

## ABSTRAK

### AUDIT OPERASIONAL ATAS FUNGSI PELAYANAN KONSUMEN

(Studi Kasus di Usaha Kuliner Gudeg Yu Djum Pusat)

Angelliana Simarmata

NIM:172114171

Universitas Sanata Dharma Yogyakarta

2021

Penelitian ini bertujuan mengetahui hasil audit operasional atas fungsi pelayanan konsumen di usaha kuliner Gudeg Yu Djum Pusat. Fungsi pelayanan merupakan tindakan yang dilakukan seseorang atau organisasi untuk melayani kebutuhan serta memberikan kepuasan kepada konsumen yang dilayani. Fungsi pelayanan konsumen di usaha kuliner Gudeg Yu Djum Pusat meliputi pelayanan sebelum transaksi, pelayanan selama transaksi, dan pelayanan setelah transaksi.

Jenis penelitian ini adalah studi kasus dengan subjek penelitian yaitu konsumen yang secara acak berada di usaha kuliner Gudeg Yu Djum Pusat, manajer operasional, dan karyawan bagian operasional. Teknik pengumpulan data yang digunakan yaitu observasi, wawancara, *checklist*, dan dokumentasi. Teknik analisis data yang digunakan yaitu deskriptif kualitatif berdasarkan prosedur audit operasional berupa survei pendahuluan, penelaahan dan pengujian sistem pengendalian manajemen, pelaksanaan audit rinci, dan pengembangan laporan.

Hasil audit operasional fungsi pelayanan konsumen menunjukkan terdapat lima temuan kelemahan pada fungsi pelayanan konsumen di usaha kuliner Gudeg Yu Djum Pusat. Perbaikan yang perlu dilakukan atas temuan kelemahan tersebut yaitu: membuat *standard operating Procedure* secara tertulis, menyediakan pembayaran secara digital, melakukan pemeliharaan kebersihan toilet secara berkala, melakukan pengecekan kondisi kendaraan yang akan digunakan sebelum mengantar pesanan, dan memeriksa daftar pesanan konsumen dengan kuantitas yang akan diberikan kepada konsumen.

Kata kunci: Audit Operasional, Fungsi pelayanan, Konsumen, Usaha kuliner

**ABSTRACT**

**OPERATIONAL AUDIT OF CUSTOMER SERVICE FUNCTION**

*(A Case Study at Culinary business Gudeg Yu Djum Pusat)*

*Angelliana Simarmata*

*NIM:172114171*

*Sanata Dharma University*

*2021*

*The purpose of this study is to find out the results of operational audit of the customer service function in the culinary business of Gudeg Yu Djum Pusat. The service function is an action taken by a person or organization to serve the needs and provide satisfaction to the consumers served. The customer service function at the Gudeg Yu Djum Pusat culinary business includes pre-transaction service, transaction service, and past transaction service.*

*This type of research is a case study with research subjects, such as consumers who are randomly assigned to the culinary business of Gudeg Yu Djum Pusat, operational managers, and employees of the operations department. Data collection was obtained by using observation, interviews, checklists, and documentation. The data analysis technique used was descriptive qualitative based on operational audit procedures in the form of preliminary survey, review and testing of the management control systems, detailed testing, and report development.*

*The results of operational audit of customer service function showed that there were five findings of weaknesses in the customer service function in the Gudeg Yu Djum Pusat culinary business. Improvements that needed to be made on the findings of these weaknesses as well as creating a written standard operating procedure (SOP), provide digital payments, regularly maintain the toilet hygiene, check the condition of the vehicle before leaving to take the order, and check between the order paper with the quantity to be given to consumers.*

*Key Words: operational audit, customer service functions, consumer, culinary business*