

## **ABSTRACT**

*This study aims to analyze the role of service quality management in enhancing competitiveness and increasing the market share of savings products at Bank Rakyat Indonesia Regional Office 6 Jakarta 1. In the increasingly competitive banking industry, service quality has become one of the key strategic factors influencing customer satisfaction, loyalty, and overall banking performance. Therefore, effective service quality management is essential for maintaining customer trust and strengthening a bank's competitive position. This research uses a qualitative research approach with a case study method. Data were collected through in-depth interviews with key informants consisting of the Regional Chief Executive Officer, Regional Head of Management Services, and savings customers. Additional data were obtained through documentation and literature review. The collected data were analyzed using thematic analysis to identify key patterns and themes related to service quality management practices within the organization. The results of this study indicate that service quality management plays a significant role in improving customer satisfaction and strengthening customer loyalty. Several important aspects that influence service quality include employee competence, service responsiveness, transaction security, service accessibility, and the integration of digital banking services. Furthermore, digital transformation has become an essential factor in improving banking service efficiency and enhancing customer experience. The findings also show that high-quality services contribute positively to strengthening the bank's competitive advantage and increasing the market share of savings products. In conclusion, the implementation of effective service quality management can improve customer satisfaction, build customer loyalty, strengthen the competitive position of the bank, and support the growth of savings market share. Continuous improvement in service quality and digital banking innovation is therefore crucial for sustaining long-term competitiveness in the banking industry.*

**Keywords:** *service quality management, customer satisfaction, competitiveness, banking services, digital banking, savings market share.*

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