

Pengaruh Mutu Layanan Terhadap Kepuasan Pemustaka di Perpustakaan Bersertifikat SMM ISO 9001:2015 = The Effect of Service Quality on User Satisfaction in ISO 9001:2015 QMS-Certified Library

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Abstrak

Penelitian mengenai pengaruh mutu layanan terhadap kepuasan pemustaka di perpustakaan bersertifikat SMM ISO 9001:2015 studi kasus di Perpustakaan UAI telah dilakukan. Penting untuk mengetahui pengaruh mutu layanan agar perpustakaan dapat mengidentifikasi kebutuhan pemustaka dan merencanakan strategi dalam memenuhi kebutuhan pemustaka di masa yang akan datang sehingga perpustakaan dapat mencapai kepuasan pemustaka. Penelitian ini bertujuan untuk mengidentifikasi pengaruh mutu layanan terhadap kepuasan pemustaka di Perpustakaan UAI, dimana perpustakaan tersebut telah mengimplementasikan SMM ISO 9001:2015. Pengukuran mutu layanan dilakukan dengan menggunakan model pendekatan Libqual+™ melalui tiga dimensi mutu layanan yaitu dimensi affect of service, information control, dan library as place. Penelitian ini menggunakan metode kuantitatif dengan menyebarkan kuesioner kepada 92 responden. Penelitian terdiri dari dua variabel yaitu variabel independen meliputi dimensi affect of service, information control, library as place dan variabel dependen yaitu kepuasan pemustaka. Analisis data menggunakan teknik analisis regresi berganda dengan bantuan SPSS versi 26. Hasil penelitian mampu mengidentifikasi pengaruh mutu layanan terhadap kepuasan pemustaka di Perpustakaan UAI. Mutu layanan Perpustakaan UAI dinilai “baik” oleh pemustaka, begitupun kepuasan pemustaka mendapatkan penilaian “puas”. Terdapat pengaruh yang positif dan signifikan dari ketiga dimensi mutu layanan terhadap kepuasan pemustaka di Perpustakaan UAI dengan kontribusi signifikansi sebesar 70,5%. Secara parsial, dimensi information control merupakan dimensi mutu layanan yang memberikan pengaruh paling tinggi terhadap kepuasan pemustaka, disusul dengan dimensi library as place dan terakhir dimensi affect of service. Hal ini menunjukkan bahwa dimensi affect of service, information control dan library as place sebagai dimensi mutu layanan yang diadopsi dari Libqual+™ mampu memperlihatkan kontribusi pengaruh mutu layanan terhadap kepuasan pemustaka.

.....Research on the effect of service quality on user satisfaction in ISO 9001:2015 QMS-certified library case studies at the UAI Library has been carried out. It is important to know the effect of service quality so that the library can identify the needs of users and plan strategies to meet the needs of users in the future so that the library can achieve user satisfaction. This study aims to identify the effect of service quality on user satisfaction at the UAI Library, where the library has implemented QMS ISO 9001:2015. The measurement of service quality is carried out using the Libqual+™ approach model through three dimensions of service quality, namely the dimensions of affect of service, information control, and library as place. This study used a quantitative method by distributing questionnaires to 92 respondents. The study consisted of two variables, namely the independent variables including the dimensions of affect of service, information control, library as place and the dependent variable, namely user satisfaction. Data analysis used multiple regression analysis techniques with the help of SPSS version 26. The results of the study were able to identify the effect of service quality on user satisfaction at the UAI Library. The service quality of the UAI

Library is rated "good" by users, as well as user satisfaction is rated "satisfied". There is a positive and significant effect of the three dimensions of service quality on user satisfaction at the UAI Library with a significant contribution of 70.5%. Partially, the information control dimension is the service quality dimension that has the highest effect on user satisfaction, followed by the library as place dimension and finally the affect of service dimension. This shows that the dimensions of affect of service, information control and library as place as dimensions of service quality adopted from Libqual+™ can show the contribution of the effect of service quality on user satisfaction.