

## **ABSTRACT**

Banking is one of the institutions in the financial industry that move in the field of service services. Each bank strives to be able to provide optimal service in accordance with the wishes and needs of customers to increase satisfaction with their customers. With customer service that plays an important role in the banking world in providing good servants to improve their quality and best satisfaction for customers.

Research with the title "Analysis of Measurement of Customer Service Implementation at PT. West Java Regional Development Bank and Banten Tbk. Buah Batu Bandung Branch in Improving Customer Satisfaction" has the goal of how to implement customer service in increasing customer satisfaction, as well as to find out what obstacles are faced in implementing service quality. This type of research descriptive qualitative approach. The data source obtained is through primary data sources and secondary data sources. The data collection technique is done using observation, interviews, and documentation.

Through the implementation of customer service in increasing customer satisfaction is expected to maintain the company's good image in increasing the implementation of customer service in increasing customer satisfaction and increasing the number of customers. The results of the study explain the stages of implementation of customer service in implementing the implementation of services in improving customer satisfaction.

**Keywords:** Customer Service, Customer Satisfaction, Consumer Quality