

ABSTRACT

This report aims to describe the application of service excellence on the customer service at bank BRI Kusuma Bangsa branch office in Surabaya. BRI bank is a business entity engaged in the field of financial service which has been established in 1895 by Mr. Raden Bei Aria Wirjaatmadja. Bank BRI Kusuma Bangsa is one branch office that oversees 2 branch office, 1 cash office, and 5 units of BRI, also become the center of bank turnover BRI in Surabaya. The existence of bank BRI in the banking industry lies in the ability of banks in providing services that implement the six-dimensions of service excellence, especially in customer service section, namely Ability, Attitude, Appearance, Attention, Action, dan Responsibility.

This research is done by doing internship at bank BRI jalan Kusuma Bangsa 122. Internship is performed for 210 working hours in the part of admin dana dan jasa and customer service. Observations during internship is used to discuss the service excellence which is given customer service section bank BRI to customers.

Based on the observation and analysis during the internship, it is known that the customer service staff meets the indicators contained in each dimensions in the service excellence. Service in bank BRI shows the match between theory of service excellence with actual service given by customer service staff. However, there are some indicators that its application is not perfect. Therefore, bank BRI Kusuma Bangsa Surabaya especially customer service section needs to do some improvements in order to provide the better service for customers.

Keywords: Bank, Customer Service, Service, Service Excellence

INTISARI

Laporan ini bertujuan menggambarkan penerapan *service excellence* pada *customer service* di bank BRI kantor cabang Kusuma Bangsa Surabaya. Bank BRI merupakan suatu badan usaha yang bergerak di bidang layanan keuangan atau jasa keuangan yang telah didirikan sejak tahun 1895 oleh Raden Bei Aria Wirjaatmadja. Bank BRI kantor cabang Kusuma Bangsa Surabaya merupakan salah satu kantor cabang yang membawahi 2 Kantor Cabang Pembantu, 1 Kantor Kas, dan 5 unit dan menjadi pusat perputaran uang bank BRI di Surabaya. Eksistensi bank BRI dalam industri perbankan terletak pada kemampuan bank dalam memberikan layanan yang menerapkan 6 dimensi *service excellence*, khususnya pada bagian *customer service* yang terdiri dari *Ability, Attitude, Appearance, Attention, Action, dan Responsibility*.

Penelitian dilakukan dengan cara melakukan *internship* di bank BRI Kusuma Bangsa Surabaya yang terletak di Jl. Kusuma Bangsa No. 122 Surabaya. *Internship* dilakukan selama 210 jam kerja di bagian admin dana dan jasa dan di *customer service*. Pengamatan selama melakukan kerja lapangan digunakan untuk membahas mengenai layanan prima yang diberikan dari *customer service* bank BRI kepada nasabah.

Berdasarkan pengamatan serta analisis selama melakukan *internship*, diketahui bahwa staf *customer service* dapat memenuhi indikator yang terdapat pada setiap dimensi dalam *service excellence*. Layanan di bank BRI menunjukkan adanya kesesuaian antara teori *service excellence* dengan layanan aktual yang diberikan oleh *customer service*. Namun, terdapat beberapa indikator yang penerapannya kurang sempurna. Oleh karena itu, bank BRI Kusuma Bangsa Surabaya, khususnya bagian *customer service* perlu melakukan perbaikan agar layanan yang diberikan pada nasabah semakin baik.

Kata kunci: *Bank, Customer Service, Service, Service Excellence*