

ABSTRACT

ANALYZING THE QUALITY SERVICE of *CUSTOMER SERVICE* IN IMPROVING POSITIVE IMAGE (Study of BTN Office Bandar Lampung Branch)

By

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Banking is a company which moving in service area where each of every service firm has to give maximal service to customers, because the emulation of usher bank in mustering fund from the society is interconnected with the role of *customer service* worker. *Customer service* becomes a bridge to tighten the link with outside party company. Quality of service which joined with a good relation that intertwined by a customer service will create positive image.

Research Problem at this research is how does quality service of *customer service* in improving BTN image? Then, the goal of this research is to know how does quality service of *customer service* in improving positive image. Location of this research was at BTN office of Bandar Lampung branch which have location in Wolter Mongonsidi No. 80 – 88 street, Bandar Lampung. This company handle the amenity to get house through housing credit KPR - BTN.

The theory which used in this research is usher person communication theory (personal usher) from Joseph A.Devito and also size of quality service according to Supranto based on Valarie A Zeithaml theory. The Method in this research used qualitative research. The data collecting technique in this research used interview technique, book study and observation, while data analyze technique used reduction, verification and presentation. The Informant was BTN customer service worker. Then, observation and interview result was used to strength the research result, and then it was analyzed.

Based on the research result by BTN *customer service* about five size of quality service concluded that four from five size of quality service have appropriate to the theory and SOP such have been elaborated in solution shares. There are five existing real of a positive image which have been done by BTN which can be seen and felt by outside party.