ABSTRAK

Model Kompetensi Customer Service Perbankan di Era Digital: Studi Pada Bank BCA KCU Indrapura Surabaya

Fitria Handayani

Penelitian ini bertujuan menggambarkan model kompetensi Customer Service (CS) di era digital di Bank BCA KCU Indrapura. Metode dalam penelitian ini adalah kualititatif dengan pendekatan studi kasus, dimana metode ini sangat cocok untuk melihat suatu fenomena yang unik Proses pengambilan data dalam penelitian ini menggunakan metode wawancara pada masing masing partisipan Dengan menggunakan pedoman karakteristik kompetensi oleh Spencer (1993) yakni motif, sifat, pengetahuan, keterampilan dan konsep diri. Dari hasil penelitian ini diperoleh data bahwa terdapat 10 model kompetensi customer service perbankan di era digital yakni: pengetahuan jabatan, kualitas dan kuantitas kerja, orientasi pelayanan nasabah, kerjasama, komunikasi efektif, integritas, dinamis, berfikir analitis, kemampuan teknis dan kemampuan penjualan.

Kata Kunci: customer service, digitalisiasi, perbankan, kompetensi

ABSTRACT

The Competency Model of Customer Service's Bank in Digital Era: Study in PT Bank Central Asia KCU Indrapura Surabaya

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This study aims to describe the Customer Service (CS) competency model in the digital era at Bank BCA KCU Indrapura. This research used qualitative method with a case study approach, which very suitable to see a unique phenomenon. The process of data collection in this study used a depth interviews method for each participant. By using the competency characteristic by Spencer (1993) as motives, traits, knowledge, skills and self-concept. From the results of this study shows that there are 10 models of banking customer service competencies in digital era, namely job's knowledge, quality and quantity, customer service orientation, team work, effective communication, integrity, dynamic, analytical thinking, technical skill and sales skill.

Keywords: customer service, digitization, bank, competency