

**PERAN CS (*CUSTOMER SERVICE*) DALAM MENANGANI
KELUHAN NASABAH PADA BANK NAGARI
CABANG UTAMA PADANG**

ABSTRAK

Nasabah yang membuat pengaduan mengenai kartu ATM dapat diselesaikan langsung oleh *customer service* pada saat itu juga, namun pengaduan transaksi biller elektronik harus dilaporkan terlebih dahulu kepada kantor pusat, nasabah diminta untuk menunggu beberapa hari. Nasabah yang membuat pengaduan namun merasa kurang diberikan hak pelayanan menimbulkan kekecewaan terhadap perusahaan bagi masyarakat. Penelitian ini menggunakan metode kualitatif. Penelitian kualitatif merupakan penelitian yang dilakukan secara menyeluruh terhadap suatu objek. Kemudian hasil penelitian dijelaskan dalam bentuk kata-kata yang diperoleh melalui data valid. *Customer service* berperan menerima keluhan kemudian memberikan solusi sesuai persoalan yang dikeluhkan nasabah. **Ada 5 indikator kualitas pelayanan menurut Parasuraman, Zeithaml dan Berry**, yaitu : tangibilitas, reliabilitas, *responsiveness*, empati, dan *assurance*. Dari serangkaian hasil wawancara ditemukan bahwa *customer service* kurang responsif dalam menanggapi keluhan transaksi biller elektronik. Maka penulis menyarankan kepada CS Bank Nagari Cabang Utama agar lebih responsif seperti pada indikator kualitas pelayanan.

Kata kunci : *customer service*, kualitas pelayanan, keluhan.

THE ROLE OF CS (CUSTOMER SERVICE) IN HANDLING CUSTOMER COMPLAINTS AT BANK NAGARI PADANG MAIN BRANCH

ABSTRACT

Customers who make complaints regarding ATM cards can be resolved directly by customer service at that time, however complaints about electronic biller transactions must be reported first to the head office, customers are asked to wait a few days. Customers who make complaints but feel they are not being provided with service rights cause disappointment with the company for the community. This research uses qualitative methods. Qualitative research is research conducted comprehensively on an object. Then the research results are explained in the form of words obtained through valid data. Customer service plays the role of receiving complaints and then providing solutions according to the problems the customers complain about. There are 5 indicators of service quality according to Parasuraman, Zeithaml and Berry, namely: tangibility, reliability, responsiveness, empathy and assurance. From a series of interviews, it was found that customer service was less responsive in responding to electronic biller transaction complaints. So the author suggests to the CS of Bank Nagari Main Branch to be more responsive in terms of service quality indicators.

Keywords: customer service, service quality, complaints.