

ABSTRACT

Nesia Nur Sofia, 2022, *Excellent Service Strategy by Customer Service in Achieving Customer Satisfaction at BSI KCP Martapura*. Skripsi, Jurusan Perbankan Syariah, Fakultas Ekonomi dan Bisnis Islam. Pembimbing I yaitu Bapak Prof. Dr. H. Fathurrahman Azhari, M.H.I, dan Pembimbing II yaitu Bapak Hariyanto, S.E., M.M.

This research is motivated by where in the banking industry, you should really know and understand the behavior of customers, about what is needed and what is wanted.

The purpose of this study is to find out how excellent service by customer service in achieving customer satisfaction and to find out what are the excellent service strategies used by customer service in achieving customer satisfaction at BSI KCP Martapura.

The research method used is descriptive qualitative. Data were obtained by the authors using interview techniques.

The results of the research conducted by the author are first, BSI KCP Martapura has implemented starting from Ability, attitut, appearance, attetion, action, and accountability well, so that customers feel satisfied in making transactions. Second, there are 5 strategies implemented regarding excellent service, namely physical form (tangibles), reliability , responsiveness, empathy, assurance. The strategy of excellent service according to the Islamic business perspective that has been implemented includes unity, free will, responsibility, finally balance and justice