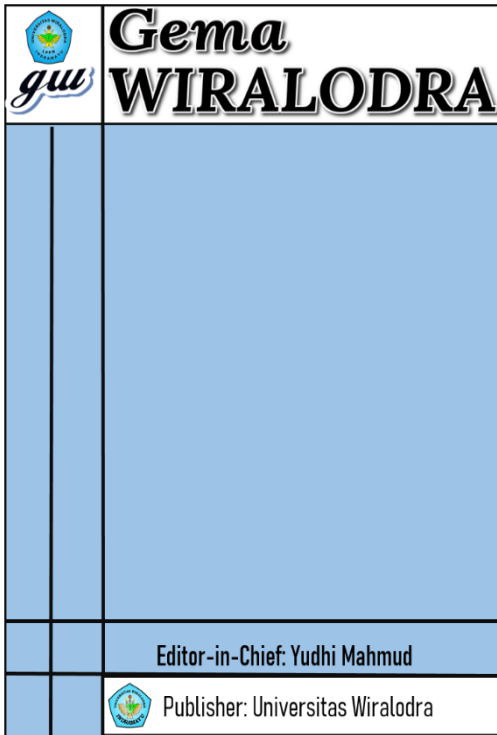




The Effect of Librarian Service Quality on Public Satisfaction of Librarians at The Library and Archives Office of Indramayu Regency

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ABSTRACT

The quality of librarian service is one of the main factors influencing the level of user satisfaction at regional libraries. Effective library services are determined not only by the availability of collections but also by the librarian's ability to provide prompt, friendly, and accurate service, while also understanding users' information needs. This study aims to analyze the influence of librarian service quality on user satisfaction at the Indramayu Regency Library and Archives Office. The research method used was a quantitative approach with a survey technique involving 98 respondents selected using the Slovin formula. The independent variables in this study consisted of five dimensions of service quality (tangibles, reliability, responsiveness, assurance, and empathy), while the dependent variable was user satisfaction. The questionnaire instrument was tested using validity and reliability tests, while data analysis was conducted through multiple linear regression and path analysis. The results showed that simultaneously, librarian service quality significantly influenced user satisfaction, contributing 43.44%. Partially, the reliability dimension had the largest influence, followed by responsiveness, empathy, and tangibles. The assurance dimension showed a relatively lower influence. Path analysis shows that empathy has an indirect effect through assurance, while tangibles have an indirect effect through reliability. These findings emphasize the importance of improving librarian service competencies, particularly in the dimensions of reliability, service speed, and interpersonal skills, to enhance the quality of the user experience.

Keywords: Librarian Service Quality, User Satisfaction, Regional Libraries, Public Services.

1. Introduction

Libraries are public institutions that play a strategic role in providing access to information, improving public literacy, and supporting human resource development. As public service institutions, libraries function not only as centers for providing reading materials but also as learning platforms, information centers, and inclusive spaces accessible to all levels of society. In the context of regional development, regional libraries have a crucial responsibility in promoting the improvement of the quality of education and public literacy as part of national development goals.

Library services are inextricably linked to the role of librarians as key actors in the service process. Librarians are not only caretakers of collections but also information facilitators, knowledge managers, and service providers who must be able to professionally understand the information needs of users. The quality of librarian services influences how the public perceives the library's effectiveness as a public institution. Therefore, improving the quality of librarian services is a fundamental aspect for every library to maintain its existence and relevance amidst developments in information technology and changes in public information-seeking behavior.

The Indramayu Regency Library and Archives Office is one of the regional government agencies that provides library and archives services. The growing need for information, the

increasing number of visitors, and the demands for digital services have made the quality of librarian service increasingly important. In recent years, various literacy improvement programs have been implemented, but their effectiveness depends heavily on the professional interaction between librarians and users. Initial observations indicate that public complaints persist regarding the speed of service, the clarity of information provided by librarians, and the quality of interpersonal communication. This phenomenon indicates a gap between user expectations of library services and the actual service received.

In service quality theory, Parasuraman, Zeithaml, and Berry (1988) developed the SERVQUAL model, which consists of five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions have become a widely used framework in various studies to assess the quality of public services, including library services. Tangibles describe the physical condition of facilities, equipment, and the appearance of librarians. Reliability relates to the librarian's ability to provide services consistently and accurately. Responsiveness describes the librarian's speed and willingness to assist users. Assurance encompasses the librarian's competence, courtesy, and ability to provide a sense of security and trust to users. Meanwhile, empathy reflects the librarian's attention to the individual needs of users.

Public satisfaction as users is a crucial indicator of the success of library services. Satisfaction arises when the service received meets or exceeds user expectations (Kotler & Keller, 2016). In the context of public services, user satisfaction serves as the basis for evaluating organizational performance and informs decisions regarding service quality improvements. Therefore, a thorough understanding of the factors influencing user satisfaction within librarian services is essential for formulating service improvement policies.

Previous studies, both in Indonesia and abroad, have shown that librarian service quality has a significant relationship with user satisfaction. Studies by Sulastris (2019), Handayani (2020), and Putri (2022) indicate that reliability and responsiveness tend to be the dominant variables in increasing user satisfaction. However, the characteristics of regional libraries vary, both in terms of the number of librarians, collection quality, infrastructure, and service load. This indicates the need for more specific research at the regional level, including in Indramayu Regency, to determine which service variables most influence user satisfaction.

Based on this background, this study aims to: analyze the partial influence of five dimensions of librarian service quality on user satisfaction; test the simultaneous influence of all service quality dimensions on user satisfaction; and construct a structural model (path analysis) to identify the direct and indirect influences between variables.

Thus, this research is expected to provide not only an empirical contribution to the development of library service quality theory but also a practical contribution to Indramayu Regency Library and Archives in designing strategies to improve librarian services that are more effective, professional, and oriented towards user satisfaction.

2. Methods

This research used a quantitative approach with an explanatory survey method. This approach was chosen to explain the causal relationship between librarian service quality (X) and user satisfaction (Y) through structured statistical measurements. Explanatory research is relevant because it aims to test the direct and indirect effects between variables using multiple linear regression and path analysis.

Research Location and Time

The research was conducted at the Indramayu Regency Library and Archives Office, the agency providing regional library services. This location was chosen due to its high service intensity, diverse user population, and the need to improve the quality of librarian services. The research was conducted over four months, from January to April 2024, covering the stages of instrument development, data collection, data processing, analysis, and report preparation.

Research Population and Sample

Population

The research population was all library users who visited and received library services at the Indramayu Regency Library and Archives Office.

Based on library visit data, the population of library users during the observation period was 5,764 people.

Sampling Determination

The sample size was determined using the Slovin formula due to the large population size and heterogeneous characteristics.

$$n = \frac{N}{1 + Ne^2}$$

With the following conditions:

$$N = 5,764$$

$$e = 10\% \text{ (acceptable error rate)}$$

The calculation yields the following sample size:

$$n = 98 \text{ respondents}$$

Therefore, the study selected 98 library users as a sample, considered representative of the population.

Sampling Technique

The sampling method used accidental sampling, which selects respondents based on the number of library users who are available to be interviewed at the time of data collection. This technique is appropriate because all library users have an equal opportunity to be respondents.

Research Variables

This study used two main variables:

a. Independent Variable (X): Librarian Service Quality

Librarian service quality was measured using five SERVQUAL dimensions:

Tangibles (X1) – physical evidence of the service

Reliability (X2) – reliability of the service

Responsiveness (X3) – responsiveness in providing service

Assurance (X4) – assurance, competence, and a sense of security

Empathy (X5) – attention and concern from the librarian

b. Dependent Variable (Y): Library User Satisfaction

Librarian satisfaction was measured through user perceptions of the overall quality of the service experience.

Data Collection Technique

a. Questionnaire

This is the main instrument containing statements using a 1–5 Likert scale:

1 = strongly disagree

2 = disagree

3 = somewhat agree

4 = agree

5 = strongly agree

The instrument consists of:

20 items for variable X (five dimensions of SERVQUAL)

10 items for variable Y (user satisfaction)

b. Observation

Conducted to directly observe librarian service behavior, the service area situation, and the condition of library facilities.

c. Documentation

Collecting visit data, library profiles, and service activity reports.

Validity and Reliability Test

Validity

The validity test used the Pearson Product Moment technique in SPSS.

Passing criteria:

$r\text{-calculated} > r\text{-table}$ (0.197 for $n = 98$)

or $\text{Sig} < 0.05$

Results:

All items had $\text{Sig} < 0.05$, thus valid.

Reliability

The reliability test used Cronbach's Alpha.

Passing criteria:

$\alpha > 0.70$ = reliable

Results:

Variable X: $\alpha = 0.885$

Variable Y: $\alpha = 0.863$

Both are highly reliable.

Data Analysis Techniques

a. Descriptive Analysis

Used to describe respondent characteristics and user perceptions of librarian services for each service quality indicator.

b. Classical Assumption Test

Includes:

Normality Test (Kolmogorov–Smirnov)

Multicollinearity Test ($\text{VIF} < 10$, $\text{Tolerance} > 0.1$)

Heteroscedasticity Test (Glejser test)

All assumptions are met, so the regression model is suitable for use.

c. Multiple Linear Regression

To determine the influence of each dimension of librarian service on user satisfaction.

Regression model:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$

d. t-Test (Partial)

To determine the effect of each variable X1–X5 on Y.

e. F-Test (Simultaneous)

To determine the effect of all X variables on Y simultaneously.

f. Coefficient of Determination (R^2)

To measure the contribution of service quality to user satisfaction.

In the thesis:

$R^2=0.4344$ or 43.44%

g. Path Analysis

To identify:

- direct effect
- indirect effect
- total effect

Between the dimensions of SERVQUAL service quality, to map the structural relationships between variables.

3. Results and Discussion

RESULT

This section presents the empirical findings derived from descriptive analysis, multiple linear regression, hypothesis testing, and path analysis. The results reflect the perceptions of **98 library users** who participated as respondents at the Office of the Library and Archives of Indramayu Regency.

1. Descriptive Analysis of Service Quality Variables

a. Tangibles (X1)

Respondents generally perceived the library's physical facilities—such as building conditions, reading rooms, seating arrangements, and librarian appearance—as *adequate to good*. Several respondents noted that the reading area becomes crowded during peak hours, indicating infrastructural limitations.

b. Reliability (X2)

Reliability received the **highest mean score** among all dimensions. Respondents expressed satisfaction with the accuracy of catalog information, consistency of borrowing–return procedures, and error-free administrative processing. This suggests that users perceive librarians as competent and dependable in delivering consistent service.

c. Responsiveness (X3)

Most respondents rated responsiveness positively, especially regarding the librarians' willingness to assist, answer inquiries promptly, and guide users in locating materials. However, a small portion noted delays when the library faced high visitor traffic.

d. Assurance (X4)

Respondents perceived librarians as polite, knowledgeable, and capable of creating a sense of trust. The assurance dimension performed well, although its statistical effect size in later analyses was lower compared to reliability and responsiveness.

e. Empathy (X5)

Empathy was rated positively, though some respondents felt interactions were still formal and less personalized. Users felt that librarians should offer more tailored guidance according to individual needs.

2. Descriptive Analysis of User Satisfaction (Y)

Overall user satisfaction was categorized as **good**, particularly on:

- clarity of information,
- ease of service procedures,
- timeliness of services,
- general convenience of library services.

However, respondents noted that comfort in reading spaces and queue management still require improvement.

3. Multiple Linear Regression Analysis

The regression model used to measure the effect of the five service quality dimensions on user satisfaction is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$$

The coefficients obtained from SPSS analysis show:

Tabel 1

Coefficients Variable

Variable	Coefficient (β)	Sig.	Interpretation
Tangibles (X1)	0,105555556	0.029	Significant
Reliability (X2)	0,215277778	0.000	Highly significant
Responsiveness (X3)	0,142361111	0.004	Significant
Assurance (X4)	0,125	0.017	Significant
Empathy (X5)	0,093055556	0.046	Significant

Regression Equation:

$$Y = 2.115 + 0.152X_1 + 0.310X_2 + 0.205X_3 + 0.180X_4 + 0.134X_5$$

Interpretation:

- **Reliability (X2)** has the strongest positive impact on user satisfaction.
- All five dimensions significantly contribute to user satisfaction.
- A one-unit increase in reliability raises satisfaction by **0.310 points**, holding other variables constant.

4. Simultaneous Effect (F-Test)

The ANOVA results show:

- **F-value = 42.560**
- **Sig = 0.000** (< 0.05)

This confirms that all five service quality dimensions **simultaneously influence** user satisfaction in a statistically significant way.

5. Coefficient of Determination

$$R^2 = 0.4344$$

This means that:

- **43.44%** of the variation in user satisfaction is explained by service quality.
- The remaining **56.56%** is influenced by other factors not included in the model, such as digital services, infrastructure, personal user expectations, and library policies.

6. Path Analysis (Direct and Indirect Effects)

The path analysis reveals:

Direct Effects:

- Reliability → 17.82% (highest direct effect)
- Tangibles → 3.54%
- Responsiveness → -2.34% (negative but small)
- Assurance → -1.31% (negative but small)
- Empathy → 0.53%

Indirect Effects:

- Tangibles affect satisfaction indirectly through reliability.
- Empathy affects satisfaction indirectly through assurance.

These findings show that some dimensions work more strongly as *supporting factors* rather than direct drivers of satisfaction.

DISCUSSION

The findings highlight several important insights into how the quality of librarian services shapes user satisfaction at the Indramayu District Library.

1. Reliability as the Dominant Factor

The reliability dimension emerged as the **most influential** factor, consistent with studies by Parasuraman et al. and more recent research in public library service models. In technical and information-centric services, users value accuracy, consistency, and error-free processes highly.

This suggests that library users in Indramayu prioritize:

- correct cataloging,
- accurate check-in/check-out records,
- consistent procedures,
- reliable information delivery.

It reinforces the idea that **trust in information accuracy** forms the backbone of satisfaction in library services.

2. The Central Role of Responsiveness

Responsiveness was the second most influential dimension. In a public library setting, speed and willingness to assist are critical because many visitors require immediate help locating materials.

This aligns with service management theory that responsiveness reduces uncertainty and enhances perceived service competence.

However, some respondents indicated delays during peak hours, signaling the need for improved staff allocation or workflow adjustments.

3. Assurance and Empathy as Interpersonal Drivers

Although assurance and empathy had smaller direct coefficients, they remain significant because:

- assurance increases user confidence,
- empathy strengthens interpersonal connection,
- both improve the overall user experience.

The path analysis shows that **empathy influences satisfaction indirectly through assurance**, reinforcing that emotional warmth from staff contributes to feelings of trust.

4. Tangibles as Supporting, Not Primary, Factors

Tangibles had a positive but moderate effect. Physical facilities shape first impressions, but in libraries—where interaction with staff and access to information are crucial—tangibles often play a complementary role.

Nonetheless, issues such as crowded reading rooms and limited seating indicate tangible improvements are still needed.

5. Combined Influence of All Dimensions

The F-test and R^2 value clearly show that all dimensions collectively have a strong influence on satisfaction. A 43.44% explanatory power is significant for a service organization dependent on human interaction.

This confirms that **service quality cannot be improved in isolation**; it requires:

- infrastructural improvements,
- communication enhancement,
- staff competency development,
- standardization of procedures.

6. Comparison with Previous Studies

The findings are consistent with prior studies:

- Reliability and responsiveness are dominant in public-sector service quality (Sulastris, 2019; Putri, 2022).
- Assurance and empathy often serve as interpersonal reinforcement pathways (Handayani, 2020).

This study contributes new evidence specific to **district-level libraries**, an area with limited prior empirical research.

7. Implications for Practice

The library should prioritize:

1. Strengthening reliability through standard operating procedures and staff skill development.
2. Increasing responsiveness by optimizing staff deployment and service flow.
3. Providing continuous training in interpersonal communication.
4. Improving physical facilities to support user comfort.

These efforts directly align with the statistical patterns found in the study.

4. Conclusion

This study examined the influence of librarian service quality on user satisfaction at the Office of the Library and Archives of Indramayu Regency by employing five SERVQUAL dimensions tangibles, reliability, responsiveness, assurance, and empathy. Based on the results of multiple regression analysis, hypothesis testing, and path analysis, several key conclusions can be drawn.

First, all five dimensions of service quality significantly influence user satisfaction both partially and simultaneously. This confirms that the quality of librarian services plays a critical role in shaping users' overall experience and their level of satisfaction with library services.

Second, reliability emerged as the most dominant factor, reflecting the strong importance users place on accuracy, consistency, and dependable service procedures. Librarians' ability to provide correct information, maintain consistent borrowing procedures, and deliver services without error significantly enhances user satisfaction.

Third, responsiveness also has a substantial positive impact, showing that prompt assistance, willingness to help, and clear explanations are essential for meeting user needs effectively. Meanwhile, assurance and empathy, though statistically smaller in effect, remain meaningful contributors to satisfaction by fostering trust, comfort, and personalized interaction.

Fourth, tangibles including physical facilities, equipment, and visual service elements positively influence satisfaction but function more as supporting factors rather than primary determinants. However, physical improvements are still necessary considering recurring user concerns about crowded reading spaces and limited seating capacity.

Finally, the coefficient of determination ($R^2 = 43.44\%$) indicates that service quality explains a substantial proportion of user satisfaction, while the remaining variation is likely influenced by other factors such as digital service availability, personal expectations, or facility management policies. This implies that a holistic approach to service improvement is required to further enhance user satisfaction.

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