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Model Pengukuran Kualitas Layanan Perpustakaan Berbasis LibQual

OLEH:

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Supported by



Jakarta, 28 Mei 2020 *"Becoming the New Normal Era School Librarians"*



Selamat HUT ATPUSI Ke-11

28 Mei 2009 – 28 Mei 2020

Semoga makin bermanfaat bagi pemustaka, bangsa, dan negara

Tema:

“Becoming the New Normal Era School Librarians”

Latar Belakang LibQual

Model pengukuran kualitas layanan perpustakaan berbasis **LibQual** diadopsi dan diadaptasi dari model pengukuran kualitas layanan **ServQual** yang digunakan untuk mengukur kualitas layanan perusahaan atau institusi bisnis, seperti bank, hotel, rumah sakit, restoran, dan lain-lain dalam rangka memuaskan pelanggannya.

Pengertian LibQual

LibQUAL+ is **a web-based survey** offered by the Association of Research Libraries **that helps libraries assess and improve library services, change organizational culture, and market the library.**

Tujuan LibQual

- ❑ Menumbuhkan **budaya melayani** (memberikan pelayanan terbaik)
- ❑ Membantu perpustakaan **lebih memahami** persepsi dan harapan pemustaka
- ❑ Membantu perpustakaan **mengumpulkan dan menginterpretasi data secara sistematis.**
- ❑ Menyediakan **data perbandingan** penilaian kualitas layanan **antar perpustakaan** (lokal, nasional, regional, internasional)
- ❑ Membantu **mengidentifikasi layanan terbaik (*best practices*)** di dalam layanan perpustakaan
- ❑ **Meningkatkan keterampilan pustakawan/tenaga perpustakaan dalam melakukan survei, mengambil data, dan menginterpretasikan data.**
- ❑ **Menjadi pijakan/landasan kuat** dalam menyusun kebijakan, program dan layanan perpustakaan.

INSTRUMEN PENGUKURAN LIBQUAL

Tiga instrumen pengukuran kualitas layanan perpustakaan berbasis LibQual:

- (1) *Minimum* (harapan minimum pemustaka)
- (2) *Perceived* (layanan yang dirasakan/dialami oleh pemustaka)
- (3) *Desired* (harapan yang sesungguhnya diinginkan pemustaka)

DIMENSI LIBQUAL

Dimensi dalam pengertian di sini adalah area atau ruang lingkup yang akan dinilai dalam survey oleh pemustaka, yaitu:

- (1) *Affect of Service* (Sikap pustakawan dalam melayani)
- (2) *Information Control* (Kemudahan akses layanan perpustakaan)
- (3) *Library as Place* (Kenyamanan ruang atau gedung perpustakaan)

Apa yang dimaksud kualitas layanan?

- ▶ Dalam LibQual, yang dimaksud “Kualitas Layanan” adalah **selisih (*gap*) antara *minimum*, *perceived*, dan *desired* pemustaka.**
- ▶ Kualitas layanan perpustakaan dianggap baik, bila hasil perhitungan terdapat selisih (*gap*) yang positif (+). Begitu pula sebaliknya, kualitas layanan perpustakaan dianggap buruk (belum baik), bila hasil perhitungan terdapat selisih (*gap*) yang negatif (-). Di antara kedua sisi itu ada wilayah kualitas layanan yang masih “abu-abu”, tetapi masih dapat ditoleransi, yang disebut dengan “*zone of tolerance*”.
- ▶ Karena pengukuran kualitas layanan berdasarkan selisih penilaian (*gap score*), maka **LibQual** ini disebut juga dengan “***Gap Model***”.

Kategori Penilaian LibQual

Terdapat dua kategori penilaian (interpretasi data) dalam LibQual, yaitu:

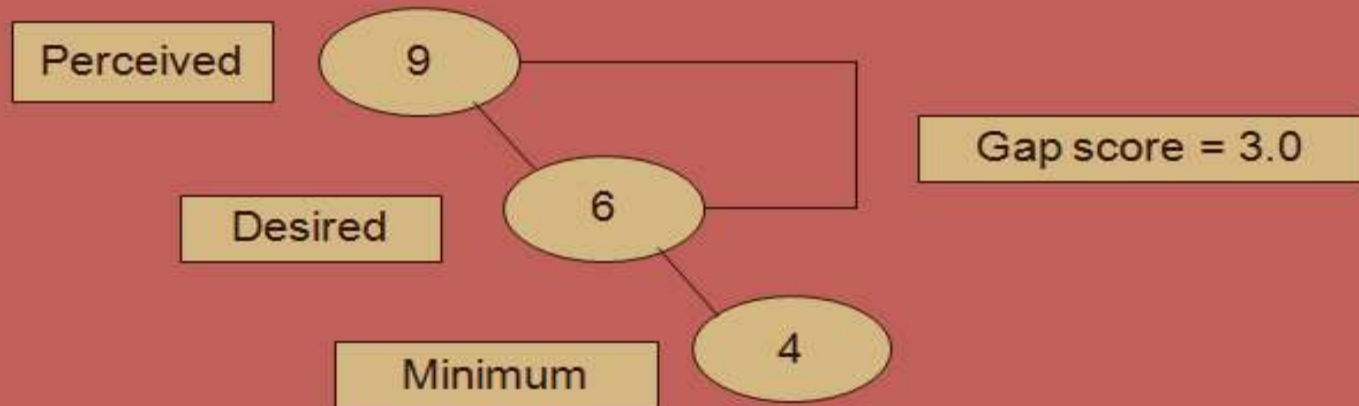
- (1) *Service Adequacy (Layanan yang memadai)*
 - (2) *Service Superiority (Layanan yang melampaui harapan)*
- ▶ **Service Adequacy** The service adequacy gap score is calculated by subtracting the minimum score from the perceived score on any given question, for each user. Both means and standard deviations are provided for service adequacy gap scores on each item of the survey, as well as for each of the three dimensions of library service quality. In general, service adequacy is an indicator of the extent to which you are meeting the **minimum expectations** of your users. A negative service adequacy gap score indicates that your users' **perceived** level of service quality is below their minimum level of service quality and is **printed in red**.
 - ▶ **Service Superiority** The service superiority gap score is calculated by subtracting the desired score from the perceived score on any given question, for each user. Both means and standard deviations are provided for service superiority gap scores on each item of the survey, as well as for each of the three dimensions of library service quality. In general, service superiority is an indicator of the extent to which you are exceeding the **desired expectations** of your users. A positive service superiority gap score indicates that your users' **perceived** level of service quality is above their desired level of service quality and is **printed in green**.
 - ▶ Radar charts are commonly used to display the result.

Kriteria dan Rumus Perhitungan Data

- (1) **Adequacy Gap (AG)** adalah nilai selisih yang diperoleh dari: *Perceived - Minimum*
- (2) **Superiority Gap (SG)** adalah nilai selisih yang diperoleh dari: *Perceived - Desired*
- (3) **Zone of tolerance** adalah nilai yang berada pada wilayah antara AG positif dan harapan (Desired).

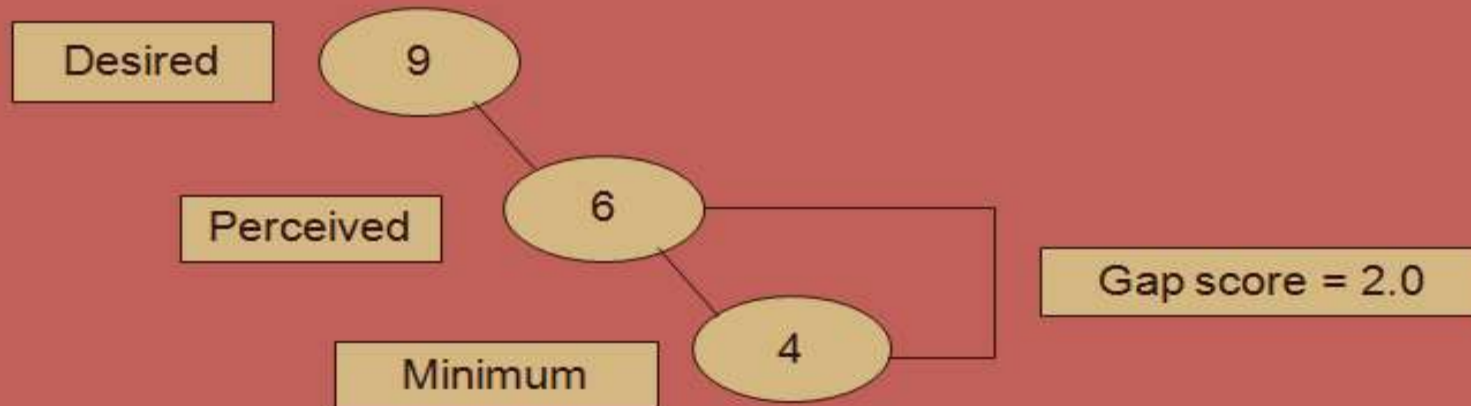
Kriteria Penilaian:

SG Positif = **Sangat puas**



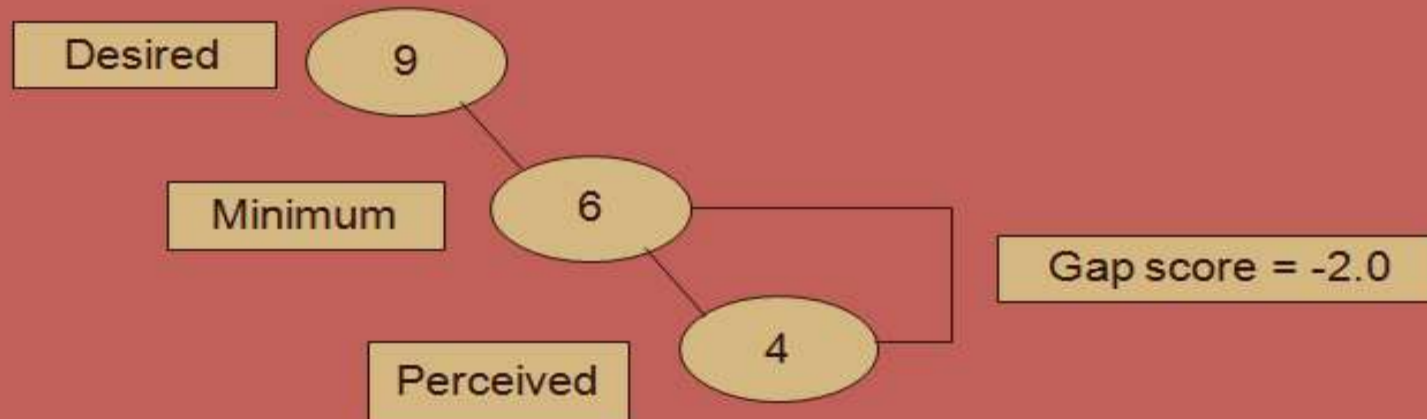
Kriteria Penilaian:

AG Positif = **Cukup puas**



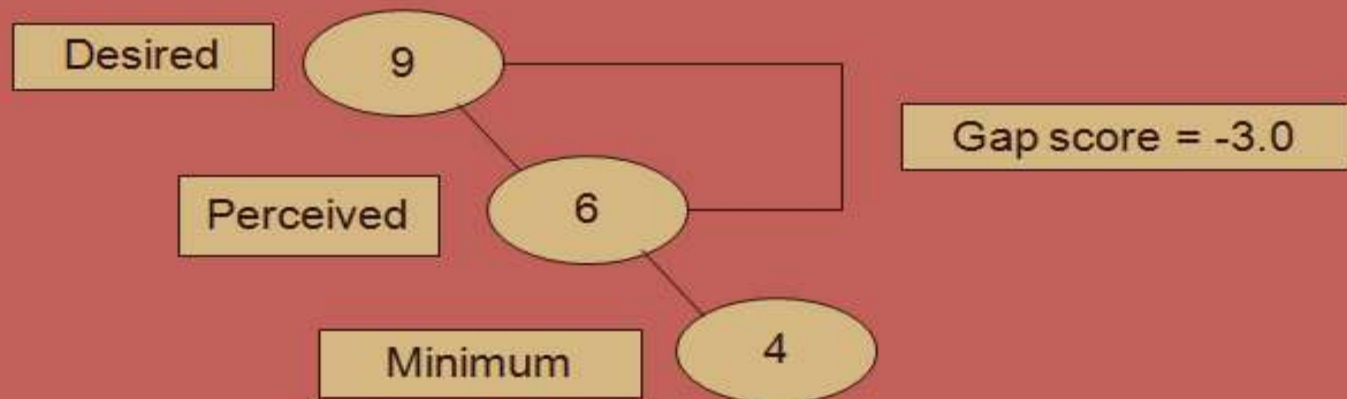
Kriteria Penilaian:

AG Negatif = **Belum puas**



Kriteria Penilaian:

SG Negatif = *Zone of tolerance*



Kualitas layanan dalam batas yang bisa ditoleransi = baik.



Isilah angket ini dengan cara melingkari salah satu angka pada kolom (1), (2) dan (3).

Tentukan harapan anda terhadap layanan perpustakaan dengan skala nilai 1-9. Nilai terendah 1 dan tertinggi 9.

Kolom (1) Harapan minimum, maksudnya tingkat layanan minimum yang dapat saya terima.

Kolom (2), Layanan yang sesungguhnya saya inginkan/harapkan.

Kolom (3) Layanan yang saya terima/rasakan selama ini.

Perhatian:

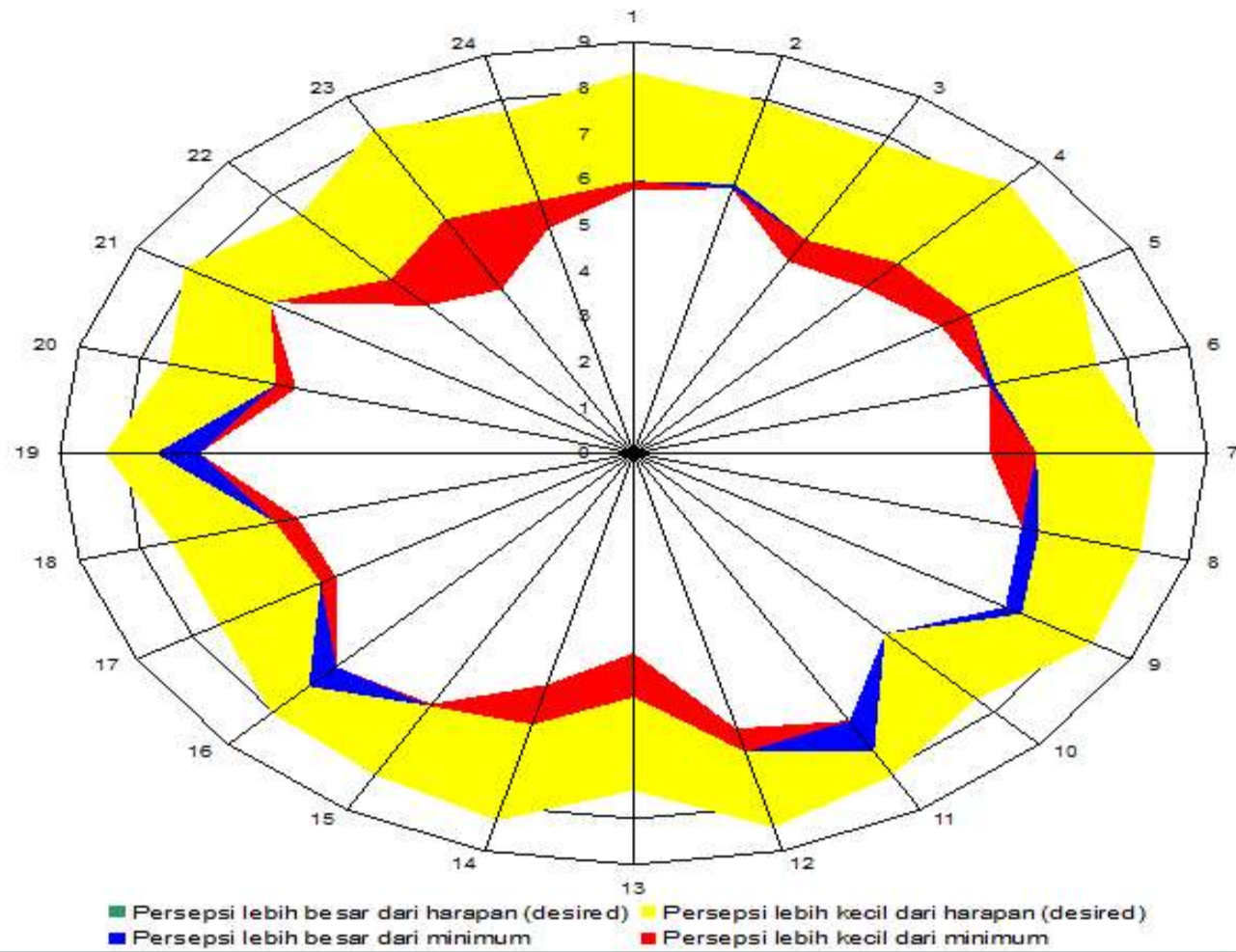
Nilai yang anda tentukan di kolom 1 harus lebih kecil atau sama dengan nilai di kolom 2.

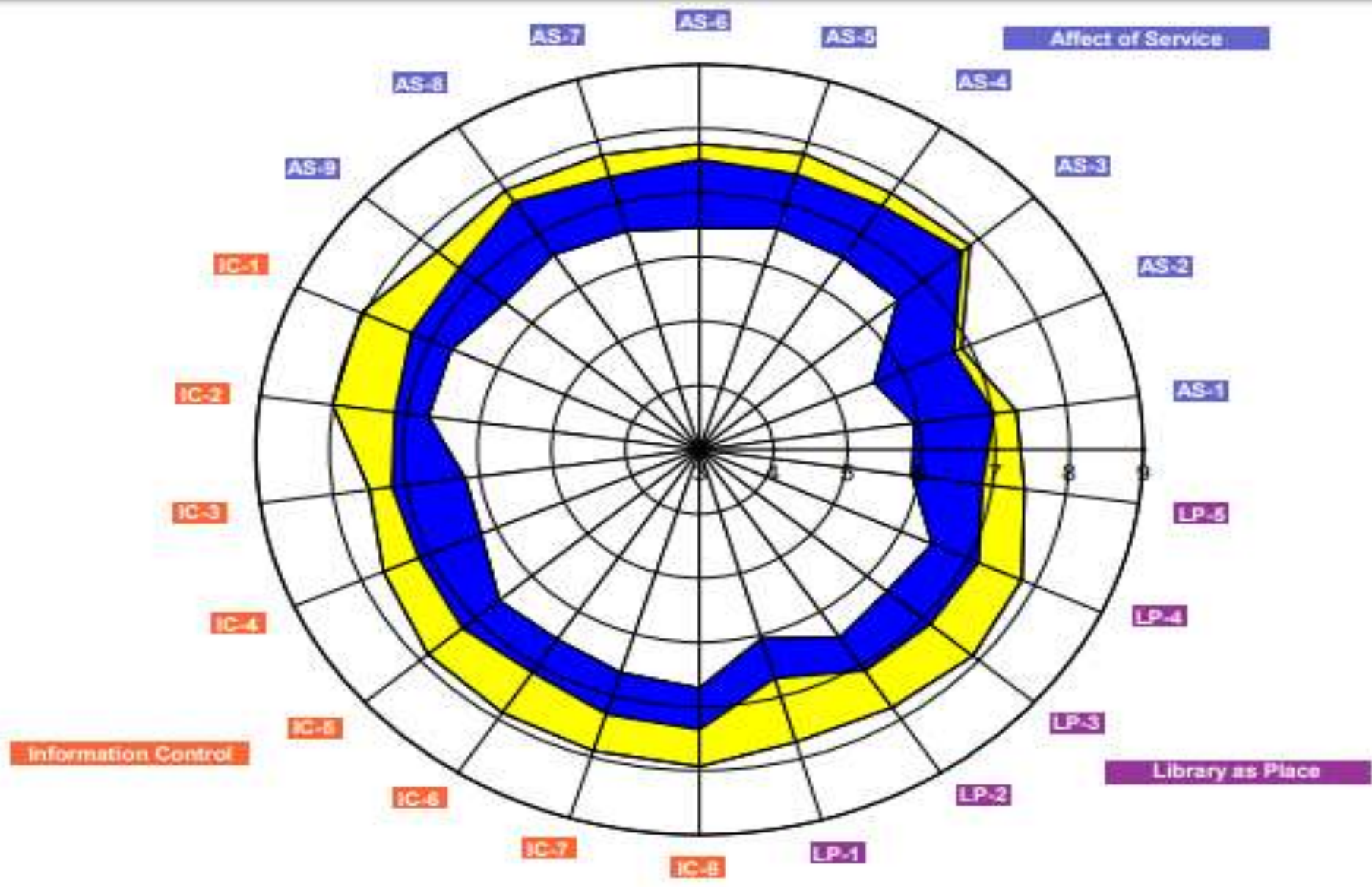
Jenis Pernyataan	(1) Layanan minimum yang saya harapkan/inginkan		(2) Layanan yang sesungguhnya Saya harapkan/inginkan		(3) Layanan yang saya terima/rasakan selama ini	
	Terendah	Tertinggi	Terendah	Tertinggi	Terendah	Tertinggi
1) Ketersediaan buku-buku di perpustakaan dalam membantu saya menyelesaikan tugas-tugas KBM (Kegiatan Belajar Mengajar)	1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9	
2) Keramahan pustakawan/petugas perpustakaan dalam melayani	1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9	
3) Kenyamanan dalam menggunakan katalog online (katalog di komputer)	1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9	
4) Ketenangan suasana ruangan perpustakaan untuk membaca	1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9	

When it comes to...	My Minimum Service Level Is									My Desired Service Level Is									Perceived Service Performance Is									
	Low								High	Low								High	Low								High	NA
1) Library staff who instill confidence in users	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
2) Making electronic resources accessible from my home or office	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
3) Library space that inspires study and learning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
4) Giving users individual attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
5) A library Web site enabling me to locate information on my own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
6) Library staff who are consistently courteous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
7) The printed library materials I need for my work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
8) Quiet space for individual work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
9) Readiness to respond to users' enquiries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>
10) The electronic information resources I need	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>

ID	Question Text	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean	n
Affect of Service							
AS-1	Employees who instill confidence in users	5.94	7.33	7.03	1.09	-0.30	2,824
AS-2	Giving users individual attention	5.58	6.88	6.77	1.18	-0.11	3,280
AS-3	Employees who are consistently courteous	6.56	7.85	7.71	1.15	-0.14	3,271
AS-4	Readiness to respond to users' questions	6.57	7.76	7.53	0.96	-0.24	3,058
AS-5	Employees who have the knowledge to answer user questions	6.61	7.82	7.49	0.88	-0.33	3,329
AS-6	Employees who deal with users in a caring fashion	6.46	7.76	7.52	1.06	-0.24	10,037
AS-7	Employees who understand the needs of their users	6.54	7.78	7.42	0.88	-0.36	3,272
AS-8	Willingness to help users	6.62	7.82	7.60	0.98	-0.21	3,094
AS-9	Dependability in handling users' service problems	6.50	7.70	7.30	0.81	-0.40	2,618
Information Control							
IC-1	Making electronic resources accessible from my home or office	6.70	8.04	7.30	0.60	-0.74	3,164
IC-2	A library Web site enabling me to locate information on my own	6.70	8.01	7.16	0.46	-0.85	3,993
IC-3	The printed library materials I need for my work	6.20	7.50	7.20	1.00	-0.30	3,245
IC-4	The electronic information resources I need	6.23	7.67	7.15	0.92	-0.52	10,262
IC-5	Modern equipment that lets me easily access	6.59	7.86	7.24	0.66	-0.61	3,833

Analisis berdasarkan butir pernyataan





Dimensi Sikap Melayani (*Affect of Service*)

Affect of Service

- [AS-1] Employees who instill confidence in users
- [AS-2] Giving users individual attention
- [AS-3] Employees who are consistently courteous
- [AS-4] Readiness to respond to users' questions
- [AS-5] Employees who have the knowledge to answer user questions
- [AS-6] Employees who deal with users in a caring fashion
- [AS-7] Employees who understand the needs of their users
- [AS-8] Willingness to help users
- [AS-9] Dependability in handling users' service problems

Dimensi Kemudahan Akses Informasi (*Information Control*)

Information Control

- [IC-1] Making electronic resources accessible from my home or office
- [IC-2] A library Web site enabling me to locate information on my own
- [IC-3] The printed library materials I need for my work
- [IC-4] The electronic information resources I need
- [IC-5] Modern equipment that lets me easily access needed information
- [IC-6] Easy-to-use access tools that allow me to find things on my own
- [IC-7] Making information easily accessible for independent use
- [IC-8] Print and/or electronic journal collections I require for my work

Dimensi Kenyamanan Ruang Perpustakaan (*Library as Place*)

Library as Place

- [LP-1] Library space that inspires study and learning
- [LP-2] Quiet space for individual activities
- [LP-3] A comfortable and inviting location
- [LP-4] A getaway for study, learning or research
- [LP-5] Community space for group learning and group study



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TERIMA KASIH