

INTISARI

ANALISIS KEPUASAN MAHASISWA ATAS LAYANAN *BOOKLESS LIBRARY* PADA GEDUNG *DIGITAL LIBRARY* UPT PERPUSTAKAAN UNIVERSITAS NEGERI YOGYAKARTA

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Penelitian ini bertujuan untuk menjawab pertanyaan tentang prioritas pengembangan layanan UPT Perpustakaan *Bookless Library (digital library)*, di Universitas Negeri Yogyakarta berdasarkan, persepsi mahasiswa terhadap layanan tersebut. Penelitian ini dilakukan dengan metode kuantitatif. Instrumen penelitian disusun dengan mengadopsi pendekatan LibQUAL⁺™ dengan 4 dimensi yaitu, *service of affect, library as place, personal control, information access*. Persepsi mahasiswa terhadap tingkat kepuasan dan tingkat kepentingan suatu layanan pada keempat dimensi tersebut digunakan untuk memetakan prioritas peningkatan layanan menggunakan model *Importance Performance Analysis (IPA)*. Sampel penelitian ini berjumlah 344 mahasiswa dari jenjang Pendidikan S1, S2, S3 dan Diploma. Berdasarkan persepsi mahasiswa layanan-layanan yang dianggap penting dan sudah memuaskan adalah layanan operator, ruangan, akses dan kenyamanan. Peningkatan kualitas layanan yang perlu dijadikan prioritas adalah penambahan jumlah kursi di ruang lobby, peningkatan promosi ke fakultas, dan peningkatan jam buka, serta penambahan koleksi pustaka *digital (e-book, majalah journal, surat kabar, buku* maupun sumber informasi lain). Responden juga memandang penting untuk diupayakan agar operator menjadi lebih perhatian dan tanggap dalam memberikan bantuan kepada pengguna layanan.

Kata kunci: *bookless, library, service quality, Importance Performance Analysis.*

ABSTRACT

**ANALYSIS OF STUDENT SATISFACTION TOWARDS SERVICES BOOKLESS
LIBRARY IN THE DIGITAL LIBRARY BUILDING
IN YOGYAKARTA STATE UNIVERSITY**

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This study aims to answer questions about the priority of the UPT Digital Library (digital library) service development at Yogyakarta State University based on student perceptions of these services. This research used quantitative methods. The research instrument adopted the LibQUAL⁺™ approach with four dimensions, namely, service of affect, library as place, personal control, information access. Students' perceptions of the level of satisfaction and importance of service on these four dimensions are the basis for mapping service priorities using the Importance Performance Analysis (IPA) model. The sample consisted of 344 students from undergraduate, postgraduate, doctoral, and diploma levels. Based on students' perceptions, services that are considered important and satisfactory are operator services, space, access, and comfort. The priorities for service quality improvements are: increasing the number of seats in the lobby room, increasing promotion to the faculty, and increasing opening hours, as well as increasing the collection of digital libraries (e-books, magazines, journals, newspapers, reference books and other sources of information). Respondents consider that it is essential to develop the operators to become more attentive and responsive in assisting library users.

Key words : *bookless, library, service quality, Importance Performance Analysis.*