

The Relationship Between the Quality of Library Image at DPKD of South Tangerang City Library



Hubungan Kualitas Layanan Perpustakaan dengan Citra Perpustakaan DPKD Kota Tangerang Selatan

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e-ISSN: 2723-6234

p-ISSN: 2723-6226

Indonesian Journal of Librarianship Vol. 4 No. 2, Desember (2023): pp. 165-180

Submitted: Aug 07, 2023;

Accepted: Nov 30, 2023;

Revised: Nov 20, 2023;

Online Publication: Dec 04, 2023;

How to Cite: Bakhtiar, D., Bakhtiar, D. (2023). The Relationship Between The Quality of Library Image at DPKD of South Tangerang City Library. Indonesian Journal of Librarianship 4 (2), pp.165-180 . DOI: <https://doi.org/10.33701/ijolib.v4i2.3596>

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Publisher

Library Department of Governance Institute of Home Affairs (IPDN) Jatinangor in Collaboration with Gerakan Pemasarakatan Minat Baca (GPMB) National Library of The Republic of Indonesia

Editorial Office

Jalan Ir. Soekarno KM 20 Jatinangor, Sumedang Regency, West Java, **Indonesia** (45363)

Website: <http://ejournal.ipdn.ac.id/ijolib>

e-Mail: perpustakaan@ipdn.ac.id, ijolib@ipdn.ac.id

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Abstract

Background: This study aims to determine the relationship between the quality of library services and the image of the South Tangerang City DPKD Library in an effort to improve the services available in the library. **Objectives:** This study aims to determine the relationship of librarian performance in service, the relationship of information quality and information access, the relationship of library facilities and the quality of library services with the image of the library at the South Tangerang City DPKD Library. **Method:** This study used a quantitative approach with Pearson product moment correlation analysis. **Result:** The first hypothesis test conducted in this study shows that the affect of service dimension is significantly related to the library image, the resulting correlation coefficient of 0.542 is in the medium category. Furthermore, the results of the second hypothesis test show a significant relationship between the information control dimension and the library image, the correlation coefficient of 0.684 is in the medium category. The third hypothesis test results show a significant relationship between the library as place dimension and the library image, the correlation coefficient of 0.685 is in the medium high category. **Conclusion:** From some of the shortcomings of the description above, the author concludes that the quality of DPKD Library services is running quite effectively.

Keywords: Library service quality; Library image; Public Library

Abstrak

Latar Belakang: Penelitian ini bertujuan untuk mengetahui hubungan kualitas layanan perpustakaan dengan citra Perpustakaan DPKD Kota Tangerang Selatan dalam upaya peningkatan layanan yang tersedia di perpustakaan. **Tujuan:** Penelitian ini bertujuan untuk mengetahui hubungan kinerja pustakawan dalam pelayanan, hubungan kualitas informasi dan akses informasi, hubungan sarana perpustakaan dan kualitas layanan perpustakaan dengan citra perpustakaan di Perpustakaan DPKD Kota Tangerang Selatan. **Metode:** Penelitian ini menggunakan pendekatan kuantitatif dengan analisis korelasi *Pearson product moment*. **Hasil:** Uji hipotesis yang pertama dilakukan dalam penelitian ini menunjukkan bahwa dimensi *affect of service* berhubungan signifikan dengan citra perpustakaan, koefisien korelasi yang di hasilkan sebesar 0,542 berada dalam kategori sedang. Selanjutnya, hasil uji hipotesis kedua menunjukkan hubungan yang signifikan antara dimensi *information control* dengan citra perpustakaan, koefisien korelasi sebesar 0,684 berada dalam kategori sedang. Hasil uji hipotesis ketiga menunjukkan hubungan yang signifikan antara dimensi *library as place* dengan citra perpustakaan, koefisien korelasi sebesar 0,685 berada dalam kategori tinggi sedang. **Kesimpulan:** Dari beberapa kekurangan uraian diatas, penulis menyimpulkan bahwa kualitas layanan Perpustakaan DPKD berjalan cukup efektif.

Kata kunci: Kualitas layanan perpustakaan; Citra perpustakaan; Perpustakaan umum

I. INTRODUCTION

Background. Libraries are a need that cannot be separated from society. Today's developing life, starting from technology and cultural developments, means that existing libraries can be much more advanced with various types, purposes and library collection materials. In Indonesia there are several types of public libraries, namely; village public library, sub-district public library, district/municipality public library and regional public library. A public library is a library that is established and financed by local governments or in certain cases by the central government or other bodies authorized to act or act on behalf of bodies, available to the public and anyone can use it without any bias or discrimination. Libraries also have a strategic position in society. This is because the main aim of establishing a public library is to provide the widest possible access to all levels of society to meet information needs that may not be found elsewhere.

A public library is a type of library used by the general public which is heterogeneous in nature, which regulates that a public library is a library intended for the wider community as a means of lifelong learning without distinguishing between age, gender, ethnicity, race, religion and socio-economic status (Undang-Undang Nomor 43 Tahun 2007 Tentang Perpustakaan, 2007). The use of libraries in the learning process for the community can be felt if in terms of quality the library is actually run. Public libraries provide services to all groups, children, teenagers, adults, students, employees, housewives, the elderly, men and women. Each person's needs will be different in using the library, so the library provides a variety of services. Several types of library services to the community include circulation or lending services, reference services, reading services in the library, film screenings, documentation services, information services and mobile library services. Apart from being an information center for users, the role of public libraries also has a greater role in improving the quality of life of the community. However, not all components of society are able to utilize libraries optimally. Therefore, a number of policies were created so that the goals of public libraries could be achieved.

When this can be carried out well, the library can immediately carry out its activities with a performance that everyone can really feel. The priority of services provided by libraries must be to provide quality services to meet the needs of each community. The quality of library services can be measured from various aspects related to library interactions with the library resources they own and in terms of the services provided by the librarian. Good performance of librarians is certainly very necessary in various kinds of libraries so that services can be carried out well so that they can satisfy their users. The South Tangerang City DPKD Library has been able to maintain service quality, looking at indicators of empathy, including attitudes shown, responsiveness, guarantees in meeting library needs and the reliability of library staff to serve in accordance with the provisions of service hours. Service quality is a form of consumer assessment of the expected level of service, if the service received or felt is in accordance with expectations, then the quality of service is perceived as good and satisfying. (Kotler, 2019). The creation of customer satisfaction with a service is identified through a comparison between perceptions of the service and customer expectations.

Availability of information regarding collections owned, content coverage and ease of information regarding collections, timeliness in obtaining information, comfort, self-confidence, equipment to access information and finally independence for users so that it is easy to access information (Undang-Undang Nomor 43 Tahun 2007 Tentang Perpustakaan, 2007). The indicators above show that users feel good about the availability of information from the South Tangerang City DPKD library. Library as place dimension indicators

consisting of physical evidence, rooms that are useful for users, and symbol layouts made with emphasis on the comfort of the place. The close relationship between facilities and library services means that library service performance can be an inseparable role. The quality of library services is significantly related to the library's image. The positive results obtained create a positive direction. This means that the South Tangerang City DPKD library, the better the quality of library services, the better the image of the South Tangerang City DPKD library.

Problems. User needs are a plan for the library that must be created and implemented to achieve continuity in the library's function as a provider of information and education. Another thing that is an obstacle for the South Tangerang City Regional Library and Archives Service is that there are still many services that cannot be utilized optimally. Several observations and interviews show that the types of general and children's book collections available there are still not large. Strengthening the types of collections is also considered important because the resulting impact will be able to meet the needs of users. The condition of the South Tangerang City DPKD Library currently only has three librarians. Two of them are honorary staff and the rest are civil servants. Apart from that, only a few facilities such as computers are available that can be accessed. From the services provided by the library, the satisfaction that arises from the users will definitely vary. Therefore, service quality measurements can be measured based on user perceptions per period. In connection with the description above, researchers are interested in knowing the quality of library services and the image of libraries in the DPKD of South Tangerang City using the LibQual™ method.

Previous Literature Review. In this study there are several previous studies that researchers use, related to research that is certainly relevant to do. Previous research was used in order to find out and learn from the various analytical methods used, so that researchers could determine for this study. Research from Restu Yulia Putri (2017) resulting in findings that the quality of library services has a significant relationship with the image of the Library. The better the quality of service, the more positive the image of the library. This research was reinforced by Asep Gunawan (2017), the strength of the relationship between service quality and library image is in the strong category. In addition to the field of libraries, several studies prove that the quality of services from non-profit institutions in the field of information, such as museums, is associated with an increase in a positive image in public views (Nazere et al., 2023; Rodin, 2015).

Research on satisfaction with library services can be done using the LibQual++™ method (Mukaromah, 2020; Nurkertamanda & Wirawan, 2009; Pourahmad et al., 2016). Therefore, there are several studies that use the LibQual++™ method to see the assessment of users of library information services objectively (Atikah & Anshori, 2023; Saputro & Utami, 2020). The results are used as guidelines in improving services in order to meet the information needs of users.

Improving the quality of services, especially in technological aspects, in the Library can increase user satisfaction (Arisalfika Bakti, 2020; Winoto, 2020). Therefore, the Library should develop in the field of technology to attract the attention of users (Anawati, 2019; Rachmadita & Arninputranto, 2018). When users are satisfied with the library, loyalty will arise in the use of products and services (Inawati et al., 2021; Mardiasuti, 2016).

When the Library can meet the information needs of users, it can improve the image of organizations and professions in their environment (Irfandi, 2021; Junaeti & Arwani, 2016; Supriyatno, 2023). Building a positive image of the Library requires a plan made based on external and internal environmental conditions (Restanti, 2017). The improvement of the image of the Library will be related to the image and existence of the Librarian profession (Wibawa, 2017). The use of technology such as social media can be used to support the

improvement of the library's image in the public environment (Mubarokah & Susilawati, 2023).

State of The Art. This study is different from previous ones that researchers used, but still has links to some relevant research. The researcher took the theme of service quality with 3 (three) approaches. The approach used is the LibQUAL+™ method, image formation theory and structuralization theory.

Purpose. This study aims to determine the relationship between library service quality as an independent variable (X) and library image (Y) as a dependent then in DPKD South Tangerang City.

II. METHODS

The research entitled "The Relationship between Library Service Quality and DPKD Library Image in South Tangerang City" was conducted using a correlational method with a quantitative approach. The method is a continuation of the descriptive method, where researchers collect data, compile systematically, factually, and carefully then explain the relationship between two variables and test hypotheses that have been set. This study was conducted from August to December 2021.

The author in this study uses *probability sampling with a simple random sampling technique*, meaning that the technique of taking sample members from the population is carried out randomly without paying attention to the strata in the population. The population of 14,534 people consists of various statuses both students, workers, and students and users who visit directly to the library and are members of the DPKD library South Tangerang City. Assign 100 respondents. To find out the number of samples sought, the number of known populations can be processed with the Slovin formula (Sugiyono, 2017).

$$n = \frac{N}{N(d)^2 + 1} \tag{1}$$

Information:

n = Number of samples searched

N = Total population
d = Precision value (sampling error 10% (0.1))

Therefore we can calculate the number of samples as follows:

$$n = \frac{N}{N(d)^2 + 1} \tag{2}$$

$$n = \frac{14534}{14534(0,1)^2 + 1}$$

$$n = \frac{14534}{14534(0,1) + 1}$$

$$n = \frac{14534}{145.34 + 1}$$

$$n = \frac{14534}{146.34}$$

$$n = 99,37 \approx 100$$

Reliability test measurements in this study used Cronbach's alpha formula using the SPSS 26 program. Here the formula is:

$$r = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum \sigma_i^2}{\sigma^2} \right) \quad (3)$$

Information:

r : the reliability coefficient sought

k : number of statement items

σ_i^2 : variant of statement item

σ^2 : Statement score variant

Source: (Sugiyono, 2017)

Then the results obtained from the reliability value using the cronbach's alpha formula, the *result can be compared with the value of the reliability level* of cronbach's alpha which is a minimum value of 0.60 (quite reliable). Then if the calculation is less than 0.60 then it is not reliable.

The following are the results of the validity test of the quality of the independent variable (X) library service using SPSS version 26 for window which has been recapitulated. The variables X (Quality of Service) and Y (Library Imagery) consisting of 28 statement items are known that all items are valid because they have a validity coefficient value of more than 0.3. The value of the reliability coefficient is 0.973 and 0.782 which means reliable. Therefore, questionnaires regarding variables X (Quality of Service and Y (Library Image) are suitable for research. The reliability coefficient of the DPKD Library service quality variable in South Tangerang City is 0.973 and the Library Image Variable is 0.782. From these results it can be said to be reliable because the number is above 0.6. Thus, the questionnaire is suitable for researchers to use.

There are variables of library service quality under which there are 3 sub-variables, namely affect of service, information control, and library as place. Descriptive analysis of research data is the result obtained from the process of answering respondents with statement items given to respondents. Initially, the ordinal data mentioned was raised to intervals using MSI and then analyzed the Pearson Product Moment correlation, so the researcher summarized it into a table in presenting the results of the data to make it easier and clearer to understand. The researcher chose this method related to the relationship between the quality of DPKD library services in South Tangerang City and the image of the library. Two variables in this study are the quality of library services as an independent variable (X) and the image of the DPKD library in South Tangerang City as a dependent (Y).

The important thing that researchers must understand to be able to design the right data collection method is to understand the data, data types and data collection techniques. This study used primary data types and secondary data. Data collection techniques through questionnaire dissemination, interviews, observations, and literature studies. Data analysis is carried out by first processing the data obtained from the questionnaire after being entered into the *coding sheet*. Data is accumulated and organized and analyzed using descriptive analysis techniques.

III. RESULTS AND DISCUSSION

This research was conducted to determine the relationship between the quality of DPKD Library services in South Tangerang City and the image of the library. Two variables in this study are the quality of library services as an independent variable (X) and the image of the DPKD Library in South Tangerang City as a dependent (Y). The data collection of this research was carried out by: 1) Observation, to find out directly the condition of services at the DPKD Library in South Tangerang City, 2) Direct interviews with librarians as informants, and 3) Literature review through digital platforms.

The South Tangerang City Public Library is one of the public libraries managed by the Regional Library and Archives Office (DPKD) of South Tangerang City. Before becoming the Regional Library and Archives Office, the two agencies were still the Library office and the Archives office. In early 2017, the two offices were merged into one with the new SOTK (Organizational Structure of Work Procedures) so that it became the Regional Library and Archives Office. As of December 2021, the library has a physical collection of 25,905 titles, 76,620 copies, of which 858 CD/Audio Visual titles consist of 5,858 copies.

Library services are a form of providing information to help users meet information needs, one of which is through public libraries. The quality of a service in relation to users has a complex relationship (Rahayuningsih, 2015), therefore, the performance of librarians cannot be separated from the role of a quality library service. An important factor in the success of library services cannot be separated from the quality of these services, so that the stability of service quality can be maintained (Fatmawati, 2013).

The technique for descriptive statistical analysis used aims to analyze a respondent's data and research data from the results of questionnaire answers that have been distributed. All data obtained is then compiled in the form of distribution tables. The analysis made is divided into four parts, namely respondent characteristics, research data analysis, category analysis and cross-tabulation analysis. The processed data is then described without the intention of explaining a relationship or conclusion. The process of processing statistical data using the SPSS program version 26 then all the data will be presented in the form of a single table. Descriptive data analysis is carried out to provide an overview of the object of research based on data that has been obtained from the results of the distribution of questionnaires to the subjects studied. The respondent data in this study consisted of five questions, namely, gender, age of respondents, status, how many times have they visited the DPKD library in South Tangerang City, how to find out the existence of the DPKD library in South Tangerang City. Furthermore, it is made into the table data obtained from the respondent data.

The Relationship of Affect of Service with Library Imagery. Hypothesis testing is indicated in the correlation calculation table between *affect of service* (X1) and library image (Y):

Table 1.
The Relationship of *Quality Affect of Service* with Library Image

Relation	Coef. Corellation	Koef. Detemine	α	tcount	ttable	Level	Results
X1 → Y	0,542	0,294	0,05	6,382	1,984	Medium	H0 rejected H1 accepted

Sources: Results of Researcher Data Processing (2023)

H0 : There is no significant relationship between the quality of library services in the affect of service dimension and the image of the library.

H1 : There is a significant relationship between the quality of library services in the *Affect of Service* dimension and the image of the library.

The results of calculations and analysis conducted by researchers on the quality of library services show that the dimension of affect of service with library image, obtained tcount 6,382 > table 1,984 so that H1 is accepted and H0 is rejected, meaning that the dimension of affect of service is significantly related to library image. The data correlation coefficient of 0.542 shows the closeness of the medium-level relationship between the affect of service dimension and library imagery.

Researchers calculate the value of the Coefficient of Determination (KD) to find out how much the relationship between X1 and variable Y:

Table 2.
Value of Coefficient of Determination X1 with Variable Y

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.542 ^a	.294	.286	2298.250

a. Predictors: (Constant), Affect of Service

Source: SPSS Data Processing

The data above obtained the value of the coefficient of determination or R Square of 0.294 which means the relationship between variable X1 (affect of service) and variable Y (library image) of 29.4%. 70.6% was influenced by other factors outside the affect of service variable.

The Relationship of Information Control with Library Imagery. Hypothesis testing is indicated in the correlation calculation table between *Information Control* (X2) and library images (Y):

Table 3.

The Relationship of *Information Control* to Library Images

Relation	Coef. Corellation	Koef. Detemine	α	tcount	ttable	Level	Results
X2 → Y	0,684	0,468	0,05	8,294	1,984	Medium	H0 rejected H1 accepted

Sources: Results of Researcher Data Processing (2023)

H0 : there is no significant relationship between the quality of library services in the *information control* dimension (information quality and access to information) and library image.

H1 : there is a significant relationship between the quality of library services in the *information control* dimension (information quality and access to information) and library image.

The dimension of information control with library images, obtained tcount 8.294 > ttable 1.984, then H1 is accepted and H0 is rejected, meaning that the dimension of information control is significantly related to library images. The data correlation coefficient of 0.684 shows the closeness of the medium-level relationship between the information control dimension and the library image.

Researchers calculate the value of the Coefficient of Determination (KD) to find out how much the relationship between X2 and variable Y:

Table 4.

Value of Coefficient of Determination X2 with Variable Y

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684 ^a	.468	.463	1993.527

a. Predictors: (Constant), Information Control

Source: SPSS Data Processing

The value of the coefficient of determination or *R Square* is 0.468 which means the relationship between variable X2 (*information control*) and variable Y (library image) is 46.8%. 53.2% were influenced by other factors outside the *information control* variable.

The Relationship of Library as Place with Library Imagery. Hypothesis testing is rhymed in the correlation calculation table between *Library as Place* (X3) and library image (Y):

Table 5.
The Relationship of Library as Place with Library Image

Relation	Coef. Corellation	Koef. Detemine	α	tcount	ttable	Level	Results
X3 → Y	0,685	0,469	0,05	9,304	1,984	Medium	H0 rejected H1 accepted

Source: Researcher Data Processing Results (2023)

H0 : there is no significant relationship between the quality of library services in the *library as place* dimension and library image.

H1 : there is a significant relationship between the quality of library services in the *library as place* dimension and the image of the library.

Regarding library services based on the library as place dimension with library images, $9,304 > 1,984$ tables were obtained, then H1 was accepted and H0 was rejected, meaning that the *library as place* dimension was significantly related to library images. The data correlation coefficient of 0.685 shows the closeness of the medium-level relationship between the *library as place dimension* and the library image.

Researchers calculate the value of the Coefficient of Determination (KD) to find out how much the relationship between X3 and variable Y:

Tabel 6.
Value of Coefficient of Determination X3 with Variable Y (KD)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.685 ^a	.469	.464	1992.530

a. Predictors: (Constant), Library as Place

Source: SPSS Data Processing

The data above obtained the value of the coefficient of determination or *R Square* of 0.469 which means the relationship between variable X3 (*library as place*) and variable Y (library image) of 46.9%. 53.1% was influenced by other factors outside the *library as place variable*.

The Relationship of Library Service Quality with Library Image. Hypothesis testing is indicated in the calculation table of the correlation between Library Service Quality (X) and library image (Y):

Table 7.

The Relationship of Library Service Quality with Library Image

Relation	Coef. Corellation	Koef. Detemine	α	tcount	ttable	Level	Results
X → Y	0,713	0,508	0,05	10,062	1,984	Medium	H0 rejected H1 accepted

Source: Researcher Data Processing Results (2023)

H0 : There is no significant relationship between the quality of library services and the image of the library.

H1 : there is a significant relationship between the quality of library services and the image of the library.

Regarding the quality of library services with library image, the results obtained tcount 10,062 > ttable 1,984 then H1 is accepted and H0 is rejected, meaning that the quality of library services is significantly related to library image. The data correlation coefficient of 0.713 shows the closeness of the high level of relationship between the quality of library services and library image.

Tabel 8.

Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.713 ^a	.508	.503	1917.745

a. Predictors: (Constant), Library Services Quality

Source: SPSS Data Processing, 2023

The data above obtained the value of the coefficient of determination or *R Square* of 0.508 which means the relationship between variable X (quality of library services) and variable Y (library image) of 50.8%. 49.2% was influenced by other factors outside the variable of library service quality.

The library has a role that is able to make services a benchmark to be able to shape the image of the library. The positive results obtained make a positive direction, meaning that the better the quality of library services, the better the image of the DPKD Library in South Tangerang City. To be able to realize excellent service requires a comprehensive understanding of the dimensions of service quality, the factors that cause poor quality.

From the results of this study, there are indicators that form the image of the library, namely the image formation model according to Soemirat and Ardianto is the impression obtained by a person based on his knowledge and understanding of facts or reality. Then Danasaputra, said that "the image is formed based on the knowledge and information that a person receives. Communication does not directly give rise to certain behaviors, but tends to influence the way in which a person organizes his image of the environment" (Soemirat & Ardianto, 2002). Basically, a stimulus given by an object to an individual does not

immediately cause a response (action), but there is a process of organizing information that is influenced by his experience and understanding of the object, then all information about the object will be organized in the individual, and this process is what we call image. After that, there is a response from individuals about the object of service and strategies for improving service quality

Discussion of Research Findings. This study reinforces previous research that argued that service quality influences the image formation of libraries. The dimensions in LibQual+™ namely *affect of service*, *information control* and *library as a place* have a relationship with the library image even though it is at a medium level of closeness. If the three (three) dimensions become a whole, it causes a high and positive level of relationship. So if the quality of library services improves, there will also be an increase in the image of the library. However, if the quality of service decreases, then most likely the image of the library also becomes a decrease.

Research Limitations (Disclaimer). Testing in this study was only carried out to determine the relationship between service quality variables and library images. Logistic regression testing to determine the probability that can occur when between sub-variables influence each other in forming a library image.

IV. CONCLUSION

The results of research and analysis that the author has done and described also in the previous chapter can be drawn the following conclusions: There is a significant relationship between the affect of service dimension and library image. This can be shown by strengthening indicators of empathy, responsiveness, assurance, reliability. Thus, aspects of library staff with indicators of empathy, responsiveness, trustworthiness, and reliability can foster a positive image of users in the library. There is a significant relationship between the information control dimension and library imagery. Supporting indicators in it are scope of content (information coverage), convenience (convenience of accessing information), easy of navigation (ease of accessing information), timelines (speed of accessing information), equipment (equipment accessing information), self reliance (independence of accessing information). That way the quality of information and access to good information will produce good quality library services as well so that it has an impact on the positive image of users for the library.

There is a significant relationship between the library as place dimension and the library image. Supporting indicators in it are tangibles (physical evidence), utilitarian space (useful space), symbol term (symbol meaning), refuge (comfortable place). Thus, library facilities are inseparable from the quality of library services and if good, it will produce a positive image of users in the library. There is a significant relationship between the quality of library services and the image of the library supported by three indicators in it, namely affect of service (performance of officers in service), information control (quality of information and access to information), and library as place (library facilities). As a result, aspects of library service quality have a good relationship so as to foster a positive image of users in the library

Future Work. Further researchers are expected to develop research results that aim to see the probability of influence between LibQual+™ dimensions when interacting with each other. In addition, research with qualitative methods is recommended to obtain in-depth information related to the application of the LibQual+™ method as an effort to improve the image of peprustakaans as an information service provider organization. The study used methods with other departments that can measure the improvement of library imagery.

V. ACKNOWLEDGMENTS

The author appreciates the Head of the Regional Library and Archives Office of South Tangerang City and his staff who have provided opportunities to exchange ideas and opinions during this research. The author also would like to thank all parties who have helped during the research process.

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