

Kepuasan pengguna terhadap fasilitas Auto-Borrowing Machine di Library and Knowledge Center (LKC) Binus University Kampus Anggrek = User satisfaction on Auto-Borrowing Machine facility at Library and Knowledge Centre (LKC) of Binus University Anggrek

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Abstrak

Skripsi ini membahas kepuasan pengguna terhadap fasilitas auto-borrowing machine di Library and Knowledge Center (LKC) Binus University Kampus Anggrek. Penelitian ini adalah penelitian kuantitatif dengan metode survei dan observasi. Indikator kuesioner untuk mengukur kepuasan pengguna didasarkan kepada lima dimensi kualitas layanan, yakni: bukti fisik (tangible), kehandalan (reliability), daya tanggap (responsiveness), jaminan (assurance), dan perhatian (empathy). Analisis data yang digunakan dalam penelitian ini menggunakan perhitungan distribusi frekuensi ke dalam persentase dan important-performance analysis ke dalam diagram kartesius.

Hasil penelitian menyatakan bahwa 30 reponden menilai tingkat kinerja layanan fasilitas auto-borrowing machine dikategorikan baik berdasarkan hasil perhitungan distribusi frekuensi ke dalam persentase. Sedangkan hasil penelitian dengan menggunakan important-performance analysis didapatkan bahwa sebagian besar indikator berada di kuadran A yang berarti masih perlu diperhatikan kembali kinerja/pelaksanaannya, khususnya dari dimensi daya tanggap (responsiveness) dan perhatian (empathy). Sehingga berdasarkan hasil penelitian tersebut, disarankan kepada pihak perpustakaan untuk meningkatkan perhatian mereka dalam kinerja kedua dimensi tersebut.

.....This thesis describes about the user satisfaction on auto-borrowing machine facility at Library and Knowledge Centre (LKC) of Binus University Anggrek. The research uses quantitative approach with survey method and observation. The questionnaire indicators of measuring user satisfaction are based on five quality service dimensions, which are: tangible, reliability, responsiveness, assurance and empathy. Data analysis that is used in this research are frequency distribution calculation on to percentage and important-performance analysis that is graphed to cartesius diagram.

The result of this research showed that 30 respondents rate the service performance of auto-borrowing machine facility is good, based on percentage calculation. Whereas, the result of research based on important-performance analysis is showed that most indicators and attributes are in quadrant A, that means they need more attention for their performance ability, especially on responsiveness and empathy dimension. So, based on those analysis, the librarian needs to improve their attention to the both dimension either from the physical side or the human resources that have responsibility for the service.