THE INFLUENCE OF THE QUALITY OF SERVICE TO LIBRARY VISITORS SATISFACTION
(Study in The Library IAIN Batusangkar)

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Abstract: The library is one of sources of information have an important role in the field of management and the dissemination of information. Good service to visitors library would increase satisfaction visitors. The purpose of this research is to know the influence of library services against satisfaction visitors in the library iain batusangkar and library services most dominant against satisfaction visitors. The quality of service can be seen from a tangible (evidence physical), the reliability (the responsiveness of responsiveness) assurance life for you and empathy (empathy) that could be met. By increasing the quality of service that this will create visitor satisfaction, but the importance of a the quality of services in the library libraries are not balanced with the facilities and infrastructures good. Data sources used was the data to the spread of the kuisioner primary. The sample of the by 80 in total. This research result indicates that all the variables influential together to satisfaction visitors. Haphazardly variable assurance and empathy can provide the effect on satisfaction visitors, while variable tangible, reliability and responsiveness not to exert an influence upon satisfaction visitors in the library IAIN Batusangkar. The result of this research that is indicative of the value of the coefficients of determination as much as 31.2 %, so there were thousands of visitors satisfaction in drinking water has in addition to being influenced by the quality of service have also been influenced by another aspect 68.8 %, it is expected that there have been instances of advanced research to make a statement on another aspect that capable of affecting of satisfaction visitors in working the library IAIN Batusangkar

Keywords: The Quality of Services, Satisfaction Visitors, IAIN Batusangkar Library

INTRODUCTION
Public service implemented by the government who associated with an increase in science and the increase in reading interest on the community are services library. As set out in article 3 of the act no 43 / 2007 on the library, that the library serves as education, research, the preservation of, information and
recreation to improve intelligence and independency nation

In article 7 of Law no. 43 Year 2007 explained that the government is obliged to guarantee the availability of library services evenly in the country. Furthermore, Article 14 of Law no. 43 of 2007 on library services is described as follows:

1. Library services are done in a prime and oriented to the interests of visitors
2. Each library implements the library service procedure based on the national standard library
3. Each library develops library services in accordance with advances in information and communication technology
4. Library services as referred to in paragraph (1) shall be developed through the utilization of library resources to meet the needs of visitors
5. Library services are organized in accordance with national standards library to optimize services to visitors
6. Integrated library services realized through cooperation between libraries
7. Integrated library services as referred to in paragraph (6) shall be implemented through telematics networks

Based on the form of service that must be met by a library, then the library is trying to self-correct and try as much as possible to attract visitors, as well as interest in reading that ultimately provide an assessment in the form of visitor satisfaction felt when receiving services in the library.

Currently the portrait of IAIN Batusangkar library is in the spotlight because the library becomes Icon one of the universities in Tanah Datar Regency which has the largest library collections ± 30,000 collections consisting of general collections, education, engineering, religious and others.

The number of this collection would require a workforce that provides excellent service to visitors / visitors. Quality of service is a must-have in the library. With the quality of the visitors will feel cared for and will often visit in the library IAIN Batusangkar. Basically, quality according to Goetsh and Davis in Arief (2007, p.177) quality is the fulfillment of an expectation of something related to product, service, or human, it can be explained that quality service in the library is used to measure how good the service level has been able to meet the wishes or expectations of visitors. (Novianti, Mindarti & Hermintatik, h.789-790).

IAIN Batusangkar Library is obliged always to meet the demands of visitors, especially students at IAIN Batusangkar will information. Where in it provides some services to meet the expectations of visitors in it, with the library IAIN Batusangkar apply a method used to determine the satisfaction of visitors to the services that have been disedikan that is by applying the method of monitoring and measurement by conducting student satisfaction surveys and also provide a suggestion box, the official website as well as a satisfaction survey questionnaire.
But in reality there is still a lack of service delivery in it. These problems are the unavailability of computer facilities used in internet services because the available computers are not connected to the internet so this is not in accordance with national standards. The computer problems are also associated in providing good service such as lack of computer tracing back or better known as OPAC. the existence of this computer is important but its availability is still lacking.

Other visible phenomena include:
a) Visitors (visitors) must be queued long enough to get the service officers when lending the collection, the queue also occurs on the table borrowing and refund collection, to become a member of the library any visitors must queue because the registration officer must input one by one data into the information system by the amount columns of information are quite a lot.

The following table shows the length of service time:

<table>
<thead>
<tr>
<th>No</th>
<th>Type of Service</th>
<th>Waiting Time (Minutes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Loan Collection</td>
<td>5 s/d 20</td>
</tr>
<tr>
<td>2</td>
<td>Collection Return</td>
<td>5 s/d 15</td>
</tr>
<tr>
<td>3</td>
<td>Registration of new Members</td>
<td>10 s/d 30</td>
</tr>
<tr>
<td>4</td>
<td>Fill in visitor stats</td>
<td>1 s/d 5</td>
</tr>
<tr>
<td>5</td>
<td>Locking and returning locker lock</td>
<td>5 s/d 10</td>
</tr>
<tr>
<td>6</td>
<td>Information service</td>
<td>10 s/d 15</td>
</tr>
</tbody>
</table>

(Source: Observer's initial observation of visitors)

The next problem is, the library does not have a definite standard in determining the length of service time provided for some of these types of services.

b) Visitors feel annoyed because of the lack of a librarian when visitors do activities in the library. This is stated by visitors who feel the officer does not provide clear information and does not provide a solution when the visitor asks the library service is being assembled.

c) To extend the collection, visitors are required to come to the Library, it is recognized visitors do not facilitate visitors who reside away from the library. Instead, the extension of the collection can be done by using technology in the form of websites that can be accessed online easily for visitors who want to extend the collection without having to come to the library.

d) During the visit, visitors bothered with the obligation to queue mengentrikan statistics visitors on the computer statistics that felt less menenhuni because there is only 1 computer statistics

According to the National Library of the Republic of Indonesia, (2011) states there is at least one computer unit that must be connected to the internet. Another problem is the less friendly service (smile,
greetings, greetings) that have not been visible to the librarian at the time of service delivery, and the last problem encountered by the researcher is less valid information in the (Online Public Access Catalog) with problem it then visitors difficult to find the desired collection.

With the starting point of the introduction of the background research that has been put forward first, then the formulation of the problem can be described as follows:

a. how the influence of service quality (reliability, capability, assurance, empathy, and direct evidence) on student satisfaction / user / visitor

b. dimensions of which service quality affects the visitor's satisfaction

The purpose of this study is as follows:

a. to know how the influence of service quality reliability, responsiveness, jamnan, empathy and direct evidence) to the satisfaction of visitors / visitors.

b. to know which dimensions of service quality that most affect the satisfaction of visitors

The research benefits are expected to:

a. As an input material for the library in determining the policy especially related to the improvement of the quality of library services

b. contributing empiric (contribution) to the reader on the importance of service development based on service quality (sevice quality)

c. as a consideration and reference for further research.

This fact illustrates how students / visitors can assess and observe the services provided are good or bad, and affect the satisfaction of visitors. With this researcher explores the title of this study "The Influence of Service Quality Against Visitor Satisfaction (Study at IAIN Batusangkar Library)". So this research wants to explain about the influence of service quality variable on visitor satisfaction.

Library Services

A library is a room or building used for storing books, and other publications that are usually stored according to the particular arrangement that the reader uses, not for sale. The purpose of the library in general is to collect, provide, process, maintain, and utilize all collections of library materials, provide means of utilization, and serve the community of users, who need information and reading materials.

One of the functions of the library is as a source of information and services of educational and teaching programs. Library services are all activities that relate directly or indirectly to library users. characteristics of library services can be seen from:

a. Collections are all library materials that are collected, processed, and stored to meet information needs.

b. Facilities are all things that facilitate a smooth activity of duties, such as buildings, equipment (tables, chairs, shelves, and so on).
c. Human resources ie officers in the service section. Characteristics of good human resources are courtesy, hospitality, responsibility in serving user library, empathy, professionalism.

The development of information technology began to penetrate the library, and some applications began to complement the types of services in libraries such as OPAC, circulation, collection processing, registration administration. Hot Spot Library service is a library activity in providing services to users Library go revocation of an institution is strongly influenced by the system management enforced. Noteworthy in managing the management are adequate skills, appropriate resources, changes in attitude and appearance of officers.

Customers / visitors / user is all people who buy goods or services that require the company to meet the quality standards that will affect the performance of the company. Satisfaction is a feeling of pleasure or disappointment experienced by someone after comparing performance perceptions or product results with expectations.

Achmad et al. (2012, p.22) describes seven types of library services: referral services, cross service services, internet services, guidance services, translation services, consulting services, and lending and collection services. Referral service is a library service that deals with providing collections, especially those of reference collections that are specifically read in place and are not allowed to be borrowed. While cross service service is related to the activities between the cooperating libraries, internet service is a service directed to the visitor to facilitate find an information, the guidance service is a service intended to meet the needs of visitors will information, while the translation service is a service in it there are activities to help visitors to overcome the problems of a language that is in the collection, while the consultation service provided by the library that is when there are visitors, individuals, or any institution that wants to establish a library.

Other services offered are lending and return, this service is a service that must be at least in the library. Based on the explanation is basically the service is basically the most important thing for the service provider that is the library because if a library does not provide services, then the library can not operate.

**Quality of service**

*Kotler* (2002, p.167) the concept of quality is often associated with a product or service that has the effect of being able to satisfy a stated or implied requirement. According Fatmawati (2013, p.51) The quality of library services is the satisfaction obtained by each visitor after comparing the services received with the desired service done. Based on the explanation is a quality

Service is the most important thing that should be prioritized by the library in providing a service in the form of services.
to visitors in order to meet the expectations or demands of visitors, as well as to know the service is given a quality that is by conducting surveys to the visitors by using the dimensions of service quality According Lupiyadi (2006, p. 182) service quality dimension consists of five dimensions including:

1. **Tangible** (Physical evidence) is related to physical facilities, equipment and facilities and services provided and the main components of service quality.
2. **Reliability** (reliability) that is related to a company capable membrikan service accurately and can be trusted.
3. **Responsiveness** (responsiveness) is keingginan help and respond to requests quickly and precisely.
4. **Assurance** (Guarantee) that includes employee courtesy, security and knowledge of the hobbyist.
5. **Emphaty** (empathy) is associated with employees able to understand customer problems and overcome complaints.

**Visitor Satisfaction**

Aritonang, R, (2005, p.2) describes a satisfaction is the result of an assessment of a product in accordance with expectations. According Sulistyo-Basuki (1992, p.204) the satisfaction of visitors will arise because there are several factors, one of which is the speed of providing information services. Based on the explanation, visitor satisfaction is a comparison between the performance that they accept in this case is a service with the perception or conformity with the expectation of the visitor, where every service provider like the library must understand the values expected by the visitor and try to fulfill the expectation with the best possible.

**Relation of Quality of Service to Visitor satisfaction**

According Sutarno (2004, p.71) mentions that a quality service includes several things that is fast, easy and can provide satisfaction to visitors. Meanwhile, according to Kotler and Keller (2009, p.138) explains there is a relationship between quality and satisfaction because basically with the quality of the better then it will also increase satisfaction. With the quality of service and satisfaction of visitors the higher it will also be good for the progress of a library.

**Model Concept and Model Hypothesis**

Quality of service is closely related to the satisfaction of visitors applying service quality indicators Tangible, Reability, Responsiveness, Assurance and Empaty trusted library able to cultivate visitor satisfaction. The concept model of service quality research to visitor satisfaction as in figure 1 below:

![Figure 1: Concept Models](image-url)
The hypothetical model in this study is the quality of service to the satisfaction of visitors as in figure 2 below:

![Hypothesis Model](image)

**Figure 2: Hypothesis model**

Model Hypothesis above, the hypothesis formulation in this study are:

1. Suspected there is an influence between service quality consisting of Tangible variable (physical proof) (X1), Reability (X2), Responsiveness (X3), Assurance (X4) and Emphaty (X5) individually or together to visitor satisfaction

2. Suspected between service quality indicator variable Reability, (reliability) (X2) which has a dominant effect on visitor satisfaction.

**Research Methods and Discussion**

Type of research used explanatory research with quantitative approach, Population in this study amounted to 398 people with samples determined in this study as many as 80 people. Sampling technique is Accidental sampling. Methods of data collection is done by observation, interview, literature study and questionnaire. The procedure of the research phase is as follows:

a. Identification of service aspects Identification of library services to improve visitor satisfaction viewed from human resources, facilities, information technology, management

b. Preparation of the questionnaire The preparation of the questionnaire consists of 2 stages, the first open questionnaire which contains questions about the service visitors in the library. The two closed questionnaires are arranged by dividing the five aspects of service as independent variables and the level of satisfaction as the dependent variable.

c. Preliminary questionnaire dissemination

d. Spread of second questionnaire

e. Validity and Reliability

f. Data processing using SPSS

6. Classic assumption test ie normality test, multicollinearity test, heteroscedasticity test and auto correlation test

7. Regression analysis of bergands consisting of student t test, F test and coefficient of determination

g. Analysis of results and discussion

h. Conclusions and recommendations

Analysis of data to be used in this research are:
a) To measure the validity and reliability of a questionnaire, this study uses validity test.
b) To measure the confidence of a questionnaire then in this study using a test of reliability.
c) In this research use data analysis that is descriptive and inductive analysis, where in inductive analysis that is using classical assumption test, multiple regression test, coefficient of determination test, correlation coefficient test, and to know whether there is influence together

On independent variables consisting of Tangible, Reability, Responsiveness, Assurance and Emphaty on the dependent variable (visitor satisfaction) that is using F test and T test to know the influence of each on variable Tangible, Reability, Responsiveness, Assurance and Emphaty to visitor satisfaction (Y).

Customer satisfaction is the response of the behaviors shown by the customer by comparing performance or perceived results with expectations. Measuring customer satisfaction based on complaints and suggestion system, customer satisfaction survey, Ghost Shooping, Lost Customer Analysis). Validity test is used to determine the level of ability to express something that is the main target of measurement conducted by the instrument. Reliability test aims to determine whether the data collection tool basically shows the consistency level of the tool in expressing the specific symptoms of a group of individuals, although done at different times.

Testing the validity and reliability using product moment formula from Pearson done by calculating the correlation between each score item statement of each variable with the total score of these variables. Basic decision-making if the value of rhitung > rtabel then declared valid. Testing of assumptions aims to avoid the emergence of bias in the analysis of data and to avoid error specification regression model used. Assumption test consist of normality test, multicollinearity test, heteroscedasticity test, autocorrelation test.

**The Impact of Tangible Service Quality (physical evidence) on Visitor Satisfaction.**

Data analysis to visitor satisfaction on tangible variable (physical evidence) show t arithmetic > t table that is 1,903 > 1,664 with significant value 0,061 > 0,05. Significant value greater than the provisions of 0,05 can be explained that Ha rejected and Ho accepted.

Where Tangible has positive influence but not significant partially and based on Tangible researcher analysis (physical proof) covering completeness of facility, officer appearance and environment of the library, this is clarified through interviews conducted to the visitors bring the appearance of officer and the atmosphere of the library environment is comfortable meet the expectations of visitors then it has a positive effect on visitor satisfaction.

However, in the completeness of existing facilities are still considered not meet the standards because the reading room is less spacious, the read seat
provided is not sufficient, and electrical contacts that are used to support visitor activities will be wifi service is also lacking, with the problems so that the service provided the library is not maximally utilized by visitors.

Influence Quality of Service Reliability (reliability) to Visitor Satisfaction

Data analysis of visitor satisfaction on the variable reliability (reliability) showed t arithmetic > t table that is 0.396 <1.664 with significant 0.693 > 0.05. Significant value greater than the provision that is 0.05 can be explained that Ha rejected and Ho accepted where Reliability on service quality has no significant effect on visitor satisfaction.

Based on the analysis of the researcher shown by interviews conducted to the visitor, in fact in the provision of the Library service has not been maximally in the availability of collection and provision of services. It is proved by interviews to the visitor that in the service providers do not do so accurately and on the collection provided by the library has not been able to meet the needs of visitors and other problems of collection settings that are not in accordance with the class. So it makes visitors difficult to find the desired collection, therefore the quality of service has not been visible in the Library.

The results of this test is also proven by descriptive analysis data from the dimensions of direct evidence of respondents who stated strongly agree and agree more banya than respondents who expressed doubt, disagree and strongly disagree. in the most important library and determine is the library collection, because users come to the library is to seek information through various sources of printed and electronic information. A good library is a library whose collections are relevant to the needs of the users it serves.

Similar opinion was also expressed by Calvert (1994) who stated that "the main library service is a good collection, in the sense of the relevant subject and in accordance with the curriculum run, the management is organized with the run, the management is well ordered so that retrieval is easy to do". (Zurni, p.33)

In addition to the various types of collections must be balanced with the number or number of collections, because the number of collections tailored to the number of students. Service facilities available in the library in accordance with technological advances so easy to obtain information, the atmosphere of the library is quite convenient to serve as a place to learn, because the book has been arranged well so easy to find books from the bookshelf tanpamemerlukan a long time.

When using information-gathering tools such as OPAC visitors find it easy to use because there are guides to use OPAC, other than that information search tool is widely available that is at every level of library building.

Appearance of employees / officers rapidly interesting library, in accordance with its function of providing services, librarians many directly related to visitors in this case is the student / community outside the student. from the results of research conducted by Zulganef (2001) proves that the physical environment (Tangible) is the dimension that most can distinguish the students often or not using
library services, as well as the results of Sri Mulanjari (1999) research on user perceptions of the quality of services in UI library proves that the dimensions of direct evidence is the best dimension of other service quality dimensions.

**Effect of Service Quality Responsiveness (responsiveness) to Visitor Satisfaction.**

Data analysis to visitor satisfaction on responsiveness variable show $t$ count $< 1.664$ with significant value $0.038 < 0.05$. The significance value greater than 0.05 indicates that $H_a$ is rejected and $H_o$ accepted. Where responsiveness have no positive and insignificant effect on partial visitor satisfaction. Based on the analysis of responsiveness researcher that includes the availability of visitors, the speed of providing information is supported by the interview where in the officer's skill in helping the visitor is still less visible it is indicated by the officer who is not responding to the visitor's complaint to the information needs in the visitor, with the problem but can be said officers still do not have the ability or skill, and officers can be said not yet able to provide good service to pemusataka.

Library services are considered effective when maximizing user satisfaction and minimizing time losses. the speed of service can be done well because the library has been using the automation system. As stated by Parasuraman (2008) that "Reliable organization is an organization that provides direct service when service is first requested."

In line with the results of research conducted by Asrukin (2005) which states the speed of services provided by librarians is one of the main factors that cause students / visitors often use the library services.

**The Influence of Service Quality Assurance (guarantee) to Visitor Satisfaction.**

Data analysis to Assurance variable (guarantee) shows $t$ count $> 1.664$ with significant $0.037 < 0.05$. A value of significance less than 0.05 indicates that $H_a$ is accepted and $H_o$ accepted where Assurance in service affects positively and significantly. At the value of regression coefficients and $t$ has a high value this shows the Library has been able to provide quality services in terms of security, courtesy officers, and the ability of officers. It is also supported by the answers of visitors through interviews that have been conducted by researchers, that officers in the provision of services have been polite and officers also have the ability to answer questions about the visitor information needed, and in terms of security Library ensures everything is safe. So that it can create visitor satisfaction to the services provided.

For most library users the most important is the availability of sources of information they need such as books, printed or electronic journal. As described by Roesma (2000) college library function is "to improve the quality
of education and research of a college that is by collecting, processing, providing, disseminating and preserving information required by faculty and students for learning and teaching activities" so information is preferred is the availability of information resources for teaching and learning activities.

The Influence of Quality of Emphaty Service (empathy) to Visitor's Satisfaction.

Data analysis of Empathy variable (empathy) shows t count > t table that is 3.109 > 1.664 with significant 0.003 F table equal to 6.709 > 2.34 with significant level 0.000. The results of this test is supported by data analysis that shows the results of research conducted by Mulanjari (2000) states that the dimension of empathy is a dimension of service quality is most important for users / visitors / visitors library IAIN Batusangkar.

CONCLUSIONS AND SUGGESTIONS

Conclusion
1. Tangible, Reability, Responsiveness, Assurance, Emphaty variables have an influence on visitor satisfaction, it shows that the satisfaction of visitors in Library can be determined by the quality of service that has been implemented by library IAIN Batusangkar.

2. Variables Assurance and Emphaty affect the visitor satisfaction, whatever variable Tangible, Reability, and Responsiveness does not affect the satisfaction of visitors IAIN Batusangkar Library.

3. The value of correlation coefficient is 0.558, it can be known if Tangible (X1), Reability (X2), Responsiveness (X3), Assurance (X4), Emphaty (X5) have close relation to visitor satisfaction.

4. Emphaty is the most dominant variable to visitor satisfaction.

Suggestions
1. IAIN Batusangkar Library should strive to meet the needs of visitors, by maintaining and improving the quality of service. Because the quality of service increases the satisfaction of visitors / visitors.

2. IAIN Batusangkar Library which is aimed to serve the students therefore, for quality services and library progress requires advice and input from visitors so that for visitors should provide critical input to the services contained in the library.

3. It is expected that further research on satisfaction in the library considering the results of this study that shows the coefficient of determination of 31.2%, so the satisfaction of visitors in addition influenced by the quality of service is also influenced by other aspects 68.8%, is expected to have further research on another aspect that is able to influence the satisfaction of visitors at IAIN Batusangkar library.
REFERENCE


