

Operational Audit of the Company's Sales Function E-Commerce Diabeaproject

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ABSTRACT

The purpose of this study was to determine whether the operational activities implemented by the sales function at the Makassar Diabeaproject company were running effectively. This type of research is a case study—data obtained by conducting documentation and interviews. The data analysis technique was using descriptive analysis based on the audit findings. This study indicates that the sales function's implementation has run quite effectively because it carries out almost all sales function activities. However, there are still some weaknesses that the company has. defects in the form of the absence of criteria guidelines for giving promos or discounts to buyers and no proof of transactions for payments via bank transfer

INTRODUCTION

The fast-paced growth of the business world has resulted in increasingly fierce business competition and the emergence of multiple roadblocks to a company's success (Rahim et al., 2020). The majority of these failures were triggered by a number of factors, including the company's inconsistency in carrying out its business activities, as well as a shortage of skilled personnel inside the company, causing the company to be unable to cope with new developments. The more an organization expands, the more complicated and wide-ranging activities and challenges it faces, necessitating an Organizational Audit (Operational Audit). By performing an audit, the auditor may assess whether a company's goals have been met and whether its operating processes have been followed correctly (Rahim, Muslim & Leo, 2018). Since more and more high-quality rivals are emerging, sales activities need an operational audit; if there is no more oversight or monitoring of their operational activities, the business may lose market share. Operational audit is supposed to predict problems, reduce risks, identify numerous operational issues that are harmful to the company, and prevent fraud and fraud that can harm the company.

To remain competitive in today's business environment, every organization must have the right strategies, skills, and competitive advantages (Mappamiring, 2020). All objectives of achieving the targets can be carried out well if this impact is achieved. Workers are an integral part of a business. Employee participation in the company starts when talented human resources or employees help the company's operations accomplish its key goals (Hantono et al., 2019). From the beginning of the business, namely preparing and organizing company objectives that will be accomplished both in the short and long term, the company carries out and monitors its operating operations until the company's goals are achieved. (Manuaba & Muliarta, 2019) claimed that to achieve its objectives, the company's management must assess its employees' performance to see whether it matched its operational expectations.

Internal management monitors the company's activities, and the marketing function's organizational audit is part of that. The most critical aspect of performing an audit is detecting issues and ensuring that the company's rules or guidelines are implemented so that the intended marketing purpose can be regulated to

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the greatest extent possible. Top management uses the audit's findings as feedback in their decision-making process. A marketing audit's main aim is to test and review marketing goals and policies that will drive the business, so it's a tool for marketing managers to recognize and expose issues. To influence and convince customers to purchase their goods, salespeople and the promotion department's expertise and intelligence are necessary for this strategy. To address customer questions, salespeople and the marketing department must master and appreciate the goods they offer, in addition to being good at marketing. Consumers like to know exactly what they're getting, so they don't get confused.

A company's ability to adapt to technology, such as in the fields of technology, computers, and telecommunications, determines its success. With the internet, business people no longer have difficulty accessing any information they need to support their operations. However, there is a tendency for different types of information to be accessed, so information must be filtered to obtain reliable and appropriate data. The information age became the internet age as a result of this. The internet's role in business has grown from that of an electronic knowledge sharing platform to that of a tool for business strategy applications like marketing, sales, and customer service. Internet marketing continues to cross boundaries, national borders, and defy defined laws. Meanwhile, commodities flow in large parties, via seaports, using containers, manufacturers, guarantee agencies, importers, and banking institutions in typical marketing. Traditional marketing entails more work than online marketing. Internet marketing is the same as direct marketing, in which customers communicate directly with the seller, even though the seller is based in another country. About 200 million people use the internet worldwide (Yuliana, 2000). The use of the internet in the business world has grown dramatically, especially among large corporations. Since the 1990s, when internet technology was first discovered, it has been widely used because it is thought to offer tremendous benefits for the smooth operation of company / business operations.

In this case, the authors' inspiration and advantages of e-commerce in enhancing customer service and increasing the company's competitiveness are the study's artifacts. As a result of this fact, the use of e-commerce technology is a critical component of a company's product's success. Looking at the rapid growth of information technology, we will take advantage of an online service in the form of e-commerce to accelerate and grow revenue rapidly. Until now, the company's consumer sales method has only been written and manual, which is often misleading. Customers' advantages should be backed up as soon as possible with offerings in the form of e-commerce that customers can easily appreciate and the business itself. Customers would receive the best and fastest service possible from the company.

In today's dynamic business climate, using and utilizing internet technology is expected to offer substantial benefits (Muslim et al., 2020). Companies that can incorporate technology and knowledge into their businesses will be able to succeed in this competition. Using electronic commerce (e-commerce) to sell different kinds of goods or services, both in physical and digital form is technology implementation in increasing business competition and product sales. Multiple parties affiliated with the business, such as investors, customers, and the government, will play a role in using this technology. With the maturation of internet and network technology, sophisticated companies' skills in business communication and their ability to exchange knowledge and other useful tools have increased. In this case, the basic concept and advantages of e-commerce in enhancing customer service and increasing company productivity are the author's point of view, which is this article's topic. As a result of this fact, e-commerce technology is a critical component of a company's product's success.

Taking advantage of an online service in the form of e-commerce can help you accelerate and increase sales quickly, particularly given the rapid growth of information technology. Customers may use this electronic commerce (e-commerce) service to access and position orders from a number of locations. Customers who want to use e-commerce do not have to be in one location in the current era of advanced technology because many companies in Indonesia provide internet access facilities only using a laptop/notebook or a Personal Digital Assistant (PDA) using wifi technology. As a result, companies that offer e-commerce services are in high demand and interest these days. In Indonesia, e-commerce is still in its infancy. The author would explore how to use e-commerce in their business interests based on the current context.

Internet technology is a subject that everyone is interested in. The Internet can address several social needs by offering knowledge and functionality useful in daily life (Ngafifi, 2014). The Internet can function both online and offline, allowing one person to be isolated from another. The value of the Internet is the

potential that it provides to business people. They see that the vast areas of each world prevent fast exchanges and transactions. As a result, the Internet has developed into a forum for performing business transactions like e-commerce (Saputra et al., 2017).

Long-distance transactions of products or services have helped companies avoid negotiating with other businesses, or customers face to face. E-commerce includes all electronic trading practices involving the purchasing, selling, and exchanging products and services between two parties, all of which take place over the internet (Themba, 2021). E-commerce in Indonesia has increased by 500 percent in the last four years. According to the latest research in the economy, Indonesia's digital economy reached the US \$ 27 billion this year, or about IDR 391 trillion, according to the SEA 2018 Survey. Indonesia ranks first in Southeast Asia in terms of digital economy transactions, accounting for 49 percent. E-commerce refers to the technology that facilitates the exchange of goods and services. Businesspeople use e-commerce technology because it has improved their trustworthiness in transaction transactions, not just because it is easy but also because of e-commerce technology. All Internet users can now access -commerces, allowing companies to extend their network marketing. To maintain efficiency in conducting product or service transactions, e-commerce systems must adhere to the rules of several infrastructures, including goods delivery system infrastructure (flow of goods), payment system infrastructure (flow of money), and applied information system infrastructure (flow of information) at a distance. These technology regulations cover all facets of the e-commerce environment, with an emphasis on customer trust. Paying attention to the security aspects (security) that must be given to customers is one way to ensure that the infrastructure runs smoothly.

The promise of e-commerce growth in Indonesia has prompted many people to compete in online business, with some even using it as their primary source of income. Diabeaproject, as an e-commerce business participant, is a part of the fast-paced world of electronic commerce. Diabeaproject's primary operation is the sale of Muslim apparel. For the last three years, the revenue figures for Diabeaproject, 2016, 2017, and 2018, are also fluctuating. Table 1 indicates that the company's revenue decreased from 301 per unit in 2017 to 287 per unit in 2018 has consequences for sales loss, which has a major effect on its operating continuity. This is because revenues are the company's main source of revenue. The company's performance in maximizing profits is inextricably related to its ability to exercise successful control over all of its operations. As a result, businesses must avoid squandering money that could be harmful to their operations (Tontoli et al., 2017).

Table 1. Diabeaproject Sales Data

Year	Sales / Unit
2016	278
2017	301
2018	287

Diabeaproject necessitates hiring an auditor whose duty is to provide business people with services that safeguard the security and the transaction process. E-commerce audit services are a service offered to e-commerce retailers by independent accountants. The audit services are offered in the form of financial statement assurances for the business actor. Wahyuni and colleagues (Wahyuni et al., 2020). E-commerce audits, according to Wahyuni et al. (2020), are similar to financial audits conducted by general public accounting firms. The only difference is in the audit's intent. Audits of historical financial reports see if the client's financial statements are consistent with commonly accepted accounting standards (Muslim et al., 2020). Electronic commerce audits are used to see if an e-commerce client system is operating properly and meets security criteria (Harjito et al., 2016). Sales practices that necessitate operational audits are being impacted by the number of competitors with a competitive advantage (Wahyuni et al., 2020). The company's competitive advantage would be lost if operating activities cannot be managed or monitored (Bela & Sambharakreshna, 2020; Sari et al., 2020). Management uses operational audits to assess activities carried out to achieve transaction security objectives (Pua, Sondakh, & Pangerapan, 2017). The government must pay careful attention to all aspects of its activities, especially those that can potentially impact the company's profit and loss. Sales are among the most important factors in deciding a company's profit and loss, and they need management's full attention (Amin, 2015).

According to Isri Wildah Islamiati (2013), an organizational audit is used as a tool to assess sales activities. 2013 (Isri Wildah Islamiati) The organizational audit of the merchandise distribution function was discovered to be crucial in assessing productivity and effectiveness. The role of operational audits in improving the effectiveness and efficiency of the sales system is very influential (Manuaba & Muliarta RM, 2019), and operational audits are part of the internal monitoring of the company's operations. Researchers are interested in using operational audits to assess the performance of enforcing standards or requirements to achieve company objectives, particularly in the Diabeaproject company's e-commerce sales feature, based on previous research phenomena and findings.

METHOD

The data collection method used in this research is field research, a study conducted directly at the company, which is the study's location to obtain primary data and literature study. The data analysis method used in this research is the descriptive analysis method, which describes an explanation of the operational audit on the sales function of the E-commerce company Diabeaproject as an analytical instrument to answer these problems and provide recommendations to the sales function management on these findings. Researchers analyzed the information and data that was successfully obtained either using questionnaires, interviews, and observations. The steps taken in managing the list of statements are as follows:

1. Separating each word answer according to the answer given, namely: Yes, and No.
2. Add up how many Yes and No answers.

To run an operational audit program in the sales function, this study combines ICQ and adjusts it based on its SOP set. Adjustments to the audit program related to internal controls carried out by the company during the sales process. This audit program adjustment is based on the results of observations.

RESULT & DISCUSSION

Result

Based on the findings, it was decided that the company's provisions had carried out the introduction of the Sales Standard Operating Procedure (SOP). It is well known that only the finance department, managers, and customer support in the chat section will check payments on bank accounts. Payment recapitulation is performed in Excel, which is open to managers and the finance department. The findings revealed that the company's internal controls for the sales feature were sufficient. Internal controls also aided the company in reducing the risk of fraud for both the company and the consumer. The division of duties for the sales department from other departments shows attempts to reduce the risk of fraud in the business. Diabeaproject's sales department is overseen by the customer service department. The organization also tracks sales activities by listing transactions that occur, in addition to the segregation of duties.

The payment process is normally completed by bank transfer or credit card. Nonetheless, the company does not rule out serving cash payments made at Diabeaproject offices. The organization will keep track of all cash payments. The first copy will be sent to the customer, while the second copy will be retained and recapitulated before being sent to the finance department at the end of each month. The company's efforts to provide total service to customers are also successful. Diabeaproject uses a price list that consumers can use to help them pick and appreciate the prices of each product the company provides. Not only that, but the presence of a chat service will assist businesses in achieving full profit as quickly as possible. Buyer orders are followed up on for a period of 24 hours after the buyer places the order. The company, on the other hand, has not yet specified a complete written discount. Only credit card payments are approved at the written value. Other discounts are offered directly by customer service and are limited to 20%. There are no limits on the number of customers who are eligible for discounts or promotions. Aside from difficulties in providing promotions or values, the organization also lacks proof of transactions for payments made via transfer. Only

email and pictures taken directly from the company's internet banking account are used to validate payment receipt. The effect that occurs in the company's sales function is also found by researchers.

Based on the findings of interviews and researcher observations, it can be concluded that the sales function's implementation has been very successful, as the provisions handle almost all of the sales function's activities. The organization does, however, still have some flaws. The downside is that there are no conditions for offering customers deals or discounts, and there is no evidence of transactions for bank transfer payments. It is feared that these defects will cause the company to lose revenue and will interfere with the company's ability to offer high-quality service to customers, causing the company's reputation to deteriorate.

Discussion

The purpose of a management audit is to see the effectiveness of the company's existing sales function. Management audit procedures for the sales function include preliminary audits, review and testing, detailed audits, reporting, and follow-up. The results of this study found that the initial audit stage was a procedure carried out to get an idea of how the assessment of the management methods specified in the sales function was going well. By following the operational audit stage of the sales function at Diabeaproject Company, it started with the preliminary audit implementation. The data obtained by the author in the initial audit through direct observation and interviews. A preliminary audit within the company accepted findings such as 1) Sales in 2018 had decreased, 2) Customer care employees themselves gave discounts or promos to buyers, 3) Invoices/notes for payments via bank are only made when the buyer requests and not as proof of the transaction from the company. Evidence of receipt of payment is only in the form of a confirmation email. The results of the study found that the assessment of management control in the company's sales function was a decrease in 2018, there were no written guidelines regarding the criteria for giving discounts or promos to buyers, and there were no policies or regulations regarding providing proof of transactions in the form of invoices.

At this point, appropriate, applicable, and knowledgeable findings are provided in an Audit Working Paper to back up the conclusions and recommendations. This stage starts with making the sales management audit program more systematic. In the appendix, you can see the layout of the sales management audit program. Based on the previous phases' information, the revenue target for 2018 has been significantly reduced compared to last year. As a result, the revenue target for 2018 is not within the budget. The Management Audit reporting process aims to convey the audit findings, including feedback based on its sales activities evaluation and assessment. The potential for unprofessionalism by customer service while offering offers or promotions was discovered during the review stage, potentially leading to uneven service if there were no limitations or conditions for providing deals or promos. The buyer does not have a legitimate payment receipt from the company. Another effect of the lack of proof of payment transactions made by the transfer method is that the finance department lacks adequate, reliable evidence of sales transactions and cannot correlate bank receipts with sales transactions.

A provisional review's target can be established based on these results, which indicate that the company's SOPs still have some flaws. As a result, revenues may fall short of expectations, resulting in lower revenue for the company. Since the manager pays attention to the dose set by management (effect) of the company's goals, the company's anticipated results (causes) are realized (criteria). Since the regulations carry out almost all sales function operations, the SOP review results indicate that the sales function has been implemented very effectively. However, the company still has some shortcomings due to the lack of guidelines for deciding the conditions for providing deals or discounts to consumers, and there is no documentation. Payments made by bank transfer transactions. It is expected that the organization will perform a follow-up process for operational audits based on the guidance and findings presented.

CONCLUSION

Based on the study we conducted of the sales function at Diabeaproject, we conclude that the function's implementation is running very well because the activities are carried out almost completely. The organization does, however, still have some flaws. The downside is that there are no conditions for offering customers deals or discounts, and there is no evidence of transactions for bank transfer payments. It is feared

that these flaws would cause the company to lose money and interfere with the quality of service it provides to customers, causing the company's reputation to deteriorate.

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