

ABSTRACT

This study aims to examine the perceptions of frontliners at PT Bank Rakyat Indonesia (Persero) Tbk regarding the perceived usefulness (PU) of the New BRICare application in supporting effective customer complaint resolution through Customer Handling Management (CHM). The research object consists of BRI frontliners distributed across Indonesia. This study employs a mixed methods approach, combining quantitative and qualitative methods. Quantitative data were collected through a survey of 249 frontliners, while qualitative data were obtained through interviews and Focus Group Discussions (FGDs) with 20 selected informants. The results indicate that frontliners at PT Bank Rakyat Indonesia (Persero) Tbk have a highly positive perception of the perceived usefulness of the New BRI Care application, as reflected by the perceived usefulness index, which falls within the very high category. These findings suggest that New BRI Care is perceived to provide tangible benefits in enhancing the effectiveness of customer complaint handling. Furthermore, the qualitative findings reinforce the quantitative results by showing that frontliners directly experience greater ease and acceleration of work processes through the integrated system, particularly in complaint input, monitoring, and follow-up activities. The high level of perceived usefulness contributes directly to improved effectiveness of Complaint Handling Management (CHM), including the ability to meet and, in many cases, exceed Service Level Agreement (SLA) standards.

Keywords: *Complaint Handling Management, Frontliner Bank, New Bricare Application, Perceived Usefulness,*

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