

ABSTRAK

Penelitian yang berjudul Analisis Kinerja *Customer Service* PT. Bank Syariah Mandiri Cabang Surabaya Boulevard Dalam Menghadapi MRI (*Marketing Research Indonesia*) ini Bagaimanakah kinerja *customer service* bank syariah Mandiri cabang Surabaya Boulevard dalam menghadapi MRI (*Marketing Research Indonesia*) dan Bagaimana kesiapan *customer service* bank syariah Mandiri cabang Surabaya Boulevard dalam menghadapi MRI (*Marketing Research Indonesia*).

Penelitian ini menggunakan metode kualitatif deskriptif, yaitu penelitian yang diarahkan untuk memberikan gejala-gejala, fakta-fakta atau kejadian-kejadian secara sistematis dan akurat mengenai sifat-sifat penelitian serta menganalisa kebenarannya berdasarkan data yang diperoleh. Teknik pengumpulan data dengan menggunakan teknik wawancara dan observasi. Pembahasannya dianalisis melalui hasil wawancara serta menggunakan interpretasi (penafsiran). Informan dalam penelitian ini berjumlah 2 orang, dimana semua informan merupakan SQO (*Service Quality Officer*) cabang dan *Customer Service* di PT. Bank Syariah Mandiri Cabang Surabaya Boulevard. Hasil dari penelitian bahwa dampak pelatihan terhadap *customer service* Bank Syariah Mandiri cabang Surabaya Boulevard sangat besar, Menjadikan Pelatihan menjadi suatu kebutuhan pokok dimana hal ini pelatihan berbanding lurus dengan kinerja *customer service*. Semakin banyak pelatihan yang didapatkan, maka *customer service* akan lebih meningkatkan kedisiplinan dalam bekerja. Dengan melaksanakan prosedur tersebut maka *Customer Service* lebih terbiasa sehingga bisa membentengi *Customer Service* apabila ada *mystery shopper* yang ditunjuk MRI berkunjung ke cabang tersebut.

Kesimpulan Pelatihan merupakan kebutuhan pokok dalam meningkatkan kinerja *Customer service*. Seorang *Customer Service* Semakin banyak pelatihan yang didapatkan, maka *Customer service* akan siap dalam menghadapi MRI (*Marketing Research Indonesia*) dan kerjasama antar *front liner* dengan melaksanakan prosedur sesuai SOP (*standart oprasional prosedur*). Selanjutnya disarankan tetap diadakan pelatihan dengan pengawasan sehingga bisa lebih meningkatkan kinerja *customer service*.

Kata Kunci : Pelatihan, Kinerja, *Customer Service*, MRI (*Marketing Research Indonesia*)

ABSTRACT

The study, entitled The Performance Analysis of Customer Service PT. Bank Syariah Mandiri Surabaya Branch Boulevard Facing MRI (Marketing Research Indonesia) What was the performance of this customer service Islamic bank Mandiri Surabaya branch Boulevard in the face of MRI (Marketing Research Indonesia) and How readiness customer service Islamic bank Mandiri Surabaya branch Boulevard in the face MRI (Marketing Research Indonesia).

This study uses descriptive qualitative research that is directed to provide the symptoms, facts or events systematically and accurately on the nature of the study and analyze the truth based on the data obtained. Data collection techniques using interview and observation techniques. Discussion analyzed through interviews and using interpretation (interpretation). Informants in this study amounted to 2, wherein all of the informants is SQO (Service Quality Officer) branches and Customer Service at PT. Bank Syariah Mandiri Surabaya Branch Boulevard. Results from the study that the impact of training on customer service Syari'ah Bank Mandiri Surabaya branch of a very large Boulevard, Making Training becomes a basic requirement where this training is directly proportional to kineja customer service. The more training is found, it will further improve customer service discipline in work. By carrying out these procedures, the Customer Service so that it can be used to fortify the Customer Service if there is a mystery shopper designated MRI visiting the branch.

Conclusion Training is a basic requirement in improving the performance of customer service . A Customer Service More training is found, then the Customer service will be ready to face MRI (Marketing Research Indonesia) and cooperation among the front liners to carry out the procedure according to the SOP (standard operational procedures) . Furthermore advised to stay organized training with supervision so that it can further improve the performance of customer service

Keywords: Training, Performance, Customer Service, MRI (Marketing Research Indonesia)