The Effect of Service Quality on Students' Satisfaction Using the Library of Senior High School 1 of Padangsidimpuan

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A R T I C L E I N F O

A B S T R A C T

The principle in prioritizing satisfaction is philosophy in the library. One of the many things considered is to provide quality services such as services that can meet students' needs and their expectations. The problem in this research is how to affect the quality of service relibiality, responsiveness, assurance, empathy dan tangibles on student satisfaction in using the library of Senior high school 1 of Padangsidimpuan and to know dimensions of service quality are most influential in students' satisfication in utilizing the library. Samples taken were 78 people from all of these populations 98 students consisting of students registered as members of the library using the Slovin formula. Data from this research were collected through a questionnaire. nstruments of validity were tested using descriptive analysis supported by survey methods, hypotheses were tested using multiple linear regression with 95% evidence intervals ($\alpha = 5\%$). The results showed that the dimensions of reliability, date power, assurance, empathy and tangibles had a positive influence on student satisfaction of 0.215 with a significant level of 95%. This shows that 21.5% of students' satisfaction in using library of Senior High School 1 of Padangsidimpuan can be influenced by several dimensions such as reliability, responsiveness, assurance, empathy and tangibles and the remaining 78.5% is influenced by other independent variables that have not been displayed. The most influential dimension in satisfying students in using the Library of Senior High School 1 of Padangsidimpuan is the responsiveness dimension.

INTRODUCTION

As an institution of higher education, Senior high school is managed based on the interests of the academic community consisting of students and teachers. In its implementation the school must be equipped with various facilities to support the success of the school's vision and mission. One of the supporting facilities for the success of the school is through the provision of libraries that participate in implementing Tut Wuri Handayani through providing, organizing, and providing services to library users.

The service quality model that I made as a reference in service marketing research is the servqual model (service quality) developed by Parasuraman, Zeithmal ,dan Berry, Servqual which is used as a reference to measure the quality of service as follows: (1) relibiality, (2) assurance (3) responsiveness (4) empathy (5) tangibles

The library of Seniior High School 1 of Padangsidimpuan in providing services to students guided by the dimensions specified in servqual. But in applying the dimensions of servqual does not directly guarantee the satisfaction of library users in using library services, so must be known application of servqual in the library of Senior High School 1 of Padangsidimpuan so that the services provided can satisfy library users.

As stated by (Darmono, 2007) Library of School as a source of information that has a purpose as a means of supporting education. The library is an important part of the education process, for the development of literacy, information, teaching, learning and culture and is a core service of the school library. In line with the results of research conducted by (Mochammad, 2001) which states the speed of service be provided by librarian staff is one of the main factors causing students to frequently use library services.

The hypothesis of this research is "service quality (relibiality, assurance, responsiveness, empaty dan tangibles) affect the satisfaction of students using the library of Senior High School 1 of Padangsidimpuan.

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METHOD

This research is descriptive explanatory research which basically wants to explain and describe and describe the truth of a hypothesis. The method used in this study is a survey method that uses a questionnaire as a tool for data collection with the analysis unit is a student of Senior High School 1 of Padangsidimpuan.

Determination of the sample is done using accidental sampling technique according to (Margono, 2004) states that in this technique sampling is not predetermined. Researchers immediately collected data from the sampling units be encountered. The sample in this research were students who were using library services when the researchers done research in the library of Senior High School 1 of Padangsidimpuan.

RESULTS AND DISCUSSION

A. The Effect of Guarantee Dimention on Student's Satisfication

The effect of the assurance dimension on student satisfaction is at the level of trust 95% (α = 0,05) t value count of -1,886 with a level of significance 0,063 while table t is 1,993 because of the t value < t table so H0 accepted and Ha rejected, it means that the guarantee dimension has no significant effect on student satisfaction.

This shows that students in using library services are not affected by indicators of the teacher's ability to provide confidence in library services as well as the accuracy of the data provided by the library.

For library users, the most important thing is the availability of information sources who they need, such as books, journals, both printed and electronic. As explained by (Sinaga, 2005) function of school library is "as a means of helping to determine the process of teaching and learning that is good and able to provide color in an interactive educational process that is more effective and efficient in accordance with the mission and vision carried out by the school library".
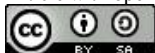
B. The Effect of Emphaty Dimention on Student's Satisfication

The Effect of Emphaty Dimention on Student's Satisfication that is at the level of trust 95% ($\alpha = 0,05$) t value count of -0,910 with a level of significance 0,366 value of t table 1, 993 because of the t value < t tabel so H0 accepted and Ha rejected, it means that empathy has no significant effect on student satisfaction. This shows that students in using library services are not affected by good quality services by the library.

C. The Effect of Tangible on Students' Satisfication

The Effect of Tangible on Students' Satisfication can be looked on the first Table at the level of trust 95% ($\alpha = 0,05$) t value count of -0171, with a level of significance 0,865 value of table 1, 993 because of the t value < table t so H0 Accepted and Ha rejected, t means that direct evidence has no significant effect on student satisfaction.

The results of this test also are evidenced by the descriptive analysis of data from the dimensions of tangible ie respondents who stated strongly disagree and disagree than respondents who expressed doubt, agreed and strongly agreed.

In the most important from library and determine the library collection, because users come to the library is to search for information through various sources of information in both printed and electronic forms. A good library is a library whose collection is relevant to the needs of the users it serve

Similar opinions were also expressed by (Hs, 2009) that state "Library Service is effort empowerment which can be in the form of providing circulation services, read on site, referral services, literature search, presentation of the new information, presentation of selected information, audio visual services, internet services, user guidance, photocopying services, reproduction services, translation services, borrowing services between libraries, and consulting services ".

Beside the diverse types of collections must be balanced with the quantity or number of collections, because the number of collections is adjusted by the large number of students. Service facilities available at the library are in accordance with technological advances so that it is easy to obtain information, the condition of the library is comfortable to serve as a place of learning, because the books are well organized so it's easy to find books from a bookshelf without taking a long time. In using information retrieval tools such as OPAC students feel it easy to be use because there are guidelines for using OPAC, besides that a lot of information search tools are available at every level of the library building. The appearance of the librarian staff is neat and attractive, in accordance with its function of providing services, so many officers deal directly with users of library services in this case are students, so looking attractive is important.

Based on the first table can be known that responsiveness have count t bigger than value of count t other dimension and responsiveness dimension also have standardized coefficients value bigger than other dimension. So can be tell that responsiveness is dimension of service quality most effect on students' satisfication in using library of senior high school 1 of Padangsidimpuan.

CONCLUSION

Quality of service (reliability, responsiveness, assurance, empathy, and tangibles) simultaneously have a significant effect on student satisfaction which means the dimensions of service quality along with its indicators have a real influence on student satisfaction in using the library of Senior High School 1 of Padangsidimpuan.

Partially the dimensions of reliability and responsiveness have a significant effect on student satisfaction, while the dimensions of empathy, guarantees and tangibles have no significant effect.

The responsiveness dimension which includes library service facilities is considered effective if it can maximize user satisfaction and minimize time loss. The speed of service can be

implemented well because the library has used an automation system

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