

ABSTRAK

PENGARUH PELAYANAN PERPUSTAKAAN PERGURUAN TINGGI TERHADAP KEPUASAN DAN KEPUTUSAN KUNJUNGAN ULANG MAHASISWA KE PERPUSTAKAAN

**Studi Kasus Pada Perpustakaan Universitas Sanata Dharma
di Mrican dan Paingan**

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Sebagai penyedia informasi, perpustakaan perguruan tinggi harus melayani kebutuhan informasi para penggunanya sepenuhnya. Perpustakaan perguruan tinggi perlu menemukan cara untuk mengoptimalkan minat kunjung mahasiswa sebagai pengguna. Penelitian ini ditujukan untuk mengetahui pengaruh komponen pelayanan perpustakaan (petugas, sistem informasi, koleksi, promosi, dan fasilitas pendukung) terhadap kepuasan mahasiswa dan keputusan kunjungan ulang mahasiswa.

Sebagai studi kasus, data dikumpulkan dengan cara penyebaran kuisioner kepada semua mahasiswa yang berkunjung ke Perpustakaan Universitas Sanata Dharma di Mrican dan Paingan. Sebanyak 120 responden terlibat dalam penelitian ini menggunakan *Accidental Sampling*. Uji validitas menggunakan teknik Korelasi *Pearson's Product Moment*, dan uji reliabilitas menggunakan rumus *Cronbach's Alpha*. Semua data kemudian dianalisis menggunakan analisis Regresi Linier Berganda dan Regresi Linier Sederhana.

Penelitian menunjukkan bahwa komponen pelayanan perpustakaan (petugas, sistem informasi, koleksi, promosi, dan fasilitas pendukung) berpengaruh signifikan ($F_{hitung} = 60,110 > F_{tabel} = 2,30$; dan $P-value 0,000 < 0,05$) secara simultan terhadap kepuasan mahasiswa; dan kepuasan mahasiswa berpengaruh signifikan ($t_{hitung} = 3,635 > t_{tabel} = 2,001$; dan $P-value 0,000 < 0,05$) terhadap keputusan kunjungan ulang mahasiswa ke perpustakaan. Jadi, untuk meningkatkan kepuasan dan kunjungan ulang mahasiswa ke perpustakaan, pengelola harus meningkatkan kualitas komponen pelayanan perpustakaan (petugas, sistem informasi, koleksi, promosi, dan fasilitas pendukung).

Kata Kunci: perpustakaan, komponen pelayanan, kepuasan, kunjungan ulang.

ABSTRACT

THE INFLUENCES OF THE UNIVERSITY LIBRARY SERVICES ON STUDENTS' SATISFACTION AND REPEAT VISIT DECISIONS

A Case Study In The Sanata Dharma University Library At Mrican and Paingan

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As the provider of information, university library should serve users' information needs completely. University library should find a way to optimize the students visitations as users. This study is aimed at identifying the influences of library services components (librarians, information system, collections, promotions, and support facilities) on students' satisfaction and their repeat visit decisions.

As a case study, data were collected by distributing questionnaires to all the university students who visited Sanata Dharma University Library at Mrican and Paingan. There were 120 respondents involved in this study, sampled using Accidental Sampling. The validity was tested using Pearson's Product Moment Correlation, and the reliability was tested using Cronbach's Alpha formula. All data were then analyzed using Multiple Linear Regression Analysis and Simple Linear Regression Analysis.

Study shows that the library services components (librarians, information system, collections, promotions, and support facilities) have significant ($F_{\text{result}} = 60,110 > F_{\text{table}} = 2,30$; and $P\text{-value } 0,000 < 0,05$) influences simultaneously on the students' satisfaction; and the students' satisfaction also has a significant ($t_{\text{result}} = 3,635 > t_{\text{table}} = 2,001$; and $P\text{-value } 0,000 < 0,05$) influence on their decision of repeat visits. Therefore, to increase the satisfaction of students and their repeat visits to the library, the provider should improve the quality of the library services components (librarians, information system, collections, promotions, and support facilities).

Key Words: library, services components, satisfaction, repeat visits.