

ABSTRAK

Nurriska Amalina (1102986), “Hubungan Antara Pelayanan Prima (*Service Excellence*) dengan Kepuasan Pemustaka di Perpustakaan Universitas Pendidikan Indonesia (UPI).

Skripsi, Program Studi Perpustakaan dan Ilmu Informasi, Departemen Kurikulum dan Teknologi Pendidikan Fakultas Ilmu Pendidikan Universitas Pendidikan Indonesia, Bandung 2016.

Penelitian ini dilatarbelakangi oleh pentingnya pelayanan prima (*service excellence*) dalam memberikan layanan dipergustakaan sebagai salah satu upaya untuk meningkatkan kepuasan pemustaka. Perpustakaan Universitas Pendidikan Indonesia (UPI) telah memiliki standar kualitas layanan yang baik, terbukti dengan diperolehnya sertifikat ISO 9001 : 2008 dan menerapkan pelayanan prima untuk memberikan layanan yang terbaik kepada pemustakanya. Penelitian ini menjawab permasalahan penelitian yang telah dirumuskan yaitu “Bagaimana hubungan pelayanan prima (*service excellence*) dengan kepuasan pemustaka di Perpustakaan UPI?”. Secara lebih rinci rumusan masalah khususnya terdiri dari (1) Bagaimana gambaran pelayanan prima (*service excellence*) dalam aspek kemampuan, sikap, penampilan, perhatian, tindakan, dan tanggung jawab di perpustakaan UPI? (2) Bagaimana tingkat kepuasan pemustaka dalam aspek kompetensi pustakawan dalam melayani pemustaka, waktu layanan, kinerja pelayanan, responsif terhadap pemustaka dan kualitas koleksi di Perpustakaan UPI? (3) Apakah terdapat hubungan yang signifikan antara pelayanan prima (*service excellence*) dengan kepuasan pemustaka di Perpustakaan UPI? Tujuan dari penelitian ini adalah untuk mengetahui bagaimana hubungan pelayanan prima (*service excellence*) dengan kepuasan pemustaka. Metode yang digunakan pada penelitian ini yaitu metode deskriptif dengan pendekatan kuantitatif. Populasi dalam penelitian ini adalah pemustaka Perpustakaan UPI, dengan jumlah sampel yaitu 100 orang yang telah dihitung berdasarkan rumus *Taro Yamane* dan teknik pengambilan sampel yang digunakan adalah teknik *simple random sampling*. Dengan analisis data menggunakan analisis korelasi. Secara umum hasil penelitian yang telah dilakukan menunjukkan bahwa pelayanan prima (*service excellence*) dengan kepuasan pemustaka di Perpustakaan UPI berada pada kategori tingkat hubungan yang kuat. Sedangkan secara khusus hasil penelitian menunjukkan bahwa terdapat hubungan yang signifikan antara pelayanan prima (*service excellence*) dengan kepuasan pemustaka di Perpustakaan UPI.

Kata Kunci: Pelayanan Prima, Perpustakaan, Kepuasan Pemustaka

ABSTRACT

Nurriska Amalina (1102986), "The Relation between Service Excellence with Library Users Satisfaction at Indonesia University of Education (UPI) library.

Essay of Major of Library and Information Science, Department of Curriculum and Educational Technology Faculty of Science Education, Indonesia University of Education, Bandung 2016.

This research was motivated by the importance of service excellence in providing the library services, as part of efforts to improve the satisfaction of library users. Library of Indonesia University of Education (UPI) has had a good standard of service quality proven by obtaining the ISO 9001: 2008 and the implementation of service excellence to provide the best service to its library users. This research attempted to answer the problems that have been formulated, i.e. "How is the relation between service excellence with library users satisfaction at UPI library?" Particular, the problems in this research are: 1) How is the picture of service excellence in the aspect ability, attitude, appearance, attention, action, and accountability at UPI library? 2) How is the level satisfaction of library users on aspects librarian competence in serving users, service time, service performance, responsive to users, and quality of the collection at UPI library? 3) Is there a significant relation between the service excellence with library users satisfaction at library UPI?. The research aim was to determine how is the relation between service excellence with library users satisfaction. The method that has been used in this research was descriptive method with quantitative approach. The population in this study was UPI Library users, with a total sample of 100 people who had been calculated based on the formula of Taro Yamane and the sampling technique that had been used is simple random sampling. With data analysis was using analysis correlation. In general, the results showed that service excellence with library users satisfaction in the category level strong relation. Where as in particular, the results showed that there is a significant relation between service excellence with satisfaction library users at UPI library.

Keywords: Service Excellence, Library, Satisfaction of library users