

The Effect of Service Quality Dimension on Satisfaction of BPS Library Visitors of West Sumatera Province

Masruqi Arrazy¹, Susi Evanita², Yulihhasri³

¹Universitas Negeri Padang, Padang, Indonesia, ✉ mas.ruqi@gmail.com

²Universitas Negeri Padang, Padang, Indonesia, ✉ susievanita@gmail.com

³Universitas Negeri Padang, Padang, Indonesia, ✉ yulihhasri_eri@yahoo.com

Abstract

This study aims to analyze the dimensions of service quality on visitor satisfaction of BPS Library West Sumatra. This research is survey and use questionnaire as data collecting tool. This research is a descriptive research analysis, which has the purpose of describing the characteristics of the quality of library services. Sample in this study were 121 respondents. Data analysis techniques used in this study include descriptive analysis, univariate analysis, and multivariate analysis. The results showed: (1) Dimension of service quality that is tangible most significantly and positively influence on visitor satisfaction; (2) service quality dimension that is reliability, assurance and empathy have a significant effect and positively influence on visitor's satisfaction; (3) Dimension of service quality that is responsiveness has a negative and significant effect.

Keywords: tangible, reliability, responsiveness, assurance, empathy, satisfaction

Introduction

Implementation of public services is still faced with conditions that have not been in accordance with the needs and changes in various conditions that are not in accordance with the needs and changes in various areas of life in society, nation and state. Therefore, every institution is expected to provide public services in accordance with legislation. Based on Law Number 25 Year 2009 on public service, every public body is expected to provide public services in accordance with the needs and changes in various areas of life in society, nation and state.

Badan Pusat Statistik (BPS) is a public institution that provides services through the provision of data and statistical information. The duties and responsibilities in the field of statistics are in accordance with the mandate of Law No. 16 of 1997 on Statistics and Government Regulation No. 51 of 1999 on the Implementation of Statistics. Specifically, BPS as an institution that performs statistical activities nationally is always required to produce quality and current data. Currently, all policies and development plans in all fields involve BPS data as a reference.

One of the indicators that became the benchmark of BPS Library has fulfilled the mandate that has been charged is visitor satisfaction *perputakaan*. According to Zeithaml and Bitner (2000: 75) the definition of satisfaction is: Response or response of consumers regarding the fulfillment of needs. Satisfaction is an assessment of the characteristics or features of the product or service, or the product itself, which provides the level of consumer pleasure associated with the fulfillment of consumer consumption needs.

In fulfillment of visitor satisfaction, BPS feels the need to get material evaluation in order to improve the quality of the library. Parasuraman (2001) states that there are five dimensions that determine satisfaction that is tangible, reliability, responsiveness, assurance and attitudes.

The five dimensions are an important element that is measured as the quality of service. The concept of service quality is to shape attitudes and behavior of service providers in order to provide optimal service.

In 2011 and 2016, BPS services in the Library tended to improve. This can be measured by the Consumer Satisfaction Index (IKK). IKK is one of the indicators that measure the satisfaction level of data users in general. Generally, general user IKK data ranges from 80 to 90, which means BPS service for the Library is quite good in general.

This study explains the effect of service quality dimension to visitor satisfaction. The literature review is described in an early article which then explains the conceptual framework and research hypothesis. In the next section explains research methods, samples, and data analysis techniques. Then, the results of the study are discussed to answer the proposed hypothesis. Finally, explain the conclusions and suggestions from the results of this study.

Methods

The approach used in this study is a quantitative approach that emphasizes its analysis on numerical data processed by statistical methods. This research is survey and use questionnaire as data collecting tool. This research is a descriptive research analysis, which has the purpose of describing the characteristics of the quality of library services. This research is focused to know the perception of visitors to the quality of library services in BPS Library of West Sumatra Province

The technique of collecting data in this research is by using questionnaire. The population in this study is the use of BPS Library of West Sumatra which uses library services. The number of samples in this study were 121 respondents. The conceptual framework in this study is as follows:

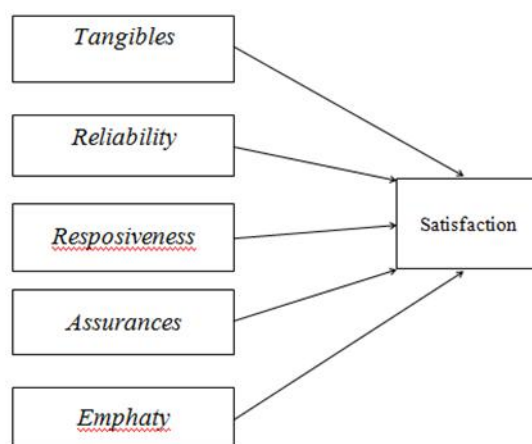


Figure 1. Conceptual Framework

Results and Discussion

Result

Based on the formulation of research problems previously mentioned that is to reveal the influence of service quality dimension to the satisfaction of visitors of BPS library of West Sumatera Province, the results of multiple regression analysis can be seen in the table 1;

From table 1 can be seen that the value of regression coefficients for the dimension of quality waitressible show the value of 0.238 with t value of 3.141 on the sig. 0.002 <0.05. Demonstrate that the quality dimension of waitress can have positive and significant effect to library visitor satisfaction. This means the improvement of the dimension of the quality of waiter for one unit with the assumption ceteris paribus will increase visitor satisfaction by 0,238 unit.

The value of the regression coefficient for service quality dimension reliability shows the value of 0.184 with t value of 2.315 on the sig. 0.022 <0.05. Show that dimension of service quality of reliability have positive and significant influence to library visitor satisfaction. This means increasing the quality dimension of service reliability by one unit with the assumption ceteris paribus will increase visitor satisfaction by 0,184 unit.

The value of regression coefficient for service quality dimension responsiveness shows the value of -0.213 with t value of 2.828 on sig. 0.006 <0.05. Show that dimension of service quality of responsiveness have a significant negative effect to library visitor satisfaction. This means the improvement of service quality dimension of responsiveness of one unit with the assumption ceteris paribus will decrease the satisfaction of visitor equal to 0,213 unit.

Table 1 Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,986	1,337		1,486	0,140
Tangible	0,238	0,076	0,235	3,141	0,002
Reliability	0,184	0,079	0,257	2,315	0,022
Responsive	-0,213	0,075	-0,281	-2,828	0,006
Assurance	0,226	0,093	0,315	2,444	0,016
Emphaty	0,202	0,088	0,236	2,282	0,024
R = 0,668					
R Square = 0,422					
F = 18,490					
Sig.F = 0,000					

The value of regression coefficient for service quality dimension of assurance showed value equal to -0.226 with t value equal to 2.444 on sig. 0.016 < 0.05. Demonstrate that the service quality dimension of assurance have positive and significant influence to library visitor satisfaction. This means increasing the dimension of service quality assurance of one unit with the assumption ceteris paribus will increase visitor satisfaction by 0.226 unit.

Regression coefficient value for service quality dimension empathy show value equal to -0.202 with t count equal to 2.282 at sig. 0.024 < 0.05. Show that dimension of quality of empathy service have positive and significant influence to library visitor satisfaction. This means increasing the dimension of service quality empathy of one unit with the assumption ceteris paribus will increase the visitor satisfaction of 0.202 units.

Constant value of 1.986 shows that without the dimension of tangible service, reliability, responsiveness, assurance and empathy, the value of visitor satisfaction library BPS West Sumatera Province of 1.986.

F hit value of 18,490 with sig,0,000 < 0,05, mean that service quality dimension able to explain variable of visitor satisfaction significantly. While the value of adjusted R-square of 0.422, means 42.2% satisfaction visitors BPS library of West Sumatera Province is determined by the dimensions of service tangible, reliability, responsiveness, assurance and empathy. The difference of 57.8% is determined by other factors outside the variables studied. Other factors that affect visitor satisfaction according to Irawan (2004), in addition to service quality factors can be product quality, Emotional Factor, Cost and convenience.

Based on the results obtained the analysis can be made regression equation as follows:

$$Y = 1,986 + 0,238X_1 + 0,184X_2 - 0,213X_3 + 0,226X_4 + 0,202X_5$$

Dimension of service quality that is tangible have a significant effect to library visitor satisfaction with value sig.0,002 < 0,05. This means that there is a significant influence between the dimensions of service quality tangible to satisfaction visitors BPS library of West Sumatera Province. And the value of influence of 0.238 to the quality of service so that it has a positive influence. So Ho rejected, and Ha accepted.

The dimension of service quality is reliability significantly influence the satisfaction of library visitors with sig.0,022 < 0.05 This means there is a significant influence between the quality of service reliability dimension to the satisfaction of visitors of BPS library of West Sumatera Province. Whereas the reliability dimension has a positive influence of 0.184 to the quality of service . So Ho is rejected, and Ha accepted.

Dimension of service quality that is responsiveness have significant effect to library visitor satisfaction with value sig.0,006 < 0,05. This means that there is a significant influence between the dimensions of responsiveness service quality to the satisfaction of visitors BPS library of West

Sumatra Province. However, the influence on the dimensions of responsiveness has a negative effect of 0.213 to satisfaction. This causes H_0 to be accepted.

Service quality dimension that is assurance have significant effect to library visitor satisfaction with value of $\text{sig}.0,016 < 0,05$. This means that there is a significant influence between the quality dimensions of assurance services to the satisfaction of visitors of BPS library of West Sumatra Province. And the assurance dimension has a positive influence of 0.226. So H_0 is rejected, and H_a accepted.

Dimensions of service quality are empathy significantly influence the satisfaction of library visitors with a value of $\text{sig}.0,024 < 0,05$. This means that there is a significant influence between the dimensions of service quality empathy on visitor satisfaction library BPS West Sumatra Province.

Service quality dimension consisting of tangible dimension, reliability, responsiveness, assurance and empathy together significantly influence the library visitor satisfaction with $\text{sig}.0,000 < 0,05$ so H_0 is rejected, and H_a accepted. This means there is a significant influence between the dimensions of service quality to the satisfaction of visitors BPS library of West Sumatra Province. And the empathy dimension has a positive influence of 0.202. So H_0 is rejected, and H_a accepted.

Discussion

The influence of tangible service quality dimension to visitor satisfaction of BPS library of West Sumatera Province. Based on the results of descriptive analysis that Indicator where the supporting facilities provided on the dimension of service quality tangible has highest level of respondents achievement, as much as 93.3%. While the indicator with the lowest level of respondents is the indicator of equipment and technology used, with the achievement of 85.9%. Overall dimension of tangible service quality have mean score 4,44 with level of respondent achievement equal to 88,87 which included in good category. This means that visitors of BPS library of West Sumatera Province are satisfied with the existing physical facilities in the library.

Based on the results of multiple regression analysis can be found that tangible variables have a positive and significant effect on the satisfaction of visitors of BPS library of West Sumatera Province with $\text{sig}.0,000 < 0,05$ so H_0 is rejected, and H_a accepted. This significant value indicates that the increase or decrease of physical evidence will affect the level of visitor satisfaction of BPS library of West Sumatera Province. The positive value of the tangible variable indicates the higher the physical evidence given then it will be followed by the higher increase in visitor satisfaction. This is in accordance with Parasuraman's opinion in Tjiptono (2005) that "physical evidence is concerned with the attractiveness of the physical facilities, equipment, and materials used by the company, as well as the appearance of employees." In other words if the company can provide good physical evidence it will get a positive response that leads to customer satisfaction.

In line with the research conducted by Primananda (2014), the results of the first hypothesis test proved that physical evidence had a significant positive effect partially on consumer satisfaction, besides that Paramarta (2008) also stated that physical proof has significant influence to consumer satisfaction. This shows that physical evidence becomes a variable that affects the increase or decrease in satisfaction. Therefore, physical evidence such as buildings, facilities and equipment provided by the BPS library of West Sumatra Province became one element in determining visitor satisfaction. With the improvement of physical evidence provided, then automatically visitor satisfaction will increase as visitors feel satisfied and happy with the services provided.

Existing physical facilities must be adapted to the development of the library. There are several things that must be done to improve the performance of the library in the tangible dimension is the addition of Publications collection, Improvement of library conditions to be more conducive, Search facility optimization, and Improved aspects of privacy on services provided library.

Effect of service quality dimension of reliability to the satisfaction of library visitors BPS West Sumatera Province. Based on the results of descriptive analysis of variables, indicator attention to the problems of visitors on the dimensions of service quality reliability has the highest level of respondents achievement, as much as 88.1%. While the indicator with the lowest level of respondents

is the indicator of service provided in accordance with the promised time, with a performance of 82.98%. overall dimension of service quality reliability get the average score 4.28 with the level of respondents achievement of 85.62% included in the good category This means that overall visitors BPS West Sumatra Provincial Library has assessed both the ability of the library to provide services in accordance with the promised, accurate and reliable.

From the results of multiple regression analysis can be seen that the variable reliability has a positive and significant effect on the satisfaction of visitors of BPS library of West Sumatra Province with the value of $\text{sig}.0.022 < 0.05$ so H_0 is rejected, and H_a accepted. This significant value indicates that the increase in reliability affects the visitor rate of BPS library of West Sumatra Province. The positive value of the reliability variable shows the better the reliability given, it will be followed by the better increase in visitor satisfaction. The reliability of BPS Provincial Library staff of West Sumatera has been good so it can create library visitor satisfaction. visitors of BPS library of West Sumatera province highly pay attention to the reliability of employees in providing services, visitors assume that if the employee has provided the service according to the promise, do the service at the first time well and provide service at the promised time it has made visitors feel satisfied.

In line with research conducted by Primananda (2014) which states reliability has a significant effect on customer satisfaction. According Parasuraman in Tjiptono (2005: 133) reliability is the ability of the company to provide accurate service since the first time without making any mistakes and deliver his services in accordance with the agreed time.

The influence of service quality responsiveness dimension to visitor satisfaction of BPS library of West Sumatera Province. Based on descriptive analysis of variables, the indicator of the seriousness of employees in responding to visitor demand on the dimension of service quality responsiveness has the highest respondent achievement rate, as much as 90.08%. While the indicator with lowest level of respondents is indicator of Employee's willingness in helping the visitor, with the achievement of 82,64%. Average score dimension of service quality responsiveness overall equal to 4,26 with level of respondent achievement equal to 85,25% which included in good category. This means that overall visitors of West Sumatra Provincial BPS library have good judgment on the desire of the staff to provide services with responsiveness, quick response in helping the customers and willing to provide advice and appropriate solutions to the problems faced by visitors.

From the results of multiple regression analysis found that the variable responsiveness has a negative and significant effect on the satisfaction of visitors BPS library of West Sumatra Province with the value of $\text{sig}.0,006 < 0.05$ so H_0 is accepted. The negative value of the responsiveness shows the better the given power will be followed by decreasing customer satisfaction.

According to Kotler and Keller (2009: 52) responsiveness is "With regard to the willingness to help customers and provide timely service." In this case the ability of employees to assist customers and respond to their requests, and to inform whenever the services will be valued positive, but what happens is even negative.

This negative value is possible with the character of many visitors who are completing the final term, this can be seen with the characteristics of visitors who become samples are students with the age range 21-23 years with female gender. According to Abdur Rozaq (2014) states that final students tend to be easily offended, difficult to make decisions and silence others. So the officer's response is not a good solution for them. The need for privacy when visiting the library becomes something that needs to be added.

Influence of service quality dimension of assurance to visitor satisfaction of BPS library of West Sumatera Province. Based on the results of descriptive analysis of variables, that indicator politeness of employees in serving the visitors on the quality dimension of assurance service has the highest respondent achievement rate, 92.40%. While the indicator with the lowest level of respondents is the indicator of the ability of employees in answering visitor questions, with the achievement of 86.45%. Assurance service quality dimension has a mean score of 4.43 with a respondent achievement level of 88.63% which is included in either category. This means that overall visitors of West Sumatra

Provincial BPS library have good judgment on the ability of officers in providing service guarantee, through a high sense of trust to visitors, trustworthiness, risk free, and hesitant to library visitors.

From the result of multiple regression analysis found that the variable of guarantee have positive and significant effect to the satisfaction of library visitor of BPS Province of West Sumatera with value of $\text{sig.}0,016 < 0,05$ so that H_0 is rejected, and H_a accepted. This significant value indicates that the guarantee affects the level of visitor satisfaction of BPS library of West Sumatera Province. The positive value of the guarantee shows the higher guarantee given then will be followed by the increasing of visitor's satisfaction.

According to Kotler and Keller (2009: 52) guarantees "With regard to employee knowledge and decency and their ability to convey trust and confidence." This is likely because libraries are very concerned about aspects of collateral because the services provided inevitably require mutual trust between managers and visitors.

The influence of dimension of quality of service empathy to the satisfaction of visitor of BPS library of West Sumatera Province. Based on the descriptive analysis of variables, the indicator of library's attention to the visitor on the quality dimension of empathy service has the highest respondent achievement rate, 90.91%. While the indicator with lowest level of respondent's achievement is employee indicator understand the special needs of visitor, with achievement equal to 86,45%. Dimension of quality of empathy service has average score 4,49 with level of respondent achievement equal to 89,79% which is included in good category. This means that overall visitors of BPS Library of West Sumatera Province have good judgment on the care of officers in providing services.

From result of multiple regression analysis found that empathy variable have positive and significant effect to visitor satisfaction of BPS library of West Sumatera Province with value of $\text{sig.}0,024 < 0,05$ so H_0 is rejected, and H_a accepted. This significant value indicates that empathy affects visitor satisfaction level of BPS library of West Sumatera Province. The positive value of empathy indicates that the higher empathy given will be followed by the higher increase in library visitor satisfaction.

According to Parasuraman, et al in Wayan, (2008) explain empathy is a concern, companies give different attention to the customers. With the increasing awareness of library employees to visitors in the seriousness of providing information services, or receive complaints and answer questions visitors, visitor satisfaction will increase.

The influence of service quality dimension to visitor satisfaction of BPS library of West Sumatera Province. Based on the result of descriptive analysis as a whole, service quality dimension variables get TCR value between 80% - 89%, included in good criterion. This means that the overall dimension of service quality has been assessed well by visitors of BPS library of West Sumatra province.

From result of multiple regression analysis found that service quality variable have positive and significant effect to visitor satisfaction of BPS library of West Sumatera Province with value $\text{sig.}0,000 < 0,05$ so H_0 is rejected, and H_a accepted. This significant value indicates that the dimension of service quality jointly affect the level of satisfaction of library visitors BPS West Sumatra Province.

According to Lovelock and Waright (2007) service quality is a long-term cognitive evaluation of customers on delivery of a company's services. In general, the services provided by the library if it is good will produce high satisfaction. If the five dimensions of service quality is enhanced by providing the best service for library visitors it will create satisfaction on the services provided. Good service certainly can not be separated from the availability of human resources that is not enough just trained and educated but also has a soul as a servant of society. Customer satisfaction will be achieved if the main factor of the service is available, namely the readiness of human resources in serving prospective customers. In line with research Wardana (2008), showed that simultaneously the quality of service significantly influence the satisfaction of visitors BPS library of West Sumatra Province.

Conclusions

Based on the results of research and discussion that has been described in the previous chapters, with reference to some theories and results of previous research, the authors take the following conclusions:

1. Based on descriptive analysis every variable that exist in dimension of service quality starting from tangible, reliability, responsiveness, assurance and empathy, included in good category. This means that in general, all visitors of BPS library of West Sumatera Province are satisfied with all dimensions of service quality.
2. Dimension of tangible service quality has the most significant and positive influence to visitor satisfaction of BPS library of West Sumatera province. The better and effective the existing physical facilities will add to the satisfaction of the visitors.
3. Dimensions of service quality reliability, assurance and empathy have a significant and positive effect on the satisfaction of visitors BPS library of West Sumatra province. The more accurate and reliable the service promised will increase visitor satisfaction.
4. Dimension of service quality of responsiveness have significant influence to visitor satisfaction of BPS library of West Sumatera Province but have negative effect. Library visitors need to be given privacy or more discretion in enjoying library services.
5. Dimension of service quality significantly influence the satisfaction of visitors BPS library of West Sumatra province. The better quality of service to customers will increase visitor satisfaction.
6. The most influential dimension is Tangible while the negative is Responsiveness. So what can be done is to make Tangible better and reduce the service that involves the dimensions of Responsiveness.

References

- Badan Pusat Statistik. (2016). *Analisis Hasil Survey Kebutuhan Data 2015*. Jakarta: Badan Pusat Statistik.
- _____. (2017). *Analisis Hasil Survey Kebutuhan Data 2016*. Jakarta: Badan Pusat Statistik.
- Badan Standar Nasional. (2009). *Perpustakaan Umum Kabupaten/Kota*. Indonesia: BSN.
- Consuegra, et al. (2007). An Integrated Model Of Price, Satisfaction and Loyalty: An Empirical Analysis In The Service Sector. Emerald Group Publishing Limited. *Journal of Product and Brand Management*, 16(7), 459-468.
- Cronin, J. Joseph Jr dan Steven Taylor. (1992). Measuring Service Quality : Reexamination and Extensio. *Journal of Marketing*.
- Kotler dan Keller. (2009). *Manajemen Pemasaran* Jilid 1 edisi 13. Jakarta: Erlangga
- Kotler, Philip. (1997). *Marketing Management "Analysis, Planning, Implementation and Control"* 9th ed. New Jersey: Prentice Hall International, Inc.
- Lovelock, Christopher & Lauren K Wright. (2007). *Manajemen Pemasaran Jasa*. PT. Indeks: Indonesia.
- Parasuraman. A, Valarie A. Zeithaml, Leonard L. Berry. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. American Marketing Association. *The Journal of Marketing*, 49(4).
- Paramarta, W.A. (2008). Pengaruh Servqual terhadap kepuasan di Pizza Hut. *Forum Manajemen*, 6(2).
- Parasuraman, A. (2001). The Behavioral Consequenses of Service Quality. *Jurnal of Marketing*, 60.
- Parasuraman, Et, al., Zeithmal and Bitner (1996), Konsep dan Teknik Pengukuran Kualitas Produk Jasa. *Kajian Bisnis dan Manajemen*, 4(I).
- Primananda, Setiawan. (2014). Pengaruh Dimensi Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Good Deal Restaurant. *Jurnal Fakultas Ekonomi dan Bisnis Universitas Udayana, Bali*
- Purnama, Sari dan Bahrum Jamil. (2016). Pengaruh Kualitas Pelayanan terhadap Kepuasan Anggota Perpustakaan Kota Medan. Medan: *Jurnal Administrasi Publik, Universitas Medan Area*.
- Rangkuti, Freddy. (2006). *Measuring customer satisfaction*. Jakarta: PT. Gramedia Pustaka Utama.

- Rozaq, Abdur (2014) Tingkat Stres Mahasiswa Dalam Proses Mengerjakan Skripsi. Undergraduate thesis, UIN Sunan Ampel Surabaya.
- Tjiptono. (2005). *Pemasaran jasa*. Malang : Bayumedia Publishing.
- Tjiptono, Fandi and Gregorius Candra. (2005). *Service, Quality, and Satisfaction*. Yogyakarta: Andi.
- Tjiptono. (2007). *Strategi Pemasaran Edisi ke dua*. Yogyakarta : Andi
- Wayan, Arya. Paramata. (2008). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Di Pizza Hut Gatot Subroto Denpasar. *Jurnal Forum Manajemen*, 6(2).
- Woodside, Arch G., Lisa L .Frey, and Robert Timothy Daly. (1989), Linking Service Quality, Customersatisfaction, and Behavioral Intentio. *Journal of Health Care Marketing*, 9, 5-17.