The Effect of Satisfactory Quality Services Using the Library Widyatama University

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Abstract

This study aims to determine the quality of service to the library of the University Student Satisfaction uses Widyatama. Two variables were analyzed, namely service quality and student satisfaction. This research method is descriptive explanatory that explain and describe the truth of a hypothesis. To describe the research data used descriptive statistics, while the independent variables to determine the effect of the bound variable regression analysis were used. Overall, the variables were measured using a Likert scale units. The analysis showed adjusted R square value is equal to 0.610. It shows that 61% of student satisfaction can be explained by the quality of service (dimensions reliability, responsiveness, assurance, empathy, and direct evidence); while the remaining 39% is a free variable that is not explained by other research. Service quality is significantly positively related to customer satisfaction, in which the regression coefficient $b_{11} = 1.090$ and p-value <0.05, thereby explained that service quality significantly influence customers' satisfaction in using the library Widyatama University at the 95% confidence level ($\alpha = 0.05$) were calculated F value of 154.347 with a significance level of 0.000. This suggests that the quality of service (dimensions reliability, responsiveness, assurance, empathy, and direct evidence) is jointly significant effect on student satisfaction.

Keyword: Library, Quality of Service, Student Satisfaction

Introduction

Quality service is still the main indicators that should be considered by all business sectors engaged in library services is no exception. To achieve the success of the library, library managers must pay attention to the quality of services provided for the success of a library depends on the system and the implementation aspects of services to its customers.

Libraries should be smart in the market and determine the wearer. In the college library, college academic society is the main segments that must be served. College libraries are required to provide services of high quality service, a service that can meet the needs and expectations of library customers. Library as service providers are expected to meet their customers' satisfaction by providing resources and provide quality service.

College library is the main option to obtain information or documents directly, cheap and easy for visitors (students, faculty and staff) was to build a good frame of mind as well as scientific backrest in completing assignments or completion of scientific works customers. This is possible especially in the University library has a large collection Widyatama that can be used as literature for research. A decrease in student visits to the main library (Widyatama University) from 2009 to 2013, indicating that a decrease in the quality of services that affect on customer satisfaction as the main student library.

Table 1.1 below regarding the number of customer visits beginning in 2009-2013 as follows:

NO.	TAHUN	EKONOMI			MANAJEMEN			TEKNIK			BAHASA		DKV		MHS LUAR	JUMLAH
		AK D3	AKS1	PPA	D3 MN	MNS1	MM	TI	IF	SI	BI	BJ	DG	DM		
1	2009	63637			2377	38898		2606	2333	883	973	526	267		165	112665
2	2010	41017		52	1922	27206		1627	1585	507	691	261	190		228	75286
3	2011	19632		389	1649	12448	374	821	993	444	828	571	55		0	38204
4	2012	1994	12904	101	1113	9646	114	406	678	210	816	121	71	35	1827	30036
5	2013	1078	11965	144	897	7578	348	293	530	187	585	61	46	48	1242	25002

Table 1. Data Visit to Library
Source: Library Widyatama University

In addition, when seen from the data utilization (borrowing) library books seen from the year 2009 to 2013 as well as a visit to a library of data has decreased from year to year. Table 1.2 below regarding the lending numbers starting in 2009-2013 as follows:

NO.	YEAR	ECONOMY			MANAGEMENT			TECHNICAL			LANGUAGE		DKV		FOREIGN STUDENTS	TOTAL
		AK D3	AK S1	PPA	D3 MN	MN S1	MM	TI	IF	SI	BI	BJ	DG	DM		
1	2009	1730	9501	0	991	5936	0	707	1087	0	150	23	19	0	525	20669
2	2010	1359	8445	284	746	4408	200	576	674	123	193	25	10	4	517	17564
3	2011	985	6519	114	542	4828	90	407	516	132	188	32	4	3	707	15067
4	2012	756	5831	49	345	4453	76	195	335	52	218	22	4	0	753	13089
5	2013	1252	8225	120	398	5969	135	179	274	69	137	40	1	2	795	17596

Table 2 Loan Data Book Library
Source: Library Widyatama University

Based on the above data it appears the trend of declining number of customer visits to the library of the University of Widyatama or use of library books ranging from ranging from 2009 to 2013, except for 2013 the amount of utilization of library books showed an increase. This indicates a lack of interest customer started using library facilities also indicates declining customer satisfaction over the library service.

With a starting point of the background, research that has been mentioned above, the formulation of the problem can be described as follows:
1. How did students over the dimensions of service quality to satisfaction of students using the library of the University Widyatama
2. How does the level of customer satisfaction on the performance of the service provided Widyatama University library

In line with the descriptions that have been explained above, the purpose of this study is
1. To determine the response of students over the dimensions of service quality to satisfaction of students using the library of the University Widyatama

2. To determine the level of customer satisfaction on the performance of the service provided Widyatama University library

The hypothesis of this study is the "Quality of Service (reliability, responsiveness, assurance, empathy, and direct proof) affect student satisfaction using Widyatama University library."

Reseach Methods

This research is a descriptive explanatory in nature study that wants to explain and describe the truth of a hypothesis.

The study population was all students enrolled Widyatama University as a student in the first semester of 2013/2014. The sampling used was stratified random sampling, which is a way of withdrawal of samples by first classifying the sub-population into strata based on certain criteria, then allocate a proportional number of samples in each stratum. Furthermore, the selection of a simple random sample (simple random sampling), which is the most direct way to maximize the chance of selecting a sample representative of specific research.

In this study designed to attract students of respondents sampled, the sampling technique, which is considered to represent the minimum, airs using Formula Yamane (Mercy, 2004.82) as follows:

$$n = \frac{N}{nd^2 + 1}$$

Further sampling were selected in this study were calculated using a simple random allocated to the stratum-cornea propos anal available based on the following formula (Al-Rashid, 1994.80)

$$ni = \frac{Ni}{N} xn$$

No.	Study Program	Total number of students	Proportion(%)
1.	S1 Accounting	1.913	35
2.	S1 Management	2.281	42
3.	D3 Accounting	182	3
4.	D3 Management	166	3
5.	Industrial Engineering	119	2
6.	Informatic Techniques	373	7
7.	Information Systems Engineering	100	2
8.	English	148	3
9.	Japanese	26	0.5
10.	Graphic Design	87	2
11.	Multimedia Design	27	0.5
	Total	5.422	100

Table 3 Number Widyatama University Student Population based study program

Based on Table 3.2. above can be seen, that the minimum sample with a population of 5,422, then the result of the calculation is as follows:

$$n = \frac{5422}{5422(0,1)^2 + 1}$$

= 98,19

No.	Program Studi	Jumlah mahasiswa	Proporsi (%)	Besar Sampel
1.	Akuntansi S1	1.913	35	34
2.	Manajemen S1	2.281	42	41
3.	Akuntansi D3	182	3	3
4.	Manajemen D3	166	3	3
5.	Teknik Industri	119	2	2
6.	Teknik Informatika	373	7	7
7.	Teknik Sistem Informasi	100	2	2
8.	Bahasa Inggris	148	3	3
9.	Bahasa Jepang	26	0.5	1
10.	Desain Grafis	87	2	2
11.	Desain Multimedia	27	0.5	1
	Jumlah	5.422	100	99

Table 4 Number of Samples of student at Widyatama University

Courses because there are not courses that were represented as the proportion is 0.5, then the number of samples to 99 people to represent the language courses jepangdan multimedia design so that all courses are represented .

In this study there are two variables to be measured are variables X (quality of service that consists of the dimensions of reliability, responsiveness, assurance, empathy and direct evidence) and Y variable (customer satisfaction). To explain the variables it needs an operational definition of each variable as an understanding of the research effort.
1. **The independent variables** are quality of service, while the service quality dimensions are
    a. Reliability, the ability to provide services in accordance with the promised, reliable, accurate, and consistent.
    b. Responsiveness, the ability of library staff to assist users and provide services to the right to hear and resolve complaints and user
    b. Assurance, is the officer ability to induce confidence and trust in the promises that have been dikemukan to users.
    c. Empathy, the librarian's willingness to provide a caring personal attention to the user.
    d. Direct evidence, namely the appearance of physical facilities, equipment, appearance provided by the library.
2. **Dependent variable of customer** satisfaction or variable Y. Customer satisfaction is a given level of performance library services to the users to meet user expectations.

Overall, the variables were measured using Likert scale units as Likert scale used to measure attitudes, opinions and perceptions of a person or a group of social phenomenon (Sugiyono, 2008).
Measuring instruments used to collect quantitative data in this study are Likert scale, using an ordinal variable size. In a Likert scale, the answer from statements collected for each item will be weighted as follows:

Answer Strongly Agree (ST)
Answer Agree (S)
Answer argued (TB)
Answer Disagree (TS)
Answer Strongly Disagree (STS)

Furthermore, sought an average of each respondent's answer, to facilitate the assessment of the average interval is then used to determine the length of the class interval, we used the following formula.

Based on the formula above, then the length of the class interval is

$$P = \frac{5 - 1}{5} = 0{,}8$$

The interval from the average evaluation criteria are as follows:
1,00 - 1,79 = Not Good
1,80 - 2,59 = Deficient
2,60 - 3,39 = Enough
3,40 – 4,19 = Good
4,20 – 5,00 = Very Good
(**Source: Sugiyono, 2008**)

To describe the research data used descriptive statistics, while the independent variables to determine the effect of bound varibel used multiple regression analysis using computer-assisted statistical program SPSS (Statistical Package for Social Science).

Data in this study is obtained through direct observation obeservasi that is held to the University library Widyatama, giving questionnaires to students as research respondents and conducting interviews with responden and study documentation obtained through journals, books, magazines and other sources relating to the problems of the study.

Model Analysis of Data

Model analysis of the data used in this study is a multiple linear regression is to determine the dimensions of service quality (reliability, responsiveness, assurance, empathy and direct evidence) simultaneous effect on student satisfaction.
Regression model used is as follows:

$$Y = \beta_0 + \beta_1 X + e_1$$

where :
Y = Customer Satisfaction
β_0 = *intercept* Y
β_1 = Coefficient variable X
X = Quality Service
e = epsilon or variable is not revealed

Decision-making in testing the hypothesized relationship between variables in the regression analysis performed using the following decision rule:
a.   The hypothesis is accepted if the value of a statistical error probability over the tested regression coefficient (p-value) <level of significance $\alpha = 0.05$ level.
b.   The hypothesis is rejected if the p-value $\geq \alpha = 0.05$ level of significance level.

Through the results of the regression analysis testing the above model also analyzed the resulting correlation coefficient to determine the strength of the relationship and the direction of the relationship between variables.

The correlation coefficient in the regression analysis are analyzed product moment correlation coefficient (Pearson) in simple regression and multiple and partial correlation coefficients in multiple regression.

Correlation coefficient r ranges from -1 to 1, where the value of r reflects the degree of correlation between the variables studied with the following conditions:
a. There is a strong correlation between variables but negative variables x and y if r = -1 or -1 approach

b. There is no correlation or a weak correlation between the two variables if the r = 0 or near 0.
c. There is a strong positive correlation between the two variables examined if r = 1 or near 1.

To determine whether the correlation coefficient (r) including strong or weak connection, then use restrictions proposed by Ridwan (2003):

Table 5 Correlation Coefficient

IntervalCorrelation	Level of Relationship
0,00 – 0,19	Very low
0,20 – 0,39	Low
0,40 – 0,59	Medium
0,60 – 0,79	Strong
0,80 – 1,00	Very Strong

Result and Discussion

Student Responses Regarding Dimensions of Quality of Service (reliability, responsiveness, assurance, empathy and direct evidence) given Widyatama University Library.

Here is the result of a questionnaire about the quality of university library services Widyatama:

1. Reliability

The data processing can be concluded that the statement about the reliability of respondents could say well, because the average value of the entire statement is at 3.80 at intervals of 3.40 to 4.19.
Highest score on item number 5 the size of 402 which illustrates that the process of returning the book dealt with quickly is a major reliability libraries, while owned by the library collection to suit the needs of customers (respondents) library management should be a consideration, as it has the lowest score of the 11 items query that is as much as 328. before adding a collection of books available in the library survey provides library management should advance to customers about what they need collection.

2. Responsiveness

From the data processing can be concluded that the respondents' statements regarding the responsiveness can be said to be good, since the average value of the whole expression is of 3.77 is in the interval from 3.40 to 4.19.

The highest score on item number 1 of 390 is the right officers with the service and the lowest of 360 which gives a warning if the officer did not return the book within the time specified, it indicates that although at the time the loan is included date of return of books, library management still need to create a way to remind customers that the return of library books expired.

3. Assurance

The data processing can be concluded that the respondent statement can be said to guarantee good, since the average value of the entire statement is at 3.90 at intervals of 3.40 to 4.19.
Highest score on item number 4 that is as large as 415 customers to feel safe in the library, this shows that the library is a safe place. While the lowest score is the item number 5 the size of the 367 that is the fit between the book and manual searches of electronic / digital, this book shows that the search must be addressed manually, that is, more often do selving.

4. Empathy

From the results of data processing can be concluded that the statement of the respondent of Empathy is to say good, because the average value of the entire statement is at 3.77 at intervals of 3.40 to 4.19. Highest score on item number 1 and number 4 size 388 that is in giving service staff is always friendly and the language used by the task is easy to understand. Whereas the lowest score on item number 6 that is as large as 364 Task Force knew what I needed (the customer).
From this data processing means that the library management needs to know what is needed by the client library, one of the most effective methods is to open the suggestion box.

5. Evidence

From the results of data processing can be concluded that the statement of the respondent of direct evidence can be considered good, since the average value of the entire statement is at 3.92 at intervals of 3.40 to 4.19. Top scores are on the item in question number 1 that is as big as 419, that the library is very clean and have the lowest scores on the item in question number 9 taker of order 361 books on the shelves that is good enough. From these data indicate that treatment of library management need to do more often setting the book on the shelf, until regularity is more controlled.

Customer Satisfaction on Performance services provided by tle Library of Widyatama University

From the results of data processing can be concluded that the statement of the respondent of customer satisfaction can be said to be good, since the average value of the entire statement is at 3.78 at intervals of 3.40 to 4.19. Top scores are on the item in question number 6 that is as large as 392 on I am proud to be a member widyatama library and have the lowest scores on the item in question number 2 that is as large as 340 on Widyatama Library has a complete collection of books according to my expectations (students). From these data indicate that the collection owned by the library, not in accordance with customer expectations Widyatama University library.

Influence Analysis of Service Quality Customer Satisfaction

The results of the regression coefficient of determination can be seen in the table below:

Table 6. Coefficient of Determination
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784[a]	.614	.610	.34142

a. Predictors: (Constant), service quality

b. Dependent Variable: customer satisfaction

From the above table it can be seen that the adjusted R square value is equal to 0.610. It shows that 61% of student satisfaction can be explained by the quality of service (dimensions reliability, responsiveness, assurance, empathy and direct evidence), while the remaining 39% is a variabl

Tabel 7 Results of Regression Coefficient Test Statistics Service Quality and Customer Satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.402	.336		-1.195	.235
	Kualitas Pelayanan	1.090	.088	.784	12.424	.000

a. Dependent Variable: Kepuasan Pelanggan

For this stage it appears that the quality of service is significantly positively related to customer satisfaction, in which the regression coefficient $b_{11} = 1.090$ and p-value <0.05, thereby dijelasakan that service quality significantly influence customers' satisfaction in using the library Widyatama University.

Table 8 Effect Test Results Quality of Service Statistics (Reliability, Responsiveness, Assurance, Empathy, and Direct Evidence) Against Student Satisfaction

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.992	1	17.992	154.347	.000[a]
	Residual	11.307	97	.117		
	Total	29.300	98			

a. Predictors: (Constant), Service Quality

b. Dependent Variable: Customer Satisfaction

Based on the above table it can be seen that at the 95% confidence level ($\alpha = 0.05$) were calculated F value of 154.347 with a significance level of 0.000. This suggests that the quality of service (dimensions reliability, responsiveness, assurance, empathy, and direct evidence) are jointly significant effect on student satisfaction. The results of the above analysis shows that service quality has a positive influence on customer satisfaction. While to know the strength or weakness of the relationship between service quality to customer satisfaction, can be seen
in Table 9 below:

Table 9 Partial Correlation

Control Variables			Service Quality	Customer Satisfaction
-none-[a]	ıkualitas Pelayanan	Correlation	1.000	.784
		Significance (2-tailed)	.	.000
		df	0	97
	Kepuasan Pelanggan	Correlation	.784	1.000
		Significance (2-tailed)	.000	.
		df	97	0

To determine the relationship between variables, the results can be seen in the table above partial correlation. The coefficient of correlation, the correlation is 0.784. This means that the quality of service and customer satisfaction correlated strongly (there diinterval 0.60 to 0.79).

The results of the correlation analysis showed that customers pay more attention to quality library service to obtain satisfaction using Widyatama University library. This could be due to the customer understands that the library is as a means of supporting their learning activities.

Conclusion

After the analysis is based on data obtained by calculation and described and explained before it can be concluded as follows:

Five criteria principal dimensions of quality of service provided by the University Library Widyatama include:
a. Reliability, ability to provide officers with clear information, information provided by the officers easily understood, Officers provide services quickly, Officers provide services according to the needs, process served quickly returning books, borrowing books The process is served quickly, which is owned by the library collection in accordance with my needs, which is owned by the library collection in accordance with reference lecturer, How to search the book very easy to understand by me, lending procedure is clear and the book return procedure is clear. From the analysis of customer responses to the reliability dimension of Service Quality of Library Services University Widyatama based on the results of the study have an average value of 3.80 means the reliability dimension of Service Quality of Library Services University Widyatama customers expect the average value of the entire statement is in the interval 3.40 -4.19 which means good.
b. Responsiveness, the ability to provide services to the appropriate officer, officers were able to handle the difficulties that I (the customer) face, Officer answered my question (customers) to complete, giving a warning if the officer returns the book is not in accordance with the specified time, officers are always ready to respond to requests I (the customer), and officers quickly address my complaints (customers). From the analysis of customer responses to service quality dimensions of responsiveness of Library Services University Widyatama based on the results of the study have an average value of 3.77 means the reliability dimension of Service Quality of Library Services University Widyatama customers expect the average value of the entire statement is at intervals of 3, 40 to 4.19 which means good.
c. Assurance, the ability of officers to have a pretty good insight to answer customer inquiries, officers have good technical skills, officers have a fairly good knowledge of the library, I felt safe in the library, correspondence between the existence of manually tracking and digital book / electronics, and I (the customer) feel comfortable in the library. From the analysis of customer responses to the dimensions of service quality assurance services Widyatama University Library based on the results of the study had an average value of 3.90, meaning that the reliability dimension of Service Quality of Library Services University Widyatama customers expect the average value of the entire statement is in the interval 3.40 -4.19 which means good.
d. Empathy, the ability to provide service personnel are always friendly, Officers understand my needs (the customer), Officers provide individualized attention to me (the customer), used language easily understood by the officers, officers are always ready to help me (the customer), Officers know what I (customers) need, Officers provide ease in response to customer complaints, officers are very concerned with customer complaints officer to handle complaints of my (customers), the Library provides a suggestion box to accommodate customer complaints and officers have the ability to communicate well with me (the customer). From the analysis of customer responses to the empathy dimension of Service Quality of Library Services University Widyatama based on the results of the study have an average value of 3.77 means emapti dimensions of service quality that customers expect of Library Services University Widyatama overall average value of the statement is in the interval 3.40 -4.19 which means good.
e. Direct evidence, the availability of a library room was very clean, very tidy room library, library easy placement can be reach by the customer. Building facilities and equipment such as shelves,

reading tables and chairs sufficient, supporting facilities such as photocopiers, lockers, computers, air conditioning and electrical terminals, ease and able to support the service on my (customers), system services used by libraries facilitate me (the customer) , used book search system libraries easier for me (the customer), neatness book on the shelf is good enough, Regularity of the book on the shelf is good enough, Clothing which is used by the librarian is quite neat and Clothing used by the library staff has been courteous enough. From the analysis of customer responses to service quality dimensions direct evidence of Library Services University Widyatama based on the results of the study have an average value of 3.92 means direct evidence dimensional Service Quality of Library Services University Widyatama customers expect the average value of the entire statement is in the interval 3 0.40 to 4, which means a good 19. From the analysis of student responses to the dimensions of library service quality based on the results of the research university Widyatama service quality dimensions (reliability, responsiveness, assurance, empathy and direct evidence) as a whole has a good value because it is in the interval between 3.40 to 4.19 . Based on the research dimension direct evidence has the highest value among other dimensions, this shows evidence direct dimension is the dimension that is considered most important by the customer response Widyatama University library. Satisfaction level of students at the University of Library Service Quality Widyatama based on survey results revealed an average value of 3.78 means student satisfaction on the performance of the Library is considered good because the overall average value of the statement is in the interval from 3.40 to 4.19.

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