

To be a winner in a tight competition, and in order to have a sustainable growth in the banking industry in Indonesia, BNI has executed strategic moves by restructuring, rebranding, revitalizing vision, mission and value and applying Good Corporate Governance and Total Quality Management in every stage of organisation including its control function which is Quality Assurance (QA). Hence, the management of BNI expects that QA could be a strategic partner for auditees that synergically could enlarge BNI's performance, reduce fraud and inefficiency, and also increase the value of BNI to stakeholders.

Based on reviews and critiques from auditees to the management concerning the unsatisfactory role and performance of QA, watchdog paradigm which is still attached, QA has been along with the necessity of performance measurement for auditee satisfaction in BNI, writer is motivated to do this research. If the satisfaction level of auditee as a QA's internal customer and the mapping of significant functions which have low levels were recognized, the recommendation to management could be specified. The recommendation could be a contribution to management in formulating the best strategic moves related to QA's function which in the end will increased the satisfactory and performance of auditee.

This research is the analytical descriptive research using Servqual method developed by Parasuraman et al. (1990) with five major dimensions: tangible, reliability, responsiveness, assurance and empathy. From the analysis we will know that the performance level of QA has not meet the auditee expectations; therefore, the satisfactory level is not optimal. This could be seen that the gap of each dimension of QA performance is negative and the satisfactory levels are under 100%.

Strategic policy that should be taken promptly and become the priority to the management of BNI in order to increase the auditee satisfaction and QA performance are organizing the training for QA regarding the data collection and effective communication, improving the rule about how to follow up the review, improving review's workflow, increasing the quality and supervision to QA, and creating the auditee feedback mechanism periodically, with the intention that QA performance could be expanded and auditee satisfaction could be sustainably raised.

Keywords: quality assurance, auditee, review, satisfactory level, servqual, tangible, reliability, responsiveness, assurance, empathy.