

ABSTRAK

Dalam menghadapi persaingan yang ada saat ini, PT XYZ mengetahui akan banyaknya ancaman Berdasarkan survei kepuasan pelanggan 2016 dan juga terus meningkatnya permintaan sertifikasi ISO maka perusahaan sebaiknya segera melakukan perbaikan pada proses internal saat ini agar dapat meminimalisir resiko menurunnya ketidakpuasan pelanggan yang dapat berakibat buruk pada bisnis perusahaan. Salah satu proses yang masih perlu ditingkatkan berdasarkan survey yaitu terkait dengan proses pelayanan audit (*Audit services*). Kepuasan pelanggan hanya tercapai dengan angka 83,71% dimana target yang diharapkan sebesar 85%. Hasil survey kepuasan pelanggan – proses pelayanan audit rata – rata kinerja mendapat nilai 2 (biasa saja) pada bulan desember 2016. Metode yang dilakukan pada penelitian ini yaitu menggunakan model *SERVQUAL* melalui 5 dimensi kualitas jasa. Dari perhitungan nilai *servqual* diperoleh bahwa terdapat faktor – faktor yang mempengaruhi kinerja yaitu pertama Tangible (auditor yang terlambat), kedua Reability (harga PT XYZ terdapat biaya yang tidak jelas), (keakuratan dari isi penawaran), (keakuratan dari isi penawaran), (keakuratan dari isi kontrak), (keakuratan dari informasi mengenai jadwal audit), (keakuratan isi laporan), (keakuaratan dari isi invoice), (kemampuan marketing mengenai servis), ketiga Responsiveness (pengetahuan auditor terhadap bisnis pelanggan), (keputusan auditor), (waktu penerimaan sertifikat tepat waktu), keempat Assurance (tanggapan informasi mengenai sertifikasi), kelima Emphaty (kesopanan staff). Hal tersebut mengindikasikan bahwa perusahaan memerlukan implementasi perbaikan dalam menyesuaikan tingkat kepentingan konsumen dengan kinerja perusahaan. Berdasarkan hasil *Importance and Performance Analysis* (IPA) ditemukan 3 faktor yang mempenagruhi kinerja yaitu Tangibel (Kehadiran Auditor yang terlambat), kemudian reliability (harga PT XYZ bersaing), (keakuratan dari isi penawaran), (keakuratan dari isi kontrak), (Keakuratan dari informasi mengenai jadwal Audit), (Keakuratan isi dari Invoice) dan assurance (Pengetahuan auditor atas Bisnis pelanggan). Nilai indeks kepuasan konsumen (CSI) berdasarkan *servqual* yang diperoleh adalah sebesar 66,76% yang berada pada kategori *poor*.

Kata Kunci: *Audit services, Servqual, IPA, CSI*

ABSTRACT

In facing the current competition, PT XYZ is aware of the many threats. Based on the 2016 customer satisfaction survey and also the increasing demand for ISO certification, the company should immediately make improvements to the current internal process in order to minimize the risk of reducing customer dissatisfaction which could adversely affect the business company. One process that still needs to be improved based on surveys is related to the audit services process. Customer satisfaction is only achieved by 83.71% where the expected target is 85%. The results of the customer satisfaction survey - the average service audit process performance got a value of 2 (mediocre) in December 2016. The method used in this study is to use the SERVQUAL model through 5 dimensions of service quality. From the calculation of servqual values, it is found that there are factors that affect performance, namely first Tangible (late auditor), second Reability (PT XYZ prices there are unclear costs), (accuracy of the contents of the offer), (accuracy of the contents of the offer), (accuracy of the contents of the contract), (accuracy of information about the audit schedule), (accuracy of the contents of the report), (accuracy of the contents of the invoice), (marketing capabilities regarding service), third Responsiveness (auditor's knowledge of the customer's business), (auditor's decision), (time of receiving the certificate on time), fourthly Assurance (response to information on certification), fifth Emphaty (courtesy of staff). This indicates that the company requires implementation of improvements in adjusting the level of consumer interest with company performance. Based on the results of the Importance and Performance Analysis (IPA) found 3 factors that affect performance, namely Tangibel (Auditor's presence late), then reliability (price of PT XYZ competing), (accuracy of the contents of the offer), (accuracy of the contents of the contract), (Accuracy of information about the Audit schedule), (Accuracy of contents of the Invoice) and assurance (Auditor's knowledge of the customer's business). The value of the consumer satisfaction index (CSI) based on the servqual obtained was 66.76% which was in the poor category.

Keywords: *Audit services, Servqual, IPA, CSI*