

CUSTOMER SERVICE COMMUNICATION STRATEGY AT BANK RAKYAT INDONESIA BENGKALIS BRANCH IN HANDLING CUSTOMER COMPLAIN

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ABSTRACT

Customer service plays an important role in handling customer complaints and maintaining customer trust through effective communication. This study aims to analyze the communication strategies employed by Customer Service officers at Bank Rakyat Indonesia (BRI) Bengkalis Branch in handling technical customer complaints, identify the forms of verbal and non-verbal communication used, and examine the communication barriers affecting customer satisfaction. This study employed a descriptive qualitative research design. The participants consisted of one Customer Service officer and 51 customers selected through purposive sampling. Data were collected through interviews, questionnaires, observation, and documentation, then analyzed using the interactive model of Miles, Huberman, and Saldaña supported by data triangulation. The findings reveal that Customer Service officers apply effective communication strategies by demonstrating empathy, identifying customer problems, providing clear explanations, and following the bank's Standard Operating Procedures (SOP). Verbal and non-verbal communication contribute to effective complaint resolution, while communication barriers are generally managed appropriately. Overall, these communication strategies help improve customer satisfaction and strengthen customer trust in the services provided by Bank Rakyat Indonesia Bengkalis Branch.

Keywords: customer service, communication strategy, customer complaints, verbal communication, non-verbal communication, customer satisfaction.