



Library Satisfaction Level of Library Services at Library of Muhammadiyah University of North Sumatera

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ABSTRACT

The research objective was to determine the services available and to determine the level of satisfaction of visitors to services at the Muhammadiyah University of North Sumatera Library. This type of research is a quantitative study with an inferential approach. The population in this study were students who were still actively visiting the library of the Muhammadiyah University of North Sumatera, totaling 1,380 people. Samples were taken using the Slovin formula and obtained a sample of 93 people. The method of collecting data with a questionnaire using a Likert scale. Testing research instruments with validity and reliability tests. Data analysis using simple linear regression analysis analysis method. The hypothesis which states the influence of visitor satisfaction on UMSU library services is acceptable. The percentage of satisfaction of visitors to UMSU library services is 77.9%, while 22.1% of visitor satisfaction is influenced by other variables not examined.

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1. INTRODUCTION

The public's need for information is increasing, especially among students, which makes university libraries have the task of producing quality information to support education in higher education. College libraries must support the progress of their academic education by providing various sources of information, both printed and non-printed (electronic) collections. The quality of academic education in higher education can be seen from the library itself because a library that is managed with good management procedures will make users feel comfortable and make it easier for users to find the sources of information they need in the library.

A college library is a library located in a college, high school, academy which is essentially an integral part of a college. The library is fully managed by universities to support the implementation of the Tridharma of Higher Education, namely the field of education or

teaching research or research and community service or cooperative extension. The library is the heart of the university because of its very important role.

One of the main elements in a library activity is that a library service needs to always maintain the quality of its services. Good library services are an attraction for library users. Libraries must be able to provide the best service to users. Users can also get the information needed in a library, get a good attitude and service in the librarian and will create a good perception of the user and the library will be frequented by users so that it can increase the good usability of the library.

Higher education library services are intended for the higher education community, namely students, lecturers, university employees and researchers. Various services that can be provided by university libraries are in line with the development and advancement of information technology, ranging from circulation services, references, magazines, internet, electronic databases, CD-ROMs, photocopying and others. Whatever service is provided, it must be in line with the information needs of the higher education community.

Service is also a library activity in providing services to library users. The back and forth of an institution is strongly influenced by the management system that is applied. What needs to be considered in the management arrangement is adequate skills. Service has a very important role for users in finding information in the library so that it is easy for users to manage the information. Therefore, a librarian must provide good services so that users feel more comfortable in the library.

Therefore, library services are important for users, because services are a form of user convenience for the library. Libraries that do not have good services will have a bad impact on user comfort. Libraries must provide the best service for users who need information in both printed and non-printed forms so that users feel that the library is a source of inspiration to increase their knowledge.

To achieve this, it is important for librarians to be able to reflect a good code of ethics for users by being friendly, polite and courteous in serving users. Librarians also in providing services to users must be able to be polite and try to find out the willingness of users in providing services and information. What users are looking for must be easy to find from these activities, which can improve the quality of performance, especially in the service division. These efforts can actually be realized and librarians can be expected to implement a librarian code of ethics in providing satisfactory services for users.

The Muhammadiyah University of North Sumatra library is one of the university libraries that has a level of service satisfaction for users. The services provided by librarians are still inadequate or services that are still unsatisfactory for users. For example, collections in libraries have not met the needs of users where there is still a lack of collection materials such as collections of agricultural books, librarians are less helpful in finding collections where if users have difficulty finding collections, users usually ask fellow visitors because usually the librarian just sits at the table. This research is more directed to the analysis of the level of user satisfaction with the services already available in the library. The results of the initial observations also show that the most dominant services used by users are reference services and circulation services.

2. RESEARCH METHODE

This research is a quantitative research, which describes systematically, factually, and accurately on a treatment in a certain area regarding understanding based on observations of an aspect, then describes national reality as subjective reality through qualitative analysis techniques (Tiro, 2009, p. 123). The data collection technique used in quantitative research is to describe a condition or event in a systematic, actual and accurate manner regarding the facts, characteristics

and relationships or phenomena being investigated using statistical calculations. (Laili, 2015, p. 28) to obtain detailed and valid data results, the data collection techniques used are observation and questionnaire. Questionnaires containing questions are given by respondents, which in this case are students who visit the library. The questionnaire itself serves to find out the answers needed by researchers as a result of their research, the questionnaire given is closed. By direct observation, the researcher observes the phenomena that exist in the field in detail, especially regarding human resource management at the Muhammadiyah University of North Sumatra Library.

3. RESULT AND ANALYSIS

The birth of the University of Muhammadiyah Sumatera Utara (UMSU) Library Campus III is the reason behind the birth of Campus III in a different location, namely Campus I is located at Jalan Medan Area, while Campus II is located at Jalan Gedung Arca, Medan. Campus III was founded by the demands of the needs with the increasing number of students enrolling in 1982. This is based on the leadership of UMSU Medan by trying to provide and establish a new campus.

With the help of H. Probo Sutedjo as the Chancellor's Council of UMSU Medan, campus III was established, which is located at Jalan Captain Muchtar Basri No. 108-112, Glugur Darat II, Medan, North Sumatra. In 1992, campus III of UMSU was inaugurated by three building units, namely the rectorate, the faculty of economics and the faculty of law which joined the faculty of physics and the UMSU rectorate, which was originally located on campus I, moved to campus III.

The UMSU library was originally established on campus I since 1957 to be exact on February 27 at the same time as the faculty of philosophy was established, as described above, due to the increasing number of people enrolling at UMSU Medan. The UMSU academic administration center which was previously located on campus I moved to campus III including the UMSU rectorate building.

To complete the educational facilities and facilities on campus III, it was established in 1994 that the leadership of UMSU established a new library. The library was established with the aim of supporting and supporting the educational mission of the parent institutions. In addition, to make it easier for users to use the library, with the establishment of a library on campus III, the academic community will find it easier to use library facilities.

The level of user satisfaction with services at the University of Muhammadiyah North Sumatra Library

Validity Test

For rcount, it can be seen in the corrected item total correlation column, the significance level is 5% (0.05) with degrees of freedom $df = (n-2)$, n is the number of samples so $df = 93-2 = 91$, then the number is obtained at $= 0,0239$. The validity test was carried out using SPSS 22. From the results of the validity test using the Pearson Product Moment correlation, it is known that all questions have a value greater than 0.0239. Thus all statement items are said to be valid.

Reliability Test

The reliability test used in this study uses the SPSS Version 22 application with the Cronbac'sh Alpha formula if the value of $r > 0.6$ then the instrument is declared reliable, and if the value of $r < 0.6$ then the instrument is declared unreliable. From the table of reliability test

results for the X variable, it shows that Cronbach's Alpha is $r > 0.6$ or $0.901 > 0.6$ so it can be concluded that the X variable is reliable. The table shows the value of Cronbach's alpha above the X variable 0.965. Thus, it can be concluded that the statement in this questionnaire is reliable because it has a cronboch's alpha value of $0.965 > 0.06$ (Harmoko, 2017, p. 175).

Normality Test

Based on the table of normality test results using the One Sample Kolmogrov-Smirnov test, it is known that the significant value is $0.856 > 0.05$, it can be concluded that the data is normally distributed. Thus, the assumptions or requirements for normality in the regression model have been met.

Linearity Test

Testing linearity through SPSS using a test for linearity with the Anova formula with a significance level of 0.05 (Rahayuningsih, 2007, 104). Two variables are said to have a linear relationship if the value of Sig. > 0.05 . The results of the calculation of the output data. Based on the significance value (Sig.): from the output above, the Deviation from Linearity value is $0.488 > 0.05$. So it can be concluded that there is a significant linear relationship between variable X and variable Y.

Hypothesis Testing Comparing Tcount Value with Ttable

The t-test in this study aims to find out how much influence one independent variable has individually in explaining the dependent variable. Based on the output above, it is known that the tcount value is 9,148. because the tcount value has been found, the next step is to find the ttable value using the formula:

$$\text{Value } \alpha/2 = 0.05/2 = 0.025$$

$$\text{Degrees of Freedom (df)} = n - 2 = 93 - 2 = 91.$$

Value 0.025 ; Then look at the distribution table for the ttable value, then the ttable value is 1.9096. Because the value of tcount $9.148 > ttable 1.99085$, it can be concluded that there is an effect of user satisfaction (X) on library services (Y).

Coefficient of Determination Test R²

The coefficient of determination measures how much influence the independent variable has on the rise and fall of the variation in the value of the variable. From the output above, it is known that the R² value is 0.779. This value means that the influence of user satisfaction (X) on library services (Y) is 77.9% while 22.1% user satisfaction is influenced by other variables not examined (Rahmah, 2015). From the discussion above, it can be concluded that "user satisfaction (X) has an effect on library services (Y).

4. CONCLUSION

Based on the results of research and discussion "Analysis of User Satisfaction Levels with Library Services at the University of Muhammadiyah Sumatra Utara (UMSU) Library" there are 2 conclusions drawn in this study, namely:

1. The UMSU library has 9 library services, including cashiers, lockers, circulation, administration, digital services, KKI services, Multimedia, Reference, and BI Corner services.
2. Through the distribution of questionnaires, it can be concluded that user satisfaction has a positive and significant effect on UMSU library services. The hypothesis that

states the effect of user satisfaction on UMSU's library services is acceptable. The percentage of user satisfaction with UMSU library services is 77.9%, while 22.1% user satisfaction is influenced by other variables not examined.

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