

## ABSTRAK

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Judul Laporan Skripsi : Pelayanan Prima Frontliner Bank Central Asia Cempaka Mas Dalam Memelihara Hubungan Kepada Nasabah Periode Januari – Juli 2023  
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Nasabah salah satu faktor terpenting dalam kesuksesan sebuah bank. Pelanggan yang percaya bahwa mereka menerima nilai dari bank, seperti pelayanan prima, dianggap sebagai bentuk pelayanan untuk kepuasan nasabah. Salah satu contoh pelayanan prima frontliner Bank Central Asia Cempaka Mas dalam memelihara hubungan kepada nasabah. Tujuan penelitian ini untuk mengetahui bagaimana pelayanan prima frontliner bank central asia cempaka mas dalam memelihara hubungan kepada nasabah periode Januari – Juli 2023. Jenis penelitian yang digunakan adalah deskriptif kualitatif. Fokus penelitiannya menggunakan teori A6 menurut Barata yaitu sikap (*attitude*), perhatian (*attention*), tindakan (*action*), kemampuan (*ability*), penampilan (*appearance*) dan tanggung jawab (*accountability*). Teknik pengumpulan data dilakukan melalui observasi, wawancara, studi literatur serta dokumentasi. Analisis data dilakukan pengumpulan data, reduksi data, penyajian data dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa sikap (*attitude*), *frontliner* sudah baik dalam hal memberikan pelayanan. Perhatian (*attention*), bank central asia cempaka mas dalam pemberian perhatian kepada nasabah rata – rata tersampaikan dengan baik informasinya terhadap nasabah. Tindakan (*action*), bank central asia cempaka mas dalam pelayanannya telah memenuhi prinsip cepat, tepat, hemat, dan selamat. Kemampuan (*ability*) bank central asia cempaka mas memiliki pegawai dengan kemampuan lebih dari skill yang diterapkan perusahaan tetapi skill lainnya juga dimiliki setiap *frontliner* BCA. Penampilan (*appearance*), bank central asia cempaka mas menerapkan dan memenuhi kriteria berpenampilan yang baik dari segi fisik maupun non fisik. Tanggung jawab (*accountability*), *frontliner* bank central asia cempaka mas sudah bertanggung jawab dengan baik meskipun masih membutuhkan perbaikan.

**Kata Kunci: Pelayanan Prima, Frontliner, Nasabah**

## ABSTRACT

Name : Nia MeliaSary Tambunan  
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Title of Thesis Report : Frontliner Services of Bank Central Asia Cempaka Mas in Maintaining Relationships with Customers for the Period of January – July 2023  
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*Customers are one of the most important factors in the success of a bank. Customers who believe that they receive value from the bank, such as excellent service, are considered a form of service for customer satisfaction. One example of excellent service from Bank Central Asia Cempaka Mas frontliners in maintaining relationships with customers. The aim of this research is to find out how excellent frontliner service at Bank Central Asia Cempaka Mas is in maintaining relationships with customers for the period January – July 2023. The type of research used is descriptive qualitative. The focus of the research uses the A6 theory according to Barata, namely attitude, attention, action, ability, appearance and accountability. Data collection techniques were carried out through observation, interviews, literature study and documentation. Data analysis was carried out by collecting data, reducing data, presenting data and drawing conclusions. The results of the research show that the attitude of frontliners is good in terms of providing service. Attention, central bank Asia Cempaka Mas in providing attention to customers on average conveys good information to customers. The actions of Central Bank Asia Cempaka Mas in its services have fulfilled the principles of fast, precise, economical and safe. Bank Central Asia Cempaka Mas has employees with abilities beyond the skills applied by the company, but other skills are also possessed by every BCA frontliner. Appearance: Bank Central Asia Cempaka Mas applies and fulfills the criteria for good appearance in terms of both physical and non-physical. Responsibility (accountability), the frontliners of Central Bank Asia Cempaka Mas have been responsible well even though they still need improvement.*

**Keywords:** *Excellent Service, Frontliners, Customers*