Appendix + 26 Books + 1 Journals + 1 Internet

ABSTRACT

Every company must be able to provide the best service that can meet customer needs that can satisfy customers. Likewise with the customer service of Bank BCA KCP Rukan Artha Gading in providing excellent service to customers.

The purpose of this study was to find out and describe the excellent customer service of Bank BCA KCP Rukan Artha Gading in 2021.

The researcher used a descriptive method with a qualitative approach and data collection techniques through interviews, observations and literature studies.

The results in this study are the implementation of excellent customer service at Bank BCA KCP Rukan Artha Gading has its own standard, namely Smart Solution which is in accordance with the elements of excellent service but still has shortcomings in the On Time Follow Up aspect.

Keywords : Excellent Service, Customer Service, Service Quality