

ABSTRAK

Skripsi dengan judul “Implementasi *Service Excellence* Sebagai Upaya Peningkatan Loyalitas Nasabah Dana Pihak Ketiga (Studi Kasus di Bank Muamalat Indonesia Kantor Cabang Utama Kediri)” ini ditulis oleh Linda Eka Prestanti, NIM. 17401163317, pembimbing Ahmad Budiman, M.S.I.

Penelitian ini dilatarbelakangi oleh adanya peningkatan jumlah penduduk serta pemenuhan kebutuhan dalam bidang keuangan. Selain itu, adanya peningkatan persaingan bisnis diantara bank syariah sehingga diperlukan strategi bisnis. Maka dari itu, Bank Muamalat Indonesia KCU Kediri berupaya menarik perhatian nasabah guna mempertahankan bisnis keuangannya dengan berbagai cara, salah satunya dengan memberikan pelayanan prima (*Service Excellence*). Hal ini bertujuan untuk meyakinkan nasabah bank mampu mengelola dananya. Jika hal ini terjadi, maka loyalitas nasabah akan dimiliki dan didapat.

Fokus masalah di penelitian ini adalah (1) Bagaimana konsep *Service Excellence* di Bank Muamalat Indonesia Kantor Cabang Utama Kediri, (2) Bagaimana konsep *Service Excellence* di Bank Muamalat Indonesia Kantor Cabang Utama Kediri didasarkan pada pengalaman nasabahnya, (3) Bagaimana analisis implementasi *Service Excellence* sebagai upaya untuk meningkatkan loyalitas nasabah di Bank Muamalat Indonesia Kantor Cabang Utama Kediri. Tujuannya untuk menganalisis implementasi *service excellence* yang mampu meningkatkan loyalitas nasabah di Bank Muamalat KCU Kediri.

Penelitian ini memakai pendekatan penelitian kualitatif dengan jenis penelitian berupa studi kasus. Metode ini merupakan jenis metode penelitian dengan menjelaskan kejadian yang dialami peneliti maupun objek penelitian dengan menggunakan kalimat deskripsi sesuai dengan metode ilmiah. Penelitian ini menggunakan data primer dengan pengumpulan menggunakan observasi, wawancara, dan dokumentasi.

Dari hasil penelitian ini ditemukan bahwa (1) Konsep *service excellence* di Bank Muamalat KCU Kediri berprinsip *Islamic, Professional, dan Modern* dengan mendatangi nasabah di luar kantor, serta memenuhi indikator 6A, (2) Dengan fasilitas, pelayanan yang telah memenuhi indikator 6A, perhatian, dan biaya yang murah membuat nasabah mempercayakan dananya untuk kebutuhan masa depan, yaitu tabungan dan deposito, (3) Penerapan *service excellence* di Bank Muamalat KCU Kediri mewujudkan kepuasan nasabah hingga dipercayai sebagai peringkat jawara dalam penghargaan *Satisfaction, Loyalty, and Engagement* (SLE) yang salah satu penilaiannya adalah kepuasan nasabah. Hal ini membuat Bank Muamalat KCU Kediri meningkatkan *service excellence* sebagai upaya peningkatan loyalitas nasabah.

Kata kunci: *Service Excellence*, Loyalitas Nasabah

ABSTRACT

Thesis with the title “The Implementation of Excellence Service as an Effort to Increase Customer’s Loyalty (Case Study at Muamalat Bank Kediri Main Branch Office)” this is written by Linda Eka Prestanti, Student Registered Number. 174011633 17, Supervisor : Ahmad Budiman, M.S.I.

This research was motivated by an increased the population amount and meeting the needs in the financial sector. This effect could be felt by Bank Muamalat Indonesia KCU Kediri that attempted to maintain the financial business in the midst of the competition so a business strategy is needed. Therefore, Bank Muamalat Indonesia KCU Kediri tried to attract the customers’ attention in various ways, one of them was by providing the excellent service (Service Excellence). The aim was to convince the customers that the bank was able to manage their funds. If it could happen, the customers’ satisfaction and loyalty would increase.

The focus of the problem in this research is (1) How does the concept of Service Excellence in Bank Muamalat Indonesia KCU Kediri, (2) How does the concept of Service excellences in Bank Muamalat Indonesia Kediri main branches office based on the experience of its customers, (3) How the analysis of the implementation of Service Excellence as an effort to increase customer loyalty in Bank Muamalat Indonesia KCU Kediri. The aim is to analyze the implementation of excellence service as an effort to increase customer’s loyalty at Muamalat Bank KCU Kediri.

The research used qualitative research approach and case study research type. This method was a type of the research method which explained the events experienced by the researcher and research objects by using sentence descriptions in accordance with scientific method. The research used primary data that was collected by doing observation, interview, and documentation.

The results found in this research were (1) The concept of service excellence in Bank Muamalat KCU Kediri had Islamic, Professional, and Modern principles by visiting the customers outside the office, as well as fulfilled 6A indicator, (2) The facilities, services, attention which have fulfilled 6A indicator and lower costs would make the customers entrusted their funds for the future needs, namely savings and deposits, (3) The application of service excellence in Bank Muamalat KCU Kediri actualized the customers’ satisfaction so that, it was believed as the champion of Satisfaction, Loyalty, and Engagement (SLE) award which one of the assessment criteria was the customers’ satisfaction. Therefore, Bank Muamalat KCU Kediri improved the service excellence as the effort to increase the customers’ loyalty.

Keywords: *Service Excellence, Customer Loyalty*