

DESCRIPTIONS OF *CUSTOMER ORIENTATION* AT BANK X

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ABSTRACT

Employees have an important role in realizing the company's vision and goals. Employees' perceptions of customer orientation in the work environment reflect the extent to which they understand, appreciate, and assess the importance of customer orientation in the organization. This research was conducted to see an overview of employee perceptions of customer orientation at KCP Bank X Padang City. The method used in this research is descriptive statistical analysis technique. The number of samples in this study were 112 employees of KCP Bank X in Padang City, which were selected using convenience sampling technique. The measuring instrument used is the customer orientation scale from Hajjat (2002), which includes aspects of Customer Intimacy, Customer Welfare, Company Transparency, and Continuous Improvement, with reliability test results of 0.828. The results showed that most employees have a perception of customer orientation in the medium category, as many as 77 people. This finding shows that Bank X has implemented the principles of customer orientation in various aspects of service, although the internalization of these values in organizational culture and daily operations has not been fully optimal.

Keywords: *Customer Orientation, Employees, Bank X*

GAMBARAN *CUSTOMER ORIENTATION* PADA BANK X

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ABSTRAK

Karyawan memiliki peranan penting dalam mewujudkan visi dan tujuan perusahaan. Persepsi karyawan terhadap *customer orientation* di lingkungan kerja mencerminkan sejauh mana mereka memahami, menghargai, dan menilai pentingnya orientasi terhadap pelanggan dalam organisasi. Penelitian ini dilakukan untuk melihat gambaran persepsi karyawan terhadap *customer orientation* di KCP Bank X Kota Padang. Metode yang digunakan dalam penelitian ini adalah teknik analisis statistik deskriptif. Jumlah sampel dalam penelitian ini adalah 112 orang karyawan KCP Bank X di Kota Padang, yang dipilih menggunakan teknik *convenience sampling*. Alat ukur yang digunakan adalah skala *customer orientation* dari Hajjat (2002), yang mencakup aspek *Customer Intimacy*, *Customer Welfare*, *Company Transparency*, dan *Continuous Improvement*, dengan hasil uji reliabilitas sebesar 0,828. Hasil penelitian menunjukkan bahwa sebagian besar karyawan memiliki persepsi terhadap *customer orientation* pada kategori sedang, yaitu sebanyak 77 orang. Temuan ini menunjukkan bahwa Bank X telah menerapkan prinsip *customer orientation* pada berbagai aspek layanan, meskipun internalisasi nilai-nilai tersebut dalam budaya organisasi dan operasional sehari-hari belum sepenuhnya optimal.

Kata Kunci: *Customer Orientation*, Karyawan, Bank X

