ABSTRACT

In the current era of globalization, improving human resources in maintaining the quality of service is an obligation in the business world, especially in the banking world. Service quality is one of the important things that can provide satisfaction to customers, the quality of service that can be received well and can be felt directly and in accordance with what is expected by customers will make customers more loyal to the bank. PT. Bank Central Asia Tbk. Asia Afrika Bandung Branch Office is one of the banks that always strives to maintain and strive to continue to improve the quality of service to customers with various strategies. The purpose of this study is to determine and analyze the dimensions of service quality such as direct evidence (tangibles), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and empathy (empathy) as well as to know and analyze strategies in maintaining service quality. The method used in this study is descriptive qualitative by collecting factual data based on the results of observations, documentation studies and interviews with employees and customers of PT. Bank Central Asia Tbk Asia Afrika Bandung Branch Office who became informants in this study. The results of this study are PT. Bank Central Asia Tbk's Asia Afrika Bandung Branch Office has implemented service quality dimensions effectively, and the company has developed strategies to maintain and improve service quality.

Keywords: Service Quality, service quality strategy, banking