ABSTRACT

The increasing complexity and dynamics of the business environment at local, regional, and global levels have urged organizations to enhance their risk management effectiveness. In this context, the role of internal auditors is required to be more adaptive, both individually and institutionally. In 2025, the Internal Audit Unit (Satuan Pengawasan Intern or SPI) of PT PLN (Persero) adopted a Purpose-Driven Internal Audit approach, positioning internal audit not merely as a control function but as a strategic partner in supporting the organization's long-term success. However, the Internal Stakeholder Satisfaction Index for assurance services in the Audit Division for Construction, Generation, and Renewable Energy (AKP) did not meet the target in 2023 and 2024.

This study aims to analyze the effect of audit service quality on auditee satisfaction, with perceived value as a mediating variable. Specifically, the study examines both the direct and indirect effects of service quality dimensions—comprising tangibles, reliability, responsiveness, assurance, and empathy—on satisfaction, and evaluates the role of perceived value in mediating those relationships.

A quantitative approach was employed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. Data were collected through questionnaires distributed to PLN employees who were auditees of the AKP Division during the 2024 audit period. Additionally, Importance–Performance Map Analysis (IPMA) was utilized to identify audit service dimensions that are deemed important by auditees but exhibit relatively low performance and therefore require improvement.

The results reveal that all dimensions of audit service quality have a positive and significant influence on perceived value. Furthermore, perceived value is proven to significantly mediate the relationship between audit service quality and auditee satisfaction, both directly and indirectly. Among the five dimensions, responsiveness and empathy emerged as the most influential factors in shaping auditees' perceived value and satisfaction with internal audit services.

This research provides practical implications for SPI PLN in setting service improvement priorities based on user perception. The findings from the IPMA analysis can serve as a strategic foundation for enhancing internal audit services that are oriented toward value creation. Theoretically, this study reinforces the SERVQUAL model and the role of perceived value as a crucial psychological mechanism in building satisfaction within trust-based professional services.

***Keywords**: Auditee, Audit Service Quality, Importance–Performance Map Analysis, Perceived Value, Satisfaction.*