

**PELAKSANAAN PELAYANAN PRIMA OLEH *TELLER* DI BANK BJB
KANTOR CABANG SUMEDANG**

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ABSTRAK

Tujuan studi ini membahas tentang Cara Setor Tunai Oleh *Teller*, Pelaksanaan Pelayanan Prima Setor Tunai Oleh *Teller*, untuk menjaga loyalitas nasabah dan kredibilitas bank .

Metode studi yang digunakan adalah metode deskriptif, karena masalah yang diteliti berdasar pada data yang ada di lapangan. Berdasarkan hasil wawancara, pengamatan langsung, dan studi kepustakaan.

Berdasarkan hasil studi dapat disimpulkan bahwa pelayanan prima setor tunai oleh *teller* di Bank bjb mampu memberikan kepuasan dan keinginan nasabah, serta mampu meningkatkan daya tarik masyarakat menjadi nasabah. Adapun kendala yang dihadapi *teller* dalam melaksanakan pelayanan prima setor tunai oleh *teller* di Bank bjb Kantor Cabang Sumedang di antaranya kurangnya komunikatif *teller* dalam menangani keluhan nasabah, sering terjadinya gangguan pada sistem, terlalu banyaknya antrian nasabah sehingga terjadi keluhan, saat *teller* menerima telepon. Adapun solusi pemecahan dari permasalahan tersebut diatasi dengan memberikan training sikap dan kepribadian kepada petugas *teller* secara berkesinambungan, memperbaiki dan memelihara sistem secara kontinue, meminta izin terlebih dahulu kepada nasabah yang sedang dilayani jika ada telepon masuk.

Kata kunci : pelayanan prima, setor tunai

**IMPLEMENTATION OF EXCELLENT CASH DEPOSIT SERVICE by
TELLER AT BANK BJB SUMEDANG BRANCH OFFICE**

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ABSTRACT

tellers in dealing with customer complaints, the frequent occurrence of disturbances in the system, too many queue of customers that occurs the complaint, when the teller received a phone call. As for the solution of these problems coped with by providing training attitude and personality to the tellers on a continuous The purpose of this study discuss about How to Deposit Cash By the Teller, the Implementation of the Prime Service Cash Deposit By the Teller, to keep customer loyalty and the credibility of the bank .

The method of study used is descriptive method, because the problem under study based on existing data in the field. Based on the results of interviews, direct observation, and literature study.

Based on the results of the study it can be concluded that excellent service is deposited in cash by the teller at the Bank bjb is able to provide the satisfaction and wishes of the customer, as well as able to increase the attractiveness of the community becomes the customer. The constraints faced by the tellers in performing excellent services deposit of cash by the teller at the Bank bjb Kanthro Branch Sumedang in which the lack of communicative basis, improve and maintain the system continuously, ask permission first to the customer that is being served if there is an incoming call.

Keywords : excellent service, a cash deposit