

The Evaluation of Library Service Quality in LibQUAL+ Dimension Based on Users' Gender

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ABSTRACT

In this research, the authors want to raise the topic of gender in evaluating service quality, so that later it can be used as a reference in improving service quality in the UNP Library which is inclusive and ready to serve all visitors to the maximum. Through this research, the authors try to evaluate the quality of services provided by the UNP Library to female and male visitors and try to ensure that the equality of service is received by both. In order to evaluate it, the authors use the LibQUAL+ method which measures the quality of library services based on three dimensions used as measurement indicators which are Affect of Service (librarian attitudes in serving library users), information Control (availability of collections and easy access to information) and Library as Place (library facilities and infrastructure). This research uses accidental sampling with 24 male respondents and 72 female respondents. This research uses GAP analysis to evaluate the quality of service in UNP library. The results of this study indicate that the quality of service in the UNP library based on the LibQUAL+ dimension is good with an AG value of 0.002 and 1.10 SG value.

Keywords: LibQual+, university library, service quality

1. INTRODUCTION

The Padang State University Library is an entity that cannot be separated from the UNP academic community because the library is likened to the heart of a university. This parable illustrates how important the library is in a university. Therefore, if a university wants to reach a superior level, it must be supported by a good quality library.

One of the points that become benchmarks in the quality of a library is service (Wahyudin, 2017). Quality library services are the maximum efforts that can be provided by libraries to meet the expectations and needs of users so that satisfaction will be achieved (Fatmawati, 2013). Quality of service is the gap between what the users expect and the service they received. (Parasuraman, Zeithaml, & Berry, 1985) In other words, if the service obtained or felt by the user is as expected, the service quality is considered good. If the service exceeds the expectations of users, the service quality is perceived as ideal quality. Conversely, if the service received is lower than expected, the service quality is perceived as poor. One of many models to measure the quality of service in libraries is the LibQUAL+ model.

The LibQUAL+ model is developed from the ServQUAL model which is designed to measure the quality in the service industry. It was initiated in 1999 by library and information scientists who are members of the ARL (Association of Research Libraries) in the United States in collaboration with Texas A&M University. The LibQUAL+ model measures service quality based on user expectations and perceptions. The variable consists of three dimensions, which are the effect of service, information control and the library as a place (Thompson, Cook, & Thompson, 2002).

Based on observations made by researchers at the UNP Library, it was found that the population of female users was increasing and dominating male users. The increasing population of female who continue their education to higher education is a social phenomenon that has an impact on other social life arrangements (Wahyudin, 2017), and may have important implications for libraries, especially the Padang State University Library.

Considering that the majority of the academic community who become library users at UNP library are Moslems and have Minangkabau ethnicity, the traditional principles of *adat basandi syara', syara'*

basandi Kitabullah which means the customs and values of life embraced by the Minangkabau community are based on Islamic religious law, Al- Qur'an and Sunnah. In Islamic law, there are restrictions on social interaction between female and male, and for this reason the differences in service of different sexes might happened. There will be differences in perceptions between male and female users on the dimensions of the librarian's ability to serve (effect of services). In other cases, the UNP Library does not separate male and female readers in one table so that female readers may discourage themselves from sitting together with the opposite sex when there are no more empty table available, therefore this will affect the dimensions of the facilities and the atmosphere of the room (library as place).

Based on this phenomenon, the author is interested in evaluating the service quality of the Padang State University Library based on the LibQUAL+ dimension and seeing whether there is a difference in the service obtained by the user in terms of the gender perspective of the user.

1.1. Library Service Quality

Service quality and customer satisfaction in libraries, are two different things, but they are equivalent concepts, and service quality studies do not necessarily involve an assessment of customer satisfaction or vice-versa. Service quality as a strategic planning tool shows the attributes of what the library should have in the mind of the customer and the hope that the library considers it important to be held. A typical means of measuring service quality is called gap analysis. Customer satisfaction is a measure of how customers perceive service delivery and the possible deficiencies they get at any given time. Measuring customer satisfaction can be very important as a management tool and can be used easily and cheaply. Service quality has traditionally been viewed in terms of gap analysis between ideal and actual service expectations. Satisfaction, defined as a service rendered without customer expectations, offers a complementary view. Together, service quality and satisfaction represent a customer's perspective on quality (Hernon & Whitman, 2013).

Library services are essentially the provision of all kinds of information sources precisely and accurately according to the needs of users as recipients of library services, because basically the quality of service focuses on users (user oriented), meaning that public libraries must be able to meet the needs and desires of the library users. as he expected. The main factor in service quality is expected service and perceived service. The quality of a service is perceived by users with two dimensions, namely the technical quality (outcome dimension) and functional quality (process-related dimension). In addition, service quality can be said to be good /

positive if users' perceptions of the services provided can meet user expectations (Tjiptono, 2007).

Many professionals in various institutions are not aware of the inadequacy of the services they provide (Vergueiro, 2007). In the library case, this happens because libraries usually provide services that they feel are the best for their users, but sometimes they forget that there is another point of view besides librarians, namely users. this perceptual mismatch can result in sub-satisfactory service levels, compromising quality. For this reason, a tool that can listen to customer needs to improve the quality of information services is needed. This is where evaluation comes in (Brito & Vergueiro, 2013).

1.2. LibQUAL+ Model

LibQUAL + Model is used to measure the quality of library services in terms of user perceptions and expectations. There are three dimensions in this model which are presented as variables in the measurement of service quality (Thompson et al., 2002).

LibQual Model Developed from the adaptation of SERVQUAL for use in libraries, the LibQual model reduces the five SERVQUAL dimensions into three dimensions, and then renames them to meet the needs of library service quality evaluation: Affect of Service; Information control, and Libraries as a place, as shown in Figure 1.

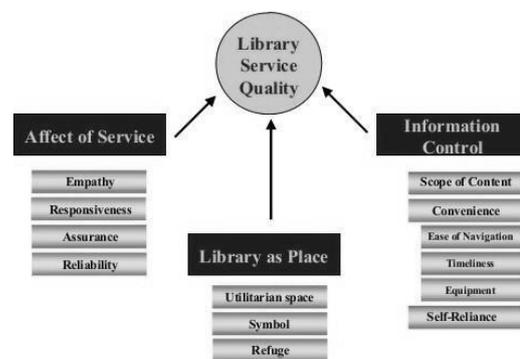


Figure 1 LibQUAL+ model diagram.

1. Affect of Service (librarian performance), namely the ability, insight, attitude, and friendliness of librarians in the library in serving users from the aspects of empathy, responsiveness, and reliability. Empathy is a librarian's sense of care and attention to each individual user. Responsiveness is the attitude of always being ready and responsive in helping users who are experiencing difficulties. Assurance is the librarian's knowledge, insight, ability, and friendliness in serving the visitors. Meanwhile, Reliability is the ability to provide promises and expectations in service and fulfil them appropriately and accurately.

2. Information Control (Quality of Information and Access to Information) is the availability of good quality information in the library, which consists of aspects of Scope of content, Convenience, Ease of Navigation, Timeliness, Equipment and Self Reliance. Scope of content, namely the availability of collections, the strength of adequate collections, and the strength of their collections. Convenience, namely the convenience of users in accessing information and clarity of instructions in library services. Ease of Navigation, which is the ease with which users can access information owned by the library. Timeliness is the speed of the library users in accessing information in the library, this is supported by the suitability of the data in the digital catalogue with the data collections in the rows of shelves, as well as the regularity of the arrangement of collections on the shelves. Equipment, namely the equipment available to access information and speed of hotspots in the library. Self-Reliance is the confidence and confidence of the visitors independently in utilizing facilities and services to meet their needs in the library.
3. Library as Place, namely the availability of facilities and rooms that are useful for learning activities of the library users, which consists of aspects of Tangibles, Utilitarian Space, Symbol Terms and Refuge. Tangibles, which is the library's ability to present something tangible in the form of physical facilities / buildings and the librarian's attractive and neat appearance. Utilitarian Space, which is a library that has a quiet room so that it supports independent and group study as well as the design of a library space that can inspire learning. Symbol Terms, which is a library that is open to the entire academic community and is able to foster creativity in users. Refuge, namely the library as a place to study that is comfortable, quiet for studying and always in clean conditions.

There are two service gap scores on LibQUAL+. A quality service should have a perceived score between the minimum service level at the lowest end of the scale and the desired service level at the higher end. Figure 2 presents the three scores given for the instrument questions displayed as points on a line. The gap between the minimum level and the desired level is defined as a tolerance zone (Cook & Maciel, 2010).

1.3. Gender Equality in Library

Gender issues surfaced as a result of growth and population mobilization, urbanization and the industrial revolution gave rise to social change, including in social position for male and female. This is the basis for the growth of a new desire for female to be involved in the public sector. They demand the same rights as male, such as obtaining knowledge and skills, education and so on. This includes the acceptance of quality services in the library. Libraries must ensure and ensure that the

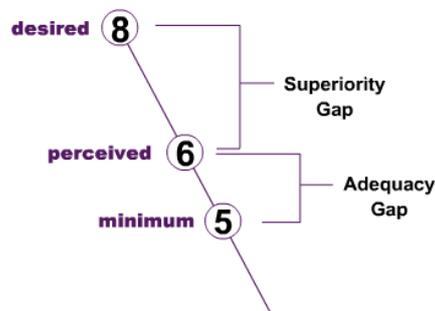
services provided to all users are equal, no one is differentiated and limited by gender. In other words, all users, both male and female have equality and equality in receiving library services (Wahyudin, 2017).

Gender differences are actually not a problem if it does not cause gender injustice (gender inequalities). Gender injustice According to Nugroho (2008) is a system and structure where male and female become victims of the system. As for the manifestation of this injustice including marginalization, Subordination, Stereotype, Violence (violence), and workload.

In the context of gender equality in our libraries we need "empowerment" (Nugroho, 2008). There are four indicators of empowerment, namely:

1. Access, in the sense of equal rights in accessing productive resources in the environment, includes easy access to library information and services.
2. Participation, namely participation in using these limited assets and resources, including the right to use and utilize all services provided by the library.
3. Control. Namely that male and female have the same opportunity to carry out control or assessment of the use of resources or in this case library services.
4. The benefit, namely that men and female must both enjoy the benefits of resource use, in this case library services, equally and equally.

The author views that measuring the quality of library services using the LibQUAL+ method using data samples and analysing them from the perspective of the gender of different users seems important. to explore more deeply about the expectations and perceptions of male and female readers of the library services that have been provided and ensure that the services provided by libraries are not gender biased, and researchers will get more specific data about what should be improved and improved. of the quality of library services that have been provided.



LibQual+ ARL 2019

Figure 2 LibQual gaps methodology.

2. METHODS

This research is a descriptive study with a quantitative approach. The object of this research is the library service of the UNP Library. The subjects in this study are the library users at the UNP Library. The sample in this study was taken with an accidental sampling technique.

The data analysis technique in this study is to analyse the descriptive statistics obtained from questionnaires that have been distributed and tabulated. This technique is used to analyse respondents' expectations and perceptions of the quality of services received by male and female users. The formula used is shown in Figure 3.

In Figure 3, AG and SG are the values of respondents' satisfaction with services, with negative and positive indicators. If AG is positive, then the respondent feels that the services provided have met the expected standards, if AG is negative, then the respondent feels the services provided are not as expected. SG value has negative and positive indicators. If the value is positive, then the respondent assesses the service provided has exceeded the standard they expected, whereas if the SG value is negative, the service provided is at the minimum standard they expect. Service quality is still considered good if the value obtained is within the zone of tolerance, namely between positive AG and negative SG values.

$AG \text{ (Adequacy Gap)} = P \text{ (Perceived)} - M \text{ (Minimum)}$ $SG \text{ (Superiority Gap)} = P \text{ (Perceived)} - D \text{ (Desired)}$
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LibQual+ ARL 2019

Figure 3 AG & SG formula.

3. FINDINGS AND DISCUSSION

Below are the results of the questionnaire that was distributed to 96 users in UNP Library which consists of 24 male and 72 female users. The output of this questionnaire will serve as a reference for the researchers to answer research questions.

3.1. General Analysis

The findings in this section are obtained by calculating the value of each question item from perceptions, minimum expectations, and ideal expectations. From these data, it was noted that the mean value of perception was slightly higher than the minimum expectation value, resulting in an adequacy gap (AG) value of 0.002. Meanwhile, the mean perception is also higher than the ideal expectation and results in a superiority gap (SG) value of -1.10.

These results indicate that the quality of service received by users at the UNP library is quite good and is in the zone of tolerance. This can be seen from the positive AG value and negative SG value. In this case the user assesses the quality of the service they receive is sufficient to meet expectations. The table of the mean values obtained is shown (see table 1).

Table 1. Mean values

Perceived	Minimum	Desire	AG	SG
6.903	6.90	8.00	0.002	-1.10

3.2. LibQUAL+ Dimension Analysis

Dimensional analysis is an analysis of service quality based on three LibQUAL+ dimensions which include the affect of service (AS), information control (IC), and library as place (LP). These results are obtained from the calculation of the mean value of each dimension. The results are presented in Table 2.

Table 2. Mean value of each dimension

Dimension	Perceived	Minimum	Desire	AG	SG
AS	6.66	6.83	7.99	-0.17	-1.32
IC	6.93	6.88	7.96	0.04	-1.03
LP	7.11	6.97	8.05	0.13	-0.94

From the Table 2, we can see that only one AG is negative, namely in the affect of service dimension, while the information control and library as place dimensions get a positive value. This shows that the librarian's performance aspect in providing services is considered the least satisfactory compared to other aspects. A negative AG value indicates that the services obtained have not even met the minimum expectations of users (ARL, 2018). Meanwhile, if viewed from SG, the affect of service aspect is in the tolerance zone with a value of -1.32, which means that users actually expect to get excellent service from librarians, but their expectations have not been fully fulfilled. The low AS score is an indicator that the UNP Library needs to improve service quality of its personnel. This can be started by improving communication patterns to library users and improving the skill of the librarian through education and training so that the output can improve the quality of service to users.

In terms of information control aspects, the UNP Library received an AG value of 0.04 and a fairly good SG value of -1.035. These two values can be categorized as quite good, in the sense that the UNP library has collections and access to information sources that in general met the expectations of its users. This can be seen from the ease and speed of access to collection retrieval with the provision of reliable OPAC, neatly arranged books and open access services.

Meanwhile, from the library as place aspect, the AG value is 0.13 and the SG value is -0.94. this aspect is the aspect that gets the highest score compared to others. This shows that UNP library users feel comfortable coming to visit the library and use existing facilities. A positive AG value and a nearly positive SG value indicate that the facilities provided by the UNP library have met the expectations of its users. This aspect is reviewed from the overall atmosphere of the library building in terms of design, comfort, tranquillity and neatly in order to create an atmosphere that supports learning common.

3.3. Gender Perspective Analysis

To see if there are differences in perceptions and expectations between male and female users of the UNP Library services, calculations will be made based on gender grouping of user respondents to see the value of the adequacy gap (AG) and the superiority gap (GP) from each variable.

3.3.1. Affect of Service Aspect

The Table of aspects of the affect of service based on male and female users is shown in Table 3.

Table 3. Affect of service based on male users

Variable	MALE			AG	SG
	Percieved	Minimum	Desire		
AS1	6.29	7.08	7.45	-0.79	-1.16
AS2	6.62	6.45	7.37	0.16	-0.75
AS3	6.79	7.20	7.70	-0.41	-0.91
AS4	6.58	7.29	7.75	-0.70	-1.16
AS5	7.20	7.5	7.70	-0.29	-0.5
AS6	7.37	7.16	7.83	-0.20	-0.45
AS7	7.12	7	7.29	0.12	-0.16
AS8	7.58	7.37	7.5	0.20	-0.08
MEAN	6.94	7.13	7.57	-0.18	-0.63

Table 4. Affect of service based on female users

Variable	FEMALE			AG	SG
	Percieved	Minimum	Desire		
AS1	6.45	6.48	8.04	-0.02	-1.58
AS2	6.09	6.54	7.87	-0.44	-1.77
AS3	6.55	6.55	7.97	0	-1.41
AS4	6.18	6.61	8.16	-0.43	-1.98
AS5	6.45	6.79	8.16	-0.33	-1.70
AS6	6.62	7.05	8.30	-0.43	-1.68
AS7	6.84	6.79	8.26	0.05	-1.14
AS8	7.36	7.08	8.27	0.27	-0.91
MEAN	6.57	6.73	8.13	-0.16	-1.56

From the mean value obtained from the aspect of affect of service for male and female users, the results are slightly different from the Table 3 and 4, we can see that the perception of male users is slightly higher than female at a value of 6.94. The minimum expectation is at 7.13, while for the ideal expectation, female users have a higher value of 8.13. this has an impact on the varying values of AG and SG.

A negative AG value that is almost the same for both sexes indicates that the services received are not in accordance with the minimum expectations of male users and female users. Meanwhile, there was a significant difference in the SG value, namely -0.63 for male users and -1.56 for female users. This score is not in zone of tolerance This is an indication that female users expect better services from librarians.

If viewed from each assessment point, there are several values in certain points that are still at a lower level, namely AS4 point which relates to the responsiveness of librarians in serving users, in the perception of male and female, this point has not fulfilled their expectations, from the table above, female readers are apparently really expect to be served very well by librarians, but they do not get it, this can be seen from the superiority gap value of SG which is still at a low level, namely -1.98 this value is the lowest of other SG values.

It is a common thing in libraries that female librarians tend to be placed on the frontline or services that meet directly with users (Ningsih, 2015). Thus, the affect of service aspect is largely determined by the skills of female librarians in serving users. From the services provided by the UNP Library based on the table above, both of them have not received services that are in line with expectations, but it can be seen that male librarians feel that they are getting services that are more in line with their expectations than female readers, while female readers have not received appropriate services due to ideal expectations. those who are higher

A competent librarian is one of the keys to the success of library services, if the UNP library wants to provide superior service, this dimension must be improved.

3.3.2. Information Control Aspect

The table of aspects of the information control based on male and female users is shown in Table 5 and Table 6.

Table 5. Aspects of the information control based on male users

Variable	MALE			AG	SG
	Perceived	Minimum	Desire		
IC1	7.25	7.16	7.5	0.08	-0.25
IC2	7.20	7.16	7.45	0.04	-0.25
IC3	7.45	7.25	7.41	0.20	0.04
IC4	6.70	7.37	7.58	-0.66	-0.87
IC5	7.04	7.33	7.41	-0.29	-0.37
IC6	7.12	7.33	7.41	-0.20	-0.29
IC7	7.12	7.12	7.37	0	-0.25
IC8	6.83	7.41	7.37	-0.58	-0.54
IC9	7.16	7.33	7.54	-0.16	-0.37
IC10	7.37	7.41	7.62	-0.04	-0.25
IC11	6.66	7.16	7.37	-0.5	-0.70
IC12	6.37	7.04	7.58	-0.66	-1.20
IC13	7.08	7.5	7.25	-0.41	-0.16
IC14	6.83	7.37	7.5	-0.54	-0.66
MEAN	7.01	7.28	7.45	-0.26	-0.44

From the mean value obtained from the aspect of control for male and female users (see Table 5 and 6), the results are also slightly different. From the table above, we can see that the perception of male users is slightly higher than female at a value of 7.01. The minimum expectation is at 7.28, while for the ideal expectation, female users have a higher value of 8.13.

In this aspect, what is assessed is how well the information sources and information retrieval facilities owned by the UNP library can meet the needs of its users, the results obtained are male readers feel this aspect has not met their expectations, this can be seen from the negative AG value. namely -0.26, while female users felt quite satisfied with the existing facilities and infrastructure with a positive AG value of 0.14.

From the variable items, it can be seen that the IC12 variable is classified as low, this is related to the inadequacy of Hotspot facilities in the library, this point is also considered highly expected by library users as seen from the high Desire value.

3.3.3. Library as Place

Table 7 and Table 8 is a table of Library as Place aspects based on male and female users.

Library as place is the availability of facilities and rooms that are useful for learning activities of library users, which consists of aspects of Tangibles, Utilitarian Space, Symbol Term and Refuge. In terms of male and female readers, there is a slight difference in perceptions between male and female readers regarding this aspect (see table 7 and 8). Based on the research results

obtained in the UNP Library on perceptions (perceived), minimum expectations (Minimum) and ideal expectations (desired) shows that in the Library as Place dimension, male readers are not satisfied with the quality of service or have not met the minimum expectations of users with a gap. Adequacy (AG) was negative at -0.13. Meanwhile, female users are quite satisfied with the quality of service or have met expectations with a gap of adequacy with a positive score of 0.22. Meanwhile, Gap Superiority (SG) is both negative with a score of -0.40 for male users and -1.12 for female users. The quality of library services is considered to be quite good by female users but is considered not good for male readers and does not meet the real expectations that users want and is in the zone of tolerance.

Table 6. Aspects of the information control based on female users

Variable	FEMALE			AG	SG
	Perceived	Minimum	Desire		
IC1	6.97	6.61	8.22	0.36	-1.25
IC2	6.72	6.76	8.16	-0.04	-1.44
IC3	6.44	6.69	8.08	-0.25	-1.63
IC4	6.40	6.66	8.11	-0.26	-1.70
IC5	6.94	6.77	8.16	0.16	-1.22
IC6	7.05	6.72	8.05	0.33	-1
IC7	7.48	6.81	8.13	0.66	-0.65
IC8	7.20	6.84	8.16	0.36	-0.95
IC9	7.22	6.76	8.22	0.45	-1
IC10	6.98	6.84	8.16	0.13	-1.18
IC11	6.18	6.59	7.95	-0.41	-1.77
IC12	6.40	6.87	8.22	-0.47	-1.81
IC13	7.31	6.80	8.16	0.51	-0.84
IC15	7.33	6.81	8.09	0.51	-0.76
MEAN	6.90	6.75	8.13	0.14	-1.23

Table 7. Library as Place aspects based on male users

Variable	MALE			AG	SG
	Perceived	Minimum	Desire		
LP1	7.33	7.12	7.45	0.20	-0.12
LP2	7.5	7.45	7.83	0.04	-0.33
LP3	7.70	7.29	7.66	0.41	0.04
LP4	6.75	7.45	7.45	-0.70	-0.70
LP5	7.08	7.41	7.70	-0.33	-0.62
LP6	6.54	7.16	7.54	-0.62	-1
LP7	7.12	7.29	7.5	-0.16	-0.37
LP8	7.5	7.41	7.58	0.08	-0.08
MEAN	7.19	7.32	7.59	-0.13	-0.40

For male readers, the highest value in the library as place dimension is in the LP3 points, namely, the library atmosphere is quite and supports the learning process with a positive gap adequacy (AG) of 0.41, while according to female readers it is at LP2 points, namely in terms of the appearance of the librarian. neat and attractive with a positive adequacy gap value of 0.55.

From the 8 points of the statement, there were 3 points that were considered not good by both sexes, namely LP4, LP5 and LP6 which were related to the atmosphere and library design that were able to create a learning atmosphere. From the low AG value, we can conclude that the UNP library has not succeeded in creating a good learning atmosphere for its librarians, this is reflected in the condition of the library building which is too narrow and seems crowded.

Table 8. Library as Place aspects based on female users

Variable	FEMALE			AG	SG
	Perceived	Minimum	Desire		
LP1	7.27	6.91	8.34	0.36	-1.06
LP2	7.65	7.09	8.16	0.55	-0.51
LP3	7.30	6.88	8.18	0.41	-0.87
LP4	6.61	6.68	8.11	-0.06	-1.5
LP5	6.73	6.83	8.20	-0.09	-1.47
LP6	6.69	6.81	8.18	-0.12	-1.48
LP7	7.05	6.76	8.22	0.29	-1.16
LP8	7.33	6.87	8.25	0.45	-0.91
MEAN	7.08	6.85	8.20	0.22	-1.12

4. CONCLUSION

From the research that has been done, it can be concluded that, female librarians in the UNP library dominate male readers. In general, the quality of UNP library services has met the minimum expectations of respondents, which means that the quality of UNP library services is considered good. This is indicated by the respondent's perception of library services which is slightly greater than the minimum expectation with the positive value of the adequacy gap (AG) and the superiority gap (SG) value in the zone of tolerance.

The quality of service that received the lowest score was affect of service with a negative AG value. For this reason, the UNP library should be able to focus on improving the quality of its human resources, especially for librarians who work in the service which deals directly with users

The quality of services provided by the UNP library on the affect of service aspect in terms of gender, both male and female users have not received services according to their expectations with negative AG and SG that are not in the tolerance zone. The lowest gap

according to male users is at point AS1 while female at point AS2 are both aspects of empathy.

The quality of services provided by the UNP library in the information control aspect in terms of gender is that male readers have not received services according to their expectations with negative AG while according to female users, it is sufficient according to their expectations with positive AG and SG values in the tolerance zone. The lowest gap according to male users is at IC12 points, while female users at IC11 are both aspects of equipment.

The quality of services provided by the UNP library in the library as place aspect in terms of gender is that male readers have not received services according to their expectations with negative AG while according to female users, it is sufficient that according to expectations with positive AG and SG values in the tolerance zone. The lowest gap according to male users is at LP6 points while female is at LP4 points.

For that we can conclude that there are differences in services received by male readers and female users. Male librarians tend to feel that the services they get has not met their expectation, while female librarians feel that their expectations have been fulfilled. For this reason, it is necessary to carry out further research on the aspects that affect differences in service perceptions between male and female users.

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