

## ABSTRAK

Skripsi dengan judul “Upaya Peningkatkan Mutu Pelayanan *Customer Service* di Bank Syariah Indonesia (BSI) Sidoarjo” ini ditulis oleh Vika Indah Sari, NIM. 17401163228, dengan dosen pembimbing Dr. Qomarul Huda, M.Ag .

Penelitian ini dilatar belakangi oleh upaya peningkatan mutu pelayanan *customer service* di Bank Syariah Indonesia itu ternyata lebih banyak diminati masyarakat serta mendapatkan kepercayaan yang baik dari masyarakat sekitar, Sehingga dapat meningkatkan jumlah anggota nasabah.

Fokus penelitian ini adalah: (1) Bagaimana upaya peningkatan mutu pelayanan *customer service* di Bank Syariah Indonesia (BSI) Sidoarjo? (2) Apa faktor pendukung dan penghambat peningkatan mutu pelayanan *customer service* di Bank Syariah Indonesia (BSI) Sidoarjo?

Penelitian ini menggunakan penelitian kualitatif dengan metode penelitian deskriptif. Data-data yang digunakan dalam penelitian adalah data primer maupun sekunder, data ini diperoleh melalui observasi, wawancara mendalam, dan dokumentasi. Dari hasil penelitian ini ditemukan bahwa: (1) Upaya peningkatan mutu pelayanan *customer service* di Bank Syariah Indonesia (BSI) adalah Dalam meningkatkan mutu pelayanan pada yaitu pertama, *customer service* harus dapat mengupdate diri seperti bisa menguasai segala informasi mengenai pertanyaan dari pihak nasabah tersebut. kedua, dapat memahami karakter setiap nasabah dikarenakan setiap nasabah memiliki sifat dan sikap yang berbeda-beda. Dan ketiga, kesabaran dan kepedulian terhadap setiap nasabah. (2) faktor pendukung dan penghambat peningkatan mutu pelayanan *customer service* mulai dari faktor pendukung: meliputi adanya kebijakan dan sifat demokratis contohnya pihak bank memberikan reward kepada *customer service* agar mereka bisa meningkatkan mutu pelayanan yang berkualitas dan maksimal kepada pihak nasabah. Sedangkan, faktor penghambatnya, meliputi: adanya sebagian karyawan yang terlalu cepat merasa puas dengan hasil yang dicapai maka bisa menyebabkan kegagalan mutu, rendahnya disiplin bekerja bisa menghambat produktivitas kinerja hingga adanya perubahan kondisi ekonomi dan politik.

**Kata Kunci:** *Customer Service*, Mutu Pelayanan

## **ABSTRACT**

*Thesis with the title "Efforts to Improve the Quality of Customer Service Services at Bank Syariah Indonesia (BSI) Sidoarjo" was written by Vika Indah Sari, NIM. 17401163228, with the supervisor Dr. Qomarul Huda, M.Ag.*

*This research is motivated by efforts to improve the quality of customer service at Bank Syariah Indonesia, which is more in demand by the public and gains good trust from the surrounding community, so as to increase the number of customer members.*

*The focus of this research is: (1) How are the efforts to improve the quality of customer service at the Indonesian Islamic Bank (BSI) Sidoarjo? (2) What are the supporting and inhibiting factors for improving the quality of customer service at Bank Syariah Indonesia (BSI) Sidoarjo?*

*This study uses qualitative research with descriptive research methods. The data used in this study are primary and secondary data, this data was obtained through observation, in-depth interviews, and documentation. From the results of this study it was found that: (1) Efforts to improve the quality of customer service at Bank Syariah Indonesia (BSI) are in improving the quality of service, namely first, customer service must be able to update itself such as being able to master all information regarding questions from the customer. second, being able to understand the character of each customer because each customer has different characteristics and attitudes. And third, patience and concern for each customer. (2) supporting factors and inhibiting factors for improving the quality of customer service services starting from supporting factors: including policies and characteristics, for example, the bank gives awards to customer service so that they can improve the quality of service to customers. Meanwhile, the inhibiting factors include: the presence of some employees who are too quickly satisfied with the results achieved, which can lead to failure, lack of discipline that can hinder performance performance and changes in economic and political conditions.*

***Keywords: Customer Service, service quality***