

Determinants of satisfaction based on library service quality

Aprih Santoso

Universitas Semarang (USM)

ABSTRACT

Testing the effect of library service quality on satisfaction with library facilities as a moderating variable will be the aim of this study. The population of this study was the students of Economics Faculty University of Semarang Academy Year 2019/2020. All members of the population have homogeneous properties so that researchers use non-probability convenience sampling technique with 100 students. The method of analysis : validity test, reliability twst, heterocedasticity test, normality test, multicollinearity test, coefficient of determination (R^2), hypothesis test, MRA (Moderated Regression Analysis) test and linear regression models. The results of study are the variable quality of library services have a positive and significant effect on satisfaction. Variable library facility significantly strengthen the positive relationship between of library services quality on satisfaction.

Keywords: service quality, facility, satisfaction

ABSTRAK

Pengujian pengaruh kualitas pelayanan perpustakaan terhadap kepuasan dengan fasilitas perpustakaan sebagai variabel moderasi akan menjadi tujuan penelitian ini. Populasi penelitian ini adalah mahasiswa Fakultas Ekonomi Universitas Semarang Tahun Akademik 2019/2020. Semua anggota populasi memiliki sifat homogen sehingga peneliti menggunakan teknik convenience sampling non-probabilitas dengan 100 siswa. Metode analisis: uji validitas, reliabilitas kedua, uji heteroskedastisitas, uji normalitas, uji multikolinieritas, koefisien determinasi (R^2), uji hipotesis, uji MRA (Moderated Regression Analysis) dan model regresi linier. Hasil penelitian adalah variabel kualitas pelayanan perpustakaan berpengaruh positif dan signifikan terhadap kepuasan. Variable fasilitas perpustakaan secara signifikan memperkuat hubungan positif antara kualitas pelayanan perpustakaan terhadap kepuasan.

Kata kunci: kualitas pelayanan, fasilitas, kepuasan

INTRODUCTION

Satisfaction is a feeling of pleasure or disappointment that someone has as a result of a comparison between perceived performance (reality experienced) with their expectations. An individual's reaction to a stimulus will be in accordance with his view of the world or his subjective version of the reality formed from the factors above. When a person is eager to buy a new product, he actually responds to his perception of the product and not the product itself. Satisfying one's needs is the desire of every producer / service provider. In addition to being an important factor for the survival of the institution, satisfying needs can improve excellence. Someone who is satisfied with the product / service tends to repurchase and invite potential new customers to use the services they have felt the satisfaction of their service performance.

A person's behavior is an individual activity that is directly involved in obtaining and using goods or services including the decision making process in the preparation and determination of these activities. Kotler and Armstrong (2014) define services as activities or benefits offered by one other party that are essentially intangible and do not result in any ownership. Service definition is an activity that has some intangibility elements that involve some interactions with consumers or property in their ownership, and does not result in ownership transfer including library services.

Libraries have an important role in the development and dissemination of information. The presence of the internet in the library is used as a means of searching for information and means of communication in service. Then the implementation of internet services in the library needs to get more portions. Its existence is increasingly important in meeting the user's information needs. Within Indonesian tertiary institutions, the availability of digital types of material is increasingly being felt by academicians who previously lacked access to the latest publications in their fields. The library acts as an information service institution between the two worlds, namely the general public as the user of the library and the library as a source of information. Information sources in the library are not only in printed form, but information can be obtained in digital form such as CDs, disks, computer files and others. The development of computer networks (internet) into library information systems is an effective means of helping information retrieval. With the existence of internet services in the library can help the process of information retrieval that is used as a means and vehicle for sources of knowledge. Because the existence of the library is used as an effective medium in lifelong education. In an effort to create an intelligent or information society. Covers educative, informative, cultural and recreational aspects.

Many things can affect the back and forth of library services, one of which is how the library can attract students and maintain them by providing the best quality of service so that they are satisfied with the services provided. Service is the most important thing for a university library for service differentiation strategy when libraries provide the same service. Quality of service is centered on meeting the needs and desires as well as the accuracy of delivery to balance user expectations. Services here are all kinds of services provided by the Library Economics Faculty of University Semarang as long as the student is in the Library Economics Faculty of University Semarang. There are two factors that affect the quality of services, namely expected service and perceived service. Quality must start from the user's needs and end on the user's perception. This means that a good quality image is not based on the viewpoints or perceptions of library service providers but rather based on the viewpoints or perceptions of users (students). Highly quality of service is expected to attract students to return to have a tendency to re-use the library services offered.

Previous research on the effect of service quality on satisfaction turned out to be inconsistent, such as the study Nilasari and Istiatin (2015), Apriyani and Sunarti (2017), Sofyan, et. al.(2013), Ririh and Pratiwi (2018) who explained that Service Quality (SQ) has a positive and significant effect on Satisfaction (SAT). Different things are shown from the results of Marismiati dan Hadiwijaya (2013) which show that Service Quality (SQ) does not effect Satisfaction (SAT). Govindarajan (1985) states to overcome the inconsistency of the results of previous studies requires a contingency approach. Basically, the contingency approach predicts the relationship between service quality variables and satisfaction depending on environmental conditions or situational factors. Through the contingency approach, other variables can be included in the study. Other variables that are allegedly strengthening or weakening the relationship between service quality and satisfaction to meet the research gap are the researchers entering the facility variable as a moderating variable.

Besides good service quality, facilities also play a role in creating satisfaction (including in this case library facility). Facility are facilities that are easier for someone to do an activity. Library facility become one of the considerations of students in making choices. The more complete the library facility are provided, the more satisfied the student will be and he will continue to choose priority choices based on the perception he gets of the available facility. Tjiptono (2015), perceptions obtained from customer interactions with facilities affect the quality of the service in the eyes of the customer.

The Library Economics Faculty of University Semarang has an increasing number of library members, but there are still complaints from students (pre-survey), the most prominent of which is the dissatisfaction of services that are considered slow. With the background of the phenomenon of the problem, this study was conducted to analyze the factors that influence the excellence of economics students of the University of Semarang in utilizing services at the Library of the Faculty of Economics, University of Semarang.

THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

Satisfaction Theory

Satisfaction is a feeling of pleasure someone comes from the comparison between the pleasure of an activity and a product with expectations. Kotler (2005), satisfaction is someone's happy or disappointed feelings that arise after comparing between their perceptions or impressions on the performance or results of a product and its expectations. Tjiptono (2015) argues that customer satisfaction is an emotional response to experiences relating to a particular product or service purchased. Yamit (2001) customer satisfaction is the outcome (outcome) that is felt for the use of products and services, the same as or exceeding the desired expectations. Based on the description above, it can be concluded that satisfaction is the result of an assessment in the form of emotional responses (feelings of pleasure and satisfaction) because of the fulfillment of expectations or desires in using and receiving services.

Service Quality Theory

Good service is one of the requirements for organizational success. Service quality is seen as one component that needs to be realized because it has the influence to bring in new customers and can reduce the possibility of old customers to move to other companies. Service quality is defined as the customer's assessment of the overall superiority or privilege of a product or service (Zeithaml, 1998).

Quality is a dynamic condition related to products, services, people, processes and the environment that meets or exceeds expectations, Tjiptono (2015) so that the definition of service quality can be interpreted as an effort to meet the needs and desires of consumers and the accuracy of their delivery in balancing consumer expectations. This means that a good quality image is not based on the perspective or perception of the service provider but the perspective of assessing one's perception. In this case, someone is a party who consumes and enjoys services, so they are the ones who should determine the quality of services. Customer perception of service quality is a total value of excellence or service (Yanit, 2001). The five dimensions of service quality identified by Tjiptono (2015), include: (1) Reliability, namely the ability to perform services that are presented appropriately and reliably. (2) Responsive (responsiveness), namely the desire to help consumers and provide the best possible service. (3) Confidence, namely knowledge and politeness of company employees and the ability to grow consumer confidence in the company. (4) Empathy (empathy) includes ease of relationships, good communication, personal attention, and understanding the needs of customers. (5) Tangible, namely physical appearance, equipment, personnel and communication media.

Facility Theory

Facility are physical resources that exist before a service can be offered to consumers (Tjiptono, 2015). All existing facility, namely the condition of facilities, completeness and cleanliness of the facility must be considered especially those closely related to what is felt or obtained directly by consumers. Customers must be satisfied, because if they are not satisfied, they will leave the company and become competitors. This will cause a decrease in sales and in turn will decrease profits. Tjiptono (2015) there are several elements that need to be considered in determining service facility, namely: (1) Partial consideration or planning. Aspects such as proportions, textures, colors, etc. need to be considered, combined, and developed to provoke intellectual and emotional responses from users or people who see them. (2) Room designers. This element includes interior and architectural planning such as the placement of furniture and equipment in the room, the design of the flow of circulation and so on. Like the placement of meeting rooms need to be considered in addition to the capacity, also need to be considered placement of furniture or equipment. (3) Equipment or furniture. Equipment

functions as a means of protecting valuables, as a sign of welcome for consumers. (4) Lighting. That need to be considered in the lighting is the color type and nature of the activities carried out in the room and the desired atmosphere. (5) Color. Color can be used to improve efficiency, create a relaxed impression, and reduce accident rates. The color used for the interior of a service facility is necessary to be associated with the emotional effect of the color chosen. (6) Messages delivered graphically. Important aspects related to this element are visual appearance, placement, choice of physical form, color selection, lighting and selection of the appearance of symbols or signs used for specific purposes.

Effect of Service Quality (SQ) on Satisfaction (SAT)

Service quality is a benchmark in determining the purchase decision of whether or not a service user, because through the quality of service will be able to assess the performance and feel satisfied or not they are with the services provided by service providers. Zeithaml (1998) argues that service quality is the result of customer evaluations of overall service excellence or features. If the resulting assessment is a positive assessment, then the quality of this service will have an impact on satisfaction. The study Nilasari and Istiatin (2015), Apriyani and Sunarti (2017), Sofyan (2013), Ririh and Pratiwi (2018) who explained that Service Quality (SQ) has a positive and significant effect on Satisfaction (SAT).

H₁: Service Quality (SQ) gave effect on Satisfaction (SAT)

Effect of Facility (FAC) on the Relationship Between Service Quality (SQ) and Satisfaction (SAT)

Tjiptono (2015) with good facilities can form a perception in the eyes of customers. In a number of service types, perceptions formed by interactions between customers and facilities affect the quality of services in the eyes of customers. In addition, companies that provide a pleasant atmosphere with attractive facility designs will influence consumers in making purchases. Companies can improve service quality with a variety of good facilities, which in turn can create customer satisfaction aimed at companies that provide satisfying service quality (Yuliarmi and Riyasa, 2007).

H₂: Facility (FAC) had an the relationship between Service Quality (SQ) on Satisfaction (SAT)

Conceptual Framework

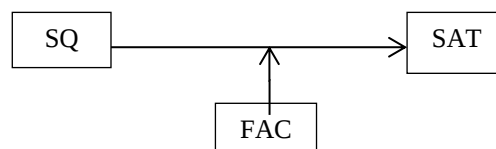


Figure 1. The effect of SQ on SAT moderated by FAC

RESEARCH METHOD

This study used primary data obtained through the dissemination of questionnaires to the students of Economics Faculty, University of Semarang Academic Year 2019/2020 who utilized Library Economic Faculty of University Semarang. The population of this study was the students of Economics Faculty, University of Semarang Academy Year 2019/2020. All members of the population have homogeneous properties so that researchers use non-probability convenience sampling technique with 100 student. The data collection method used in this research was survey method by distributing questionnaires as well as from various other sources that can support this research. The collection of data obtained can be neatly and concisely illustrated and can provide core information from existing data sets due to the results of descriptive statistical analysis. The information includes the size of the data distribution, the size of the data center and the tendency of a data group. The method of analysis : validity test, reliability test, heterocedasticity test, normality test, multicollinearity test, coefficient of determination (R^2), hypothesis test, MRA (Moderated Regression Analysis) test

and linear regression models.

RESULTS AND DISCUSSION

Descriptive statistics

Table 1 Descriptive Statistic

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
SAT	100	5.31	10.49	7.36	5.041
SQ	100	2.58	6.33	3.36	1.683
FAC	100	2.10	4.14	3.63	1.218
Valid N (listwise)	100				

Based on these data shows a large difference between the lowest and highest SAT values, which are between 5.31 to 10.49. This value indicates that SAT has increased. It can be seen that the value of the standard deviation is still below the average value (mean) of SAT (Mean= 7.36> Std.Deviation=5.041). The data shows that data deviations are small or there are no outlier data. Based on these data indicate a large difference between the lowest and highest SQ values between 2.58 to 6.33. This value indicates that SQ has increased. It can be seen that the standard deviation value is still below the mean (mean) SQ (Mean=3.36> Std.Deviation=1.683). The data shows that data deviations are small or there are no outlier data. Based on these data shows a large difference between the lowest and highest FAC values, which are between 2.10 and 4.14. This value indicates that the FAC has increased. It can be seen that the value of the standard deviation is still below the average (mean) value of FAC (Mean= 3.63> Std.Deviation=1.218). The data shows that data deviations are small or there are no outlier data.

Validity Test

Table 2. Ouput Validity Test

	Variable	r value	> . =, <	r table	Information
SQ	Indicator X1.1	0.816	>	0.179	Valid
	Indicator X1.2	0.705	>	0.179	Valid
	Indicator X1.3	0.781	>	0.179	Valid
FAC	Indicator M1.1	0.826	>	0.179	Valid
	Indicator M1.2	0.802	>	0.179	Valid
	Indicator M1.3	0.818	>	0.179	Valid
SAT	Indicator Y1.1	0.781	>	0.179	Valid
	Indicator Y1.2	0.830	>	0.179	Valid
	Indicator Y1.3	0.857	>	0.179	Valid

Table 2 shows that all indicators used to measure variables in this study had r value > r table (0.179), thus all indicators were valid.

Reliability Test

Table 3. Ouput of Reliability Test

	Variable	Alpha	>, =, <	Role	Information
ISQ	Indicator X1.1	0.836	>	0.60	Reliable
	Indicator X1.2	0.865	>	0.60	Reliable
	Indicator X1.3	0.838	>	0.60	Reliable
FAC	Indicator M1.1	0.867	>	0.60	Reliable
	Indicator M1.2	0.852	>	0.60	Reliable
	Indicator M1.3	0.849	>	0.60	Reliable
SAT	Indicator Y1.1	0.556	>	0.60	Reliable
	Indicator Y1.2	0.840	>	0.60	Reliable
	Indicator Y1.3	0.862	>	0.60	Reliable

Table 3 is the results of the reliability test shows that all variables have an Alpha coefficient > 0.60, thus all indicators are reliable.

Normality Test

Normality test indicated that the data were normally distributed because it showed the value of Kolmogorov-Smirnov SQ = 1,783; FAC = 1,501 and SAT = 1.618 > 0.05, so the data in the regression model of this study were stated to be normally distributed.

**Table 4. Ouput of Normality Test
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	2.72872410
Most Extreme Differences	Absolute	.068
	Positive	.030
	Negative	-.068
Kolmogorov-Smirnov Z		.418
Asymp. Sig. (2-tailed)		.835

a. Test distribution is Normal.

Normality test indicated that the data were normally distributed because it showed the value of Kolmogorov-Smirnov 0.835 > 0.05, so the data in the regression model of this study were stated to be normally distributed.

Multicollinearity Test

Table 5 Output of Multicollinearity Test

		Standardized Coefficients	Collinearity Statistics	
Model		Beta	Tolerance	VIF
1	(Constant)			
	SQ	34.168	.117	15.306
	MODERAT	14.764	.106	12.276

The multicollinearity test showed that all VIF values result of variable SQ = 15.306 and MODERAT = 12.276 > 5; and the value of *Tolerance variable* SQ = 0.117; MODERAT = 0.106 > 0.1, then multicollinearity did not occur in the regression model.

Heteroscedasticity Test

Table 5. Output of Heteroscedasticity Test

Model		t	Sig.
1	(Constant)	1.571	.112
	SQ	.141	.786
	FAC	.832	.467

Table 5 is the output of the heteroscedasticity test, the results of the SPSS output show a significance value > 0.05, these results indicate that there is no variance inequality from one observation to another (no heteroscedasticity).

Coefficient of Determination (R²)

**Table 6 Output of Coefficient of Determination (R²)
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.575 ^a	.367	.353	7.14066

The result of test was 0.353 It means that independent variables such as SQ, SQ*SAT, SQ*FAC were able to explain 35,3% variation from dependent variable of SAT, meanwhile the rest 64,7 % % can be explained by the other factor which not include on model.

Hypothesis Test and Discussion

Table 7. Output of Hypothesis Test

Model	Standardized Coefficients		
	Beta	t	Sig.
1 (Constant)		3.143	.002
SQ	34.168	4.624	.001
MODERAT	14.764	5.751	.000

Effect of Service Quality (SQ) on Satisfaction (SAT)

The linear regression test, it indicated $\alpha = 0.05$ Service Quality (SQ) with Satisfaction (SAT) significancy level of 0.001. Service Quality (SQ) gave significant and positive effect on Satisfaction (SAT) by $t = 4.624$. As a result, hypothesis 1 is accepted. Service Quality (SQ) very important. Where students are satisfied with the quality of services provided by the Library Economic Fakultas of University Semarang, namely by providing information that can be understood by students and always responsive in responding and responding to student complaints. The results of the study support the research conducted by Nilasari and Istiatin (2015), Apriyani and Sunarti (2017), Sofyan, et. al. (2013), Ririh and Pratiwi (2018) who explained that Service Quality (SQ) has a positive and significant effect on Satisfaction (SAT). Different things are shown from the results of Marismati dan Hadiwijaya (2013) which show that Service Quality (SQ) does not effect Satisfaction (SAT).

Effect of Facility (FAC) on the Relationship Between Service Quality (SQ) and Satisfaction (SAT)

The hypothesis test results show that Facility (FAC) significant positive effect on the relationship between Service Quality (SQ) and Satisfaction (SAT). Facility (FAC) had coefficient value of 5.751 with significancy level of 0.000 less than 0.05. So, Facility (FAC) could moderate Service Quality (SQ) and Satisfaction (SAT). The influence of these variables, allegedly caused by the Facility (FAC) that applies is the level of Facility (FAC) that is not targeted by bank management. So that even though Facility (FAC) continues to decline, Satisfaction (SAT) also increases. Therefore, Facility (FAC) produces a significant increase in value and can moderate the effect of Service Quality (SQ) on Satisfaction (SAT), Facility (FAC) significantly strengthen the positive relationship between Service Quality (SQ) on Satisfaction (SAT) so hypothesis 2 is accepted.

CONCLUSION

1. Service Quality (SQ) gave significant and positive effect on Satisfaction (SAT).
2. Facility (FAC) variables gave significant positive effect, strengthening the relationship between Service Quality (SQ) and Satisfaction (SAT).

REFERENCES

- Apriyani, DA. dan Sunarti. (2017). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen (Survei pada Konsumen The Little A Coffee Shop Sidoarjo). *Jurnal Administrasi Bisnis* (JAB). 51 (2), 1-7
- Govindarajan, V. & Gupta, A.K. (1985). Linking control systems to business unit strategy: impact on performance. *Accounting Organization and Society*, 3 (1), 51- 66
- Kotler, Philip, 2005, *Manajemen Pemasaran*. Jilid I dan II, Indeks. Jakarta
- Kotler, Philip dan Armstrong, Gary, (2014), *Principles of Marketin*, 12th Edition, Jilid 1 Terjemahan Bob Sabran Jakarta : Erlangga.
- Marismati dan Hadiwijaya, H. (2013). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Jasa Brt Transmusi Palembang. *Jurnal Ekonomi Dan Informasi Akuntansi* (JENIUS). 3 (3), 269-280

- Nilasari, E. dan Istiatin. (2015). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Dealer PT. Ramayana Motor Sukoharjo. *Jurnal Paradigma*. 13 (01), 1-12
- Ririh, RK., Pratiwi, FM,. (2018). Pengembangan Model Kualitas Pelayanan Jasa Pendidikan Sekolah Karakter di Jakarta. *Jurnal Optimasi Sistem Industri*. 17 (2), 188-197. DOI: 10.25077/josi.v17.n2.p188-197
- Sofyan, IL, Pradhanawati, A. Nugraha, HS. (2013). Pengaruh Fasilitas dan Kualitas Pelayanan Terhadap Loyalitas, Melalui Kepuasan Konsumen Sebagai Variabel Intervening pada Star Clean Car Wash Semarang. *Diponegoro Journal Of Social And Politic*. 1-12
- Tjiptono, Fandy, (2015), *Manajemen Jasa*, Andy Offset, Yogyakarta.
- Yamit. Yulian, (2001), *Manajemen Kualitas : Produk dan Jasa*, Ekonisia, Jakarta.
- Yuliarmi, Ni Nyoman dan Riyasa. Putu (2007). Analisis Faktor-Faktor Yang Mempengaruhi Kepuasan Pelanggan Terhadap Pelayanan PDAM Kota Denpasar. Denpasar: Buletin Studi Ekonomi Volume 12 Nomor 1 Tahun 2007
- Zeithaml (1998). *Nilai-Nilai Kuaalitas Pelayanan Bagi Pelanggan*, Liberty, Yogyakarta