

ANALYSIS OF USER SATISFACTION ON SELF-LOAN SERVICES IN ISLAMIC STATE INSTITUTE (IAIN)PURWOKERTO LIBRARY

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Abstract

This study aims to determine the level of user satisfaction on the self-loan services in the Library of IAIN Purwokerto. The methodology applies a descriptive quantitative approach on the population of active visitors. The monthly mean visitors in 2018 is 9,810 people. The sampling technique uses Slovin formula with 10% sampling error of 100 respondents. Data is collected through methods of observation, questionnaire and documentation. Results indicate users satisfaction on each variables are scored at 3.03 on facilities, 3.12 on officers services, and 3.14 on the access, all out of 4 digit scores. The overall mean score 3.10 indicates a good user satisfactory level. The feedback from respondents includes needs on additional computers, library collections (books) placed on shelf a match numerical classification, and an increase in the number of circulatory books.

Keywords: academic library, library services, library user, reference services, services, user satisfaction.

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I. INTRODUCTION

The information needs of students, lecturers, and education staff in universities are large. This is due to the many academic activities that require students, lecturers and education personnel to search for information and data to complete assignments and other needs. Large and dynamic information needs require accuracy and speed. This situation requires the information center to fulfill those needs, adequate information service needs.

The library as an information center, that functions to provide information services for knowledge needs of users. Islamic State Institute (IAIN) Purwokerto Library as an information service provider in tertiary institutions strives to keep abreast of its library needs. Meeting the needs of this information

can be done by providing several services. Diverse information needs make a variety of services as well.

Services in the university library are very diverse, there are services that are typical of universities such as research results services, there are also standard library services. One of them is circulation service, a standard service in every library. Previously, there was a survey of user satisfaction on reference services in the IAIN Purwokerto library, finding that a value of 3.07 on a scale of 4 which means good (Antasari, 2018). The results of the survey can be used as reference material to repair a reference services. Likewise, the circulation service is felt to be needed a satisfaction survey, so that the library management knows

the service must be improved and maintained its quality.

Circulation service is a service to loan and return collection. Lending services at the IAIN Purwokerto Library use an automated self-service system. Library automation can be interpreted as a library management process using information technology (IT) assistance (Hamim, 2016). Self-service is available to service efficiency and effectiveness. Users can freely borrow collections needed without feeling watched by officers. The ease of self-loan services is expected to fulfill the needs to fast and precise information.

Users often complain about lending on their loan accounts that do not feel borrowed, this is because it is very possible that there is a lending of a member card by their friends to borrow books. Self-loan service is considered to be a solution to the student's complaint. After occur for four years (2015-2019) this Self-loan service at the IAIN Purwokerto Library, evaluation is needed to be used as material for service improvement. Finally, it was felt that there was a need for a study users satisfaction of self-loan services in the IAIN Purwokerto Library.

Circulation Services

Circulation services are library services in the form of lending and returning library collections, such as books and other library collections in a certain amount and period of time. (Indonesia. Kementerian Tenaga Kerja dan Transmigrasi RI, 2012, p. 13) One of the main activities or services of a library is circulation services (Sulistiy-Basuki, 1993, p. 257).

Circulation services to be services that are needed by all students. Unlike the case with other services that may only be needed by students with certain needs. Circulation services consisting of lending and return services (or lending extensions), at the IAIN Purwokerto library are in a separate room. Return and extension services are on the basement floor, while lending services are on the 2nd floor.

At the beginning of the establishment of the IAIN Purwokerto library, lending services were carried out through the assistance of officers. In this case the loan process is processed by the officer, while the search for the book (collection) is carried out by the student (user) himself. Around 2013, there were trials of self-loan services, and in 2015 began the application of self-loan services to users.

Self-Loan Services at the IAIN Purwokerto Library

The IAIN Purwokerto Library Building was inaugurated by the Minister of Religion Mr Lukman Saefudin on February 10, 2017 consists of 4 floors (5 floors with basements). The division of service rooms is as follows:

1. Basement floor for book return services, customer service, locker lending services;
2. 1st floor multimedia services, hall (meeting room);
3. Floor 2 of circulation service and reservoir collection;
4. 3rd floor reference service
5. 4th floor technical services, administration, head room of the library.

Circulation services located on the 2nd floor provide six (6) computer units for self-loan service facilities and two (2) computer units for search / catalog services (online public access catalog / OPAC)

Self-loan service is a service that is carried out solely by the user. (Hamim, 2016) Whereas Suryanto defines an independent loan as a form of lending service through interaction using a technological system or device by the library user who is delivered to the user himself (Suryanto, 2019). Haag den Keen defines information technology as a set of tools that help information seekers work with information and perform tasks related to information processing (Suadi & Makmur, 2015, p. 3).

Satisfaction

The psychological dictionary (Reber & Reber, 2010, p. 851) states that satisfaction is an emotional that results after achieving a number

of goals. Another definition states that satisfaction is a condition when the needs, desires and expectations of visitors can be fulfilled through the services received or used. User satisfaction has factors that can support the utilization of the services provided. (Chorida & Ati, 2012) Products or services that can satisfy are products and services that are able to provide something sought by the user to a sufficient level. (Irawan, 2002: 2) in (Irawati & Siswanto, 2015) According to Sallis in (Rizki, 2017) an indicator of service quality is customer satisfaction.

Theories About Customer Satisfaction Is Divided into Two a. Functional Satisfaction, is the satisfaction obtained from the function or use of a product. For example: because eating makes our stomach full. b. Psychological satisfaction, is the satisfaction obtained from the intangible attributes. For example: Feeling proud because of getting a very special service from a fancy restaurant. (Maulana, 2016)

Philip Kotler (1997) (in Maulana, 2016) Consumer satisfaction is a feeling of pleasure or disappointment someone who comes from a comparison between his impression of the performance (results) of a product with his expectations.

Libqual Dimensions

There are three (3) dimensions of Libqual according to Kyrillidou (Rahayuningsih, 2015, p. 34) which are used as variables, including:

1. Affect of service measures the interpersonal dimension of library service and includes aspects of empathy, responsiveness, assurance and reliability;
2. Information control measures services quality both from the perspective of content and access to information resources measuring the scope of the content offered by a library, convenience, ease of navigation, timeless, equipment, availability and self-reliance;
3. Library as place measures how the physical environment is perceived both in pragmatic, utilitarian, and symbolic terms

encompassing aspect of the library as a refuge.

The three dimensions have been adjusted to libraries in Indonesia, Saputro (in Rahayuningsih, 2015, p. 35) explain the dimensions of libqual as follows:

1. Affect of Service, is the ability, attitude and mentality of library staff in serving users, includes:
 - a. knowledge, insight, ability and friendliness of librarians / library staff in serving users.
 - b. feeling caring and attentive to each user.
 - c. activity responsive and ready to help users who are difficult.
2. Information Control, which involves the availability of adequate collections, the strength of collections owned, the scope of content (scope of content), easy access to find collections, ease of navigation, actuality (timeless), time needed to obtain information, lack of obstacles in access information when information is needed, equipment, comfort and confidence.
3. Library as Place, Like a tangible in Servqual + TM concept which means to present something tangible in the form of physical facilities, how the library utilizes space (utilitarian space) as a symbol of sanctuary.

That is theory makes the basis in this study to develop research variables have been adjusted to the needs of research, is analyzing the satisfaction of users of self-loan services in the Library of the State Islamic Institute (IAIN) Purwokerto. The variable are:

1. Satisfaction of Facilities
Satisfaction of facility was adopted from the concept of Library as place, which is an independent and visible loan facility. Derivative indicators include: self-loan computers, computers for searching (OPAC computers), bookshelves, table-chair service facilities, regulations on self-loan services.

2. Satisfaction of Officers / Staff

Staff satisfaction is a reflection of the Affect of Service element that is emphasized on the attitude, mentality of the officer / librarian. The indicators include: friendliness, ability to answer questions, accuracy of answers, provide solutions, officers obey procedures.

3. Satisfaction of Access.

Access in this study is an adaptation of the Information Control element, because of its relationship with self-loan related to computer networks, the researcher considers it important to highlight this access element. Meanwhile, if the information control concept from Saputro above emphasizes ease of searching / navigation because the context there is library service as a whole. Whereas in the context of this self-loan service it is more appropriate that the access element is highlighted as an element of satisfaction. The indicators include: network availability, ease of access, access service instructions, accuracy of codes / barcodes in books, self-loan process.

II. METHODS

This research is a quantitative research with a descriptive approach. Quantitative research is based on data that can be calculated to produce solid interpretation. Scientists often term quantitative research as the scientific paradigm (Hikmat, 2014, p. 41). This study seeks to describe the satisfaction of users of self-loan services in the Library of IAIN Purwokerto. Quantitative paradigm quantitative research.

Positivistic tradition uses the basis for thinking: "if something exists, then something contains a measurable quantity." Many of us think that the statement makes sense, because if we cannot measure it exactly, how can we know the relationship with variables other. Positivists argue that research is an objective observation of events in the universe, where the researcher has no influence or impact on those events. So an important problem in quantitative research is the ability to generalize research results; how far the results of the study can be generalized to the population. (Mulyadi, 2011)

III. RESULTS AND DISCUSSION

A. Results

This study uses a questionnaire as a taking data. Questionnaires were given to users who had or often carried out self-loan activities in the IAIN Purwokerto library. Before the questionnaire is given, the user is asked in advance whether he has ever conducted an self-loan process, so that the user is considered to really understand and be able to provide an opinion in accordance with the research objectives in the questionnaire. This avoids the users (students) filling out the questionnaire but has never conducted an self-loan service. In addition to these considerations, there is no specific selection of users such as faculties / departments or gender, the questionnaire taken into account is a questionnaire that has been valid in the reduction process, while the respondent's identity is as follows:

Table 1. Identity of Respondent

Faculty Gender	FTI K	FD K	FS Y	FE BI	FUA H	Not Choose	Total
Male	7	5	6	2	0	1	21
Female	36	4	12	18	3	4	77
Not choose	0	0	0	0	0	2	2
Total	43	9	18	20	3	7	100

The data from questionnaires that were distributed and taken 100 questionnaires that were filled in fully and were assessed as valid. There are seven (7) respondents who did not mention their faculties (4 women, 1 man), and two (2) respondents who did not mention their faculty and did not mention their gender.

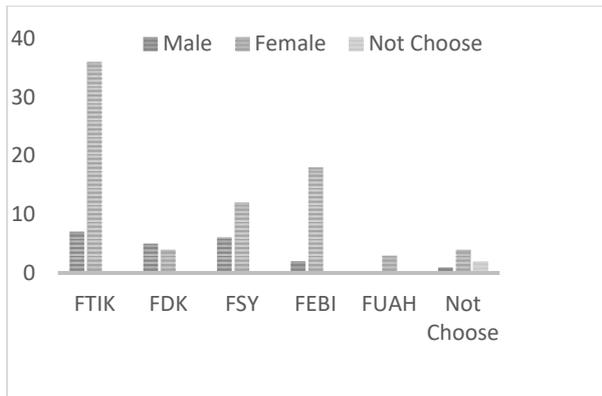


Figure 2. Respondent Identity

There are two (2) respondents who did not mention their gender, there were seven (7) respondents who did not mention what their faculties.

Furthermore, to find out the level of user satisfaction towards independent peminajman services in the IAIN Purwokerto Library, through three (3) variables, are satisfaction of facilities, satisfaction of officers, and satisfaction of access. These three dimensions adopt dimensions in Libqual+TM. The number of statements for each sub variable is not same, that is thirteen (13) statements for satisfaction of facilities, eight (8) statements for subvariable satisfaction of officers and eight (8) statements for satisfaction of access. Thus there are twenty-nine (29) statements to explore the value / level of satisfaction of users.

a. Data Analysis of Sub Variables Satisfaction of Facilities

From thirteen (13) data statements that have been filled by respondents are:

Table 2. Facility Satisfaction

No	Statement												
	1	2	3	4	5	6	7	8	9	10	11	12	13
Respondent 1 – 100													
Total	25	27	27	25	26	32	31	31	35	33	31	33	32
Mean	2,6	2,7	2,8	2,5	2,6	3,3	3,1	3,2	3,3	3,3	3,1	3,3	3,3

3,03

Source: Research Data

In the sub-variable of customer satisfaction of facility, there are thirteen (13) statements, are:

1. Quantity of computer for searching (OPAC / online public access catalog) to find the collection circulation to be borrowed.
2. Ease of using the OPAC facility (to search / select books needed or available).
3. Ease of finding books in OPAC facilities.
4. Ease of finding books on the shelf in accordance with OPAC.
5. Quantity of computers provided for self-loan services.
6. Convenience of room facilities for self-loan services.
7. Convenience of desk chairs for self-loan services.
8. Safety from the inclusion of other people's loans in the account.
9. The password can be changed so that security is more secure.
10. Security of lending accounts independently (cannot be used by others)
11. The regulation of self-loan must be carried out by the library members themselves (cannot be represented / entrusted).
12. The Regulations that do not lend books have been borrowed to other student.
13. The Regulations are not permitted to exchange library member cards for the purpose of borrowing books.

It is known that the smallest score for point 4 is "the ease of finding books on the shelf according to OPAC (online public access catalog)" total score is 250, then the next point 1 " Quantity of computer for searching (OPAC / online public access catalog) to find the collection circulation to be borrowed "total score is 258, and then followed by point 5" Quantity of computers provided for self-loan services " score total is 263.

The highest score in this sub-variable is 9th statement " The password can be changed so that security is more secure " total score is 357. Second highest is statement 10 " Security of lending

Respondent Number	Statement							
	14	15	16	17	18	19	20	21
1-100 Number 1 to 100 Respondent								
Total	29 3	30 5	30 7	30 1	320	33 8	31 3	31 7
Mean	2,9	3,1	3,1	3,0	3,2	3,4	3,1	3,2
3,12								

Source: Research Data

accounts independently (cannot be used by others)" with a total score is 333. Third highest ia statement 12 " The Regulations that do not lend books have been borrowed to other student" with a total score is 331. The data provides an explanation that in the element of self-loan service facilities, that has a high level of users satisfaction is aspect of account safety. Self-loan services can reduce (or even eliminate) the concerns of users about the use of library member cards by others for the purposes of borrowing books. Before the self-loan service was implemented, there were students who had loan records in their accounts, but the student did not feel borrowing books. The self-loan service means has answered one problem in the past about the security of this account user. This data also explains that is still needs to be improved in the element of self-loan service facilities. Facilities that must be considered are the accuracy of the placement of books on the shelf according to its classification, and the quantity of computers needs to be added. The State Islamic Institute (IAIN) as a growing organism becomes a challenge for the academic library. Even the added computer facilities are still lacking by students, previously there were four (4) self-borrowing computers for lending and two (2) computers for OPAC in 2017. Now (2019) the number is eight (8) for self-loan and two (2) computer units for OPAC facilities.

Overall data shows that user's satisfaction of the self-loan service facilities is good, with a mean score is 3.03 on a scale of 4.

b. Data Analysis of Sub-Variables Satisfaction of Officer/Staff

Data obtained this sub-variable can be seen in the following table:

Table 3. Satisfaction of Officer/Staff

In the sub-variable of customer satisfaction for officer / staff, there are eight (8) statements starting with numbers 14 to 21:

14. The friendliness of officers in serving questions around the problem of self-loan.
15. The ability of officers to provide solutions when there are questions about self-loan.
16. Solutions provided by officers when facing problems in the lending process.
17. Accuracy in answering officers' answers.
18. Library staff will provide good service.
19. The process of checking loans is served by officers according to procedures (queues are served in an orderly manner, etc.).
20. Officers / staff provide a sense of comfort.
21. Officers / staff provide direction if there is a problem in the self-loan process.

Based on the data in table 7 it is known that the smallest score for statement 14 is "the friendliness of officers in serving questions around the problem of self-loan" with a total of 293, the next statement 17 "the accuracy of the officers' answers in providing answers" with a total of 301, and then followed by a statement 15 " the ability of officers to provide solutions when there are questions about self-loan "with a total of 305.

The highest score in this sub-variable for the 19th statement is "the process of checking loans serviced by officers

according to procedures (queues served in an orderly manner, etc.)" with a total of 338. Next statement 18 "officers / library staff provide services well" with a total value of 320. Furthermore statement 21 "officers / staff provide direction if there is a problem in the lending process independently" with a total of 317.

The data provides an explanation that on the staff / staff element in the self-loan service, the statement that has a high level of satisfaction from users is that "the staff / staff have provided services well and according to procedures (in an orderly manner)". According to the procedure, the service is carried out according to the SOP (Standard Operational Procedure), and is served in the order of the queue. Order in providing services in lending with independent services needs to be maintained or if it can be improved. Library users assess library staff / staff to be fair to serve according to the queue and good at serving.

This data also explains other, that still need to be improved in terms of the official/ staff element in the self-loan service. Library staff should still try to be more friendly and try to be able to give the right answer when getting questions from users about self-loan services. Before the Purwokerto IAIN library implemented a self-loan service, the library user lent through an officer (inputted by an officer) so that students only waited for their books to be processed and received when they were finished. After that they can bring the borrowed books home.

The self-loan service is intended to simplify the process, and users can freely choose the books to be borrowed. Users not feeling uneasy (awkward) to the officer when the book that was taken turned out not to be borrowed. The facility of self-loan services gives users access to find out what books are being or have been borrowed, this avoids the loss of books that are not realized by the user. However, after

running for three (3) years (2016-2019) the problem of friendliness officers and the accuracy of providing answers to the questions of the visitors must still be improved.

Overall data shows that the satisfaction of the user to the official/ staff in self-loan services is good, with a mean score of 3.12 on a scale of 4.

c. Analysis of Sub Variables Satisfaction of Access

Table 4. Satisfaction of Access

No Res	Pernyataan							
	22	23	24	25	26	27	28	29
1-100	Respondent no 1 -100							
Total	293	307	314	324	321	296	337	321
Mean	2,9	3,1	3,1	3,2	3,2	3,0	3,4	3,2
3,14								

Source: Research Data

Sub-variable satisfaction to access there are eight (8) statements, :

25. Network availability to access the self-loan service menu.
26. Easy access to enter the self-loan service menu.
27. Directions for the self-loan service process (have been provided beside a computer) are easy to understand.
28. The process of self-loan is in accordance with the instructions in the self-loan service (instructions are on each table).
29. The accuracy of the code that has been inputted with books borrowed in self-loan.
30. Ease of entering barcode to be borrowed in the self-loan process.
31. There is a loan check menu (books that have been borrowed) in a self-loan service.
32. Speed of the self-loan process.

Based on the data in table 8, it is known that the smallest score for statement 22 is "network availability to access the menu

of self-loan services" with the amount is 293, then statement 27 "the accuracy of the code that has been inputted with books borrowed in the self-loan" with the amount of 296, and then 23th statement "easy access to enter the self-service loan menu" with a total is 307.

The highest in this sub-variable for the 28th statement is "There is a loan check menu (books that have been borrowed) in the self-loan service" with a total is 337. Next statement 25 "the process of self-loan in accordance with the instructions in the self-loan service (instructions there are on each lending table) "with a total value of 324. Furthermore, there are two (2) statements of equal value, 321 statements no. 26 and 29 which read" the accuracy of the code inputted with the borrowed book "and" the speed of the self-loan process ".

The data provides an explanation that in the element of access in self-loan services, that has a high level of user satisfaction is "there is a menu to be able to check the user's loan", in which is not found when lending is still through officers (previous lending model). The lending procedure can be followed and the instructions easily understood by the user, this situation becomes the capital of the library that the user has a good level of understanding of the instructions for using the service.

This data also explained other, something that still needs to be improved in the element of access to lending services. Network access in self-loan is still a major homework for the IAIN Purwokerto library. There are still many users who underestimate satisfaction with the access to the network of self-loan services, and the accuracy of the book code (barcode). In this case there is a possibility that the book is inputted through a manual and a typo or barcode is misplaced so that it does not match the title of the book. This is due to human error, not deliberate and

will be corrected continuously as long as there are still the wrong barcode book.

The books that are reported incorrectly barcoded or the officer knows (without a report) will be pulled off the rack and then forwarded to technical services for repair to get the correct barcode.

Overall data shows that user satisfaction to self-loan service access is good, with a mean score of 3.14 on a scale 4.

d. User's Satisfaction to Self-Loan Services in IAIN Purwokerto library

each statement, so that it can be seen statements that get the highest and lowest satisfaction levels. But in this case it should be noted that No 1-13 is a sub variable of satisfaction with facilities; no.14-21 is a satisfaction variable for officers / staff, and 22-29 is a satisfaction variable for access. The lowest value is 250 in the 4th statement (Ease of finding books on the shelf according to the OPAC), and the highest is the 357th statement in the 9th number (The password can be changed independently so that security is more secure). The two statements are in the same subvariable, that is satisfaction with the facilities in the self-loan service at the IAIN Purwokerto library.

Table 5. Total Score of Questionnaire Statement

Statement	Total	Mean
1	258	2,6
2	274	2,7
3	275	2,8
4	250	2,5
5	263	2,6
6	326	3,3
7	312	3,1
8	315	3,2
9	357	3,6
10	333	3,3
11	314	3,1
12	331	3,3
13	327	3,3

14	293	2,9
15	305	3,1
16	307	3,1
17	301	3,0
18	320	3,2
19	338	3,4
20	313	3,1
21	317	3,2
22	293	2,9
23	307	3,1
24	314	3,1
25	324	3,2
26	321	3,2
27	296	3,0
28	337	3,4
29	321	3,2

Source: Research Data

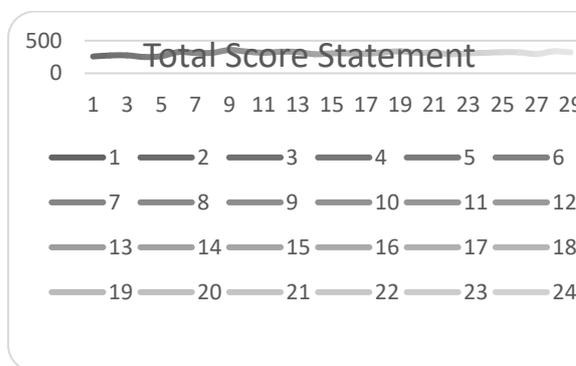


Figure 3. Graph of Statement Score

Can be seen clearly the difference of each statement in the picture above. Difference is in the statement of facility sub-variables, while for officer/ staff sub-variables and access sub-variables the differences are not so sharp.

From the description of this chapter, the mean data of each sub variable can be taken as follows:

Table 10. User's Satisfaction to Self-Loan Services

No	Sub Variable	Score
1	Satisfaction to Facilities	3,03
2	Satisfaction to Officer/Staff	3,12
3	Satisfaction to Access	3,14
	Mean	3,10

Source: Research Data

With a mean of 3.10 on a scale of 4, then the satisfaction of users of self-loan services at IAIN Purwokerto library is good / satisfied category. The graph below can explain score every subvariables.

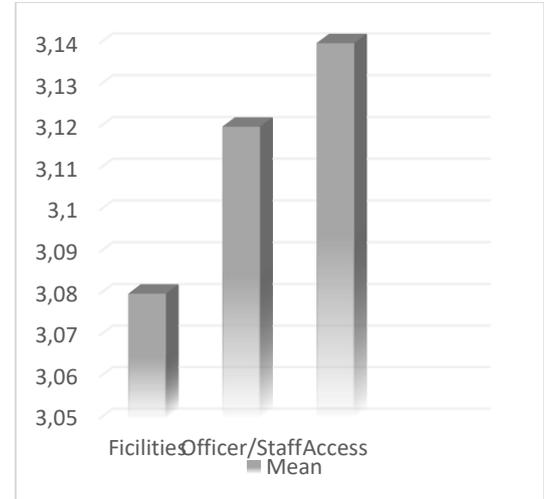


Figure 4 Graph of Satisfaction Variables Some of the most recommended are:

- 1) the need to increase the number of computers;
- 2) the need for structuring appropriate placement of collections on the shelf according to class;
- 3) the need to increase the number of collections (books).

Although the user's satisfaction to self-loan service is good (satisfied), but some proposal from the user must be considered. The proposals are; in line with the results of the subvariable satisfaction scores, meaning that respondents are consistent in answering and giving proposals. Facilities sub-variable has the lowest value among other sub-variables, the proposed library also highlights a lot of facilities. It seems that tangible (physical) independent lending services still have to get the most attention to be improved.

B. Discussion

User's satisfaction study that uses Libqual + TM dimension standard that has been adjusted to the condition of this library can be used as a library service evaluation material. Self-loan service in the academic library is the development of circulation services in the library. Library services are demanded to

always develop following the development of the library users' needs. Thus the study of user's satisfaction will always be needed for each implementation of the library service.

Present (2019) the results of assessment show that user satisfaction is good, it means satisfying, but it will not necessarily be the same if the user's satisfaction research is carried out again in the next three years. The development of information technology will demand the development of quality technology-based services.

IV. CONCLUSION/RECOMENDATION

Based on the results of the research that has been presented, it can be concluded that: the satisfaction of visitors to the facility of Self-loan services in the library of IAIN Purwokerto is good; the satisfaction of the visitors to the library staff / staff at the self-loan service at the Purwokerto IAIN library is good; satisfaction of users to access to self-loan services in the library of IAIN Purwokerto is good.

There are suggestions to improve the level of satisfaction of users at the IAIN Purwokerto Library, including: need for coordination of the self-loan service officer with IT (information technology) officer so that a stable network can be endeavored to condition the self-loan service process running smoothly; the shelving section (book arrangement on the shelf) needs to get guidance and direction so that it is more neatly arranged the books on the shelves adjusted to the label code of each book; library users' proposals regarding the addition of collections need to be forwarded to the procurement of the annual book so that they are taken into consideration. Due to adjusting the amount of the budget for the procurement of books / collections with existing needs, equitable distribution of collections available per study program can be part of the collection development policy.

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