

## **ABSTRAK**

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### **ANALISIS TINGKAT KEPUASAN PENGGUNA JASA TERHADAP KUALITAS LAYANAN DI BADAN PERPUSTAKAAN DAN KEARSIPAN PROVINSI JAWA TIMUR**

(xvii + 86 halaman; 6 gambar; 51 tabel; 15 lampiran)

Kepuasan pengguna dapat diukur keberhasilannya dalam memberikan kualitas pelayanan yang bermutu kepada masyarakat. Semakin baik kualitas layanan, semakin tinggi kepuasan pengguna yang akan diberikan pihak perpustakaan.

Berdasarkan data dari Kepala Sub Bidang Layanan Badan Perpustakaan dan Kearsipan Provinsi Jawa Timur (BPKP Jatim), pada tahun 2011, pengguna jasa perpustakaan memiliki jumlah 28.294 orang dimana kebanyakan diantara mereka merupakan pelajar dan mahasiswa. Untuk meningkatkan kepuasan pengguna jasa, BPKP Jatim semakin meningkatkan kualitas layanan dengan memperhatikan parameter teknik (*technical requirement*), kebutuhan proses (*process requirement*), dan prosedur kualitas (*quality procedures*).

Pengumpulan data yang dilakukan berupa wawancara, studi pustaka, observasi, kuesioner, dan dokumentasi. Pengumpulan data secara kuesioner kepada 150 responden pengguna jasa BPKP Jatim. Pengolahan data menggunakan analisis validitas, reliabilitas, dan metode *Quality Function Deployment* (QFD).

Dari hasil penelitian maka dapat diketahui atribut jasa yang penting bagi pengguna, antara lain ruang baca yang nyaman (4.64), kebersihan dan kerapian ruang perpustakaan (4.52), fasilitas internet yang memadai. Tingkat kepuasan pengguna jasa terhadap kualitas layanan, antara lain ruang baca yang nyaman (4.16), fasilitas gedung dan peralatan fisik (rak, meja baca, kursi, dsb diperpustakaan cukup memadai) (4.013), kebersihan dan kerapian ruang perpustakaan (3.933). Prioritas pengembangan dan perbaikan tingkat kepuasan pengguna jasa, antara lain suhu ruangan dibawah 20 derajat serta pergantian kursi dan meja 2 tahun sekali (0.187), pelaksanaan *training* dilakukan 3 bulan sekali kepada karyawan (0.149), mengaplikasikan saran dan kritik dari pengguna jasa BPKP Jatim (0.137).

Referensi: 36 (1990-2012)

## ABSTRACT

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### **CUSTOMER SATISFACTION ANALYZE TO SERVICE QUALITY IN DIVISION HEAD OF LIBRARY AND ARCHIVAL SERVICES OF EAST JAVA**

(xvii + 86 pages; 6 figure; 51 table; 15 appendices)

Customer satisfaction can be measured by the success in providing quality services to the community. If the quality of service increase the level of satisfaction will be higher.

Based on data from the Division Head of Library and Archival Services of East Java (BPKP Jatim), in 2011, the number of customer in this library is 28.294 people, where most of them are students. To improve customer satisfaction, BPKP Jatim further improve the quality engineering services with respect to the technical requirements, the process requirements, and the quality procedures.

The methods of collecting data are form interviews, literature review, observation, questionnaires, and documentation. The methods of collecting data from questionnaire are done in two stages. The survey questionnaires were given to 150 respondents in BPKP Jatim. The data is analyzed by validity, reliability, and the method of *Quality Function Deployment (QFD)*.

From the research it is known that an important attribute for the customer, such as a comfortable reading room (4.64), the cleanliness and tidiness of the library (4.52), internet facilities are adequate. Levels of service customer satisfaction on the quality of services, such as a comfortable reading room (4.16), buildings and physical equipment (shelving, reading tables, chairs, etc., the library is quite adequate) (4013), the cleanliness and tidiness of the library (3933). Priorities for the development and improvement of the level of satisfaction of service users, such as room temperature below 20 degrees and turn the chairs and tables 2 years (0187), the implementation of the training performed 3 months to the employees (0149), apply the suggestions and criticisms of the service users BPKP Java (0137).

References: 36 (1990-2012)