

## User Perceptions of the Service Quality of Soepardjo Roestam Library, Ministry of Home Affairs



### Persepsi Pemustaka Terhadap Kualitas Layanan Perpustakaan Soepardjo Roestam, Kementerian Dalam Negeri

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## Abstract

**Background/Problem Statement:** The contemporary perception of the library differs from its historical representation. Today, libraries must contend with digital information media that is accessible at any time and from any location. Furthermore, the Soepardjo Roestam Library, a specialized library with restricted segmentation, must sustain the quality of its services to remain beneficial for its consumers. User perceptions of service quality serve as a key standard for enhancing library services. **Purpose:** This research examines library users' perceptions of service quality at the Soepardjo Roestam Library. **Method:** Concurrent mixed techniques are employed as the analytical tool. This methodology integrates both quantitative and qualitative techniques. The quantitative method involves a survey of 80 participants utilizing the Grand Mean technique. The qualitative method enhances the analysis of quantitative data through interviews with four active users. This study employs Charles Grönroos' service quality theory as a framework for its analysis of service quality. **Result:** The results indicate that the overall mean value of consumers' perceptions of the Technical Quality and Functional Quality aspects is at a satisfactory level. Meanwhile, the interview results corroborate the quantitative data. The interviews reveal other conclusions, specifically that consumers desire enhancements in several aspects concerning the perception of exclusivity and the deficiency of social interaction with library services. Moreover, users expressed aspirations and suggestions for promotion. **Conclusion:** The study's results indicate that users are highly happy with the service quality of the Soepardjo Roestam Library. This finding affirms the continued necessity of the Soepardjo Roestam library.

**Keywords:** service quality, perception, exclusive library

## Abstrak

**Latar Belakang/Permasalahan:** Citra Perpustakaan di masa kini berbeda dengan citra perpustakaan di masa lalu. Di masa kini Perpustakaan harus bersaing dengan media informasi di dunia maya yang dapat diakses kapan pun dan di mana pun. Terlebih Perpustakaan Soepardjo Roestam, yang merupakan perpustakaan khusus dengan segmentasi terbatas, harus bisa mempertahankan kualitas layanannya agar terus bermanfaat bagi pemustakanya. Persepsi para pemustaka terhadap mutu pelayanan merupakan salah satu tolok ukur dalam meningkatkan kualitas layanan perpustakaan. **Tujuan:** Penelitian ini akan mengangkat persepsi pemustaka terhadap mutu layanan Perpustakaan Soepardjo Roestam. **Metode:** Metode campuran (*mix-method*) berupa *concurrent mixed methods* digunakan sebagai pisau analisisnya. Pendekatan ini memadukan metode kuantitatif dengan kualitatif. Metode kuantitatif berupa survei terhadap 80 responden menggunakan teknik *Grand Mean*. Metode kualitatif melengkapi interpretasi atas data-data kuantitatif, berupa wawancara terhadap empat informan yang merupakan pemustaka aktif. Penelitian ini menggunakan teori Charles Grönroos mengenai kualitas pelayanan sebagai pemandu analisisnya. **Hasil:** Temuan menunjukkan bahwa nilai *grand mean* dari persepsi pemustaka untuk dimensi *Technical Quality* dan *Functional Quality* berada di tingkat baik. Sementara hasil wawancara memperkuat data kuantitatif. Wawancara juga memperlihatkan temuan-temuan lainnya yaitu pemustaka menginginkan perbaikan atas beberapa hal, terkait kesan eksklusivitas maupun kurangnya sosialisasi tentang layanan-layanan perpustakaan. Selain itu, pemustaka juga menyampaikan harapan-harapan dan ide-ide untuk promosi. **Kesimpulan:** Hasil

penelitian memperlihatkan bahwa pemustaka puas terhadap kualitas layanan Perpustakaan Soepardjo Roestam. Kenyataan ini menegaskan bahwa eksistensi perpustakaan Soepardjo Roestam masih dibutuhkan.

**Kata kunci:** kualitas layanan, persepsi, perpustakaan khusus

## I. INTRODUCTION

**Background.** The Soepardjo Roestam Library is associated with the Ministry of Home Affairs (Kemendagri) to enhance its operational efficacy. The Soepardjo Roestam Library is a specialized library, as defined by Law No. 43 of 2007 regarding Libraries, distinguishing it from most libraries. Article 20 of the Law delineates many types of libraries, including the National Library, Public Library, Special Library, School Library, and College Library. Special libraries are designed for restricted access by users within government entities, communities, religious educational institutions, places of worship, or other groups.

The Soepardjo Roestam Library facilitates the work of staff of the Ministry of Home Affairs' Domestic Policy Strategy Agency, particularly policy analysts responsible for executing policy studies and analyses. Analysts require sufficient references to deliver effective and efficient policy solutions grounded in robust evidence and analysis. The Soepardjo Roestam Library plays a crucial function as a purveyor of high-quality references.

As of now, the Soepardjo Roestam Library has offered many services deemed to enhance the institution's performance. Library services encompass the delivery of library items or information resources and the offering of diverse services and support according to the requirements of library patrons (Istiana, 2014). The Soepardjo Roestam Library currently offers the following services: (1) Reading Room Services; (2) Circulation Services; (3) Reference Services; (4) Information Retrieval Services; (5) Library Membership Services; (6) User Education Services; (7) Internet Services; (8) Local Content Collection Services; (9) Journal Assistance Services; and (10) Documentation Services. The availability of these diverse services is anticipated to fulfill user needs.

A key indicator of library service quality is the level of user happiness. Sasongko (2021) asserted that customer satisfaction may be affected by service quality. In the context of libraries, customers refer to users. Satisfied consumers of the library will return to utilize additional services.

**Problems.** This study will emphasize the level of services provided by Soepardjo Roestam Library as perceived by its users. This study will commence with the inquiry: "What is the level of user perception regarding the quality of services provided by Soepardjo Roestam Library?" What is their assessment of the quality of services provided by Soepardjo Roestam Library?

**Previous Literature Review.** Numerous research have highlighted the concern of customer satisfaction with library services. Inabah's (2020) study indicates that factors affecting customer interest in library visitation encompass amicable service, a comfortable air-conditioned environment, comprehensive collections, and sufficient facilities. The research conducted by Faizah and Sutomo (2021) indicated that the inclination to visit the library is influenced by the quality of service and the concurrent utilization of book collections. A study conducted by Qatrunnada et al. (2023) at the Library and Archives Service of Java Province determined that service quality influences customer satisfaction.



Similarly, Laili's (2015) study indicates that variables related to library services and facilities positively influence customer happiness. Ningrum's research (2014) determined that the quality of services is directly connected to visitor satisfaction levels. Ningrum categorized services according to many dimensions: human resources, facilities, technology, management, and in accordance with ISO 9001 standards. In conclusion, superior service correlates with enhanced satisfaction. Devi and Bhatt (2025) have undertaken recent study at universities in Telangana, India. Their research highlights the significant influence of various elements on user satisfaction, including realizability, responsiveness, reliability, empathy, assurance, online resources, communication, accessibility, staff knowledge, and pricing structure. The results of these research may serve as a standard for the Soepardjo Roestam Library to entice users to utilize the available services.

Service quality can be formed by user demands and attitudes of library services (Alfani, 2017). Users serve as the primary criterion in library creation. Service quality can be tailored to users, as user needs are the paramount consideration (John Crawford dalam Alfani, 2017). Therefore, the perception of library users plays an important role in efforts to develop libraries. The research conducted by Jayanti and Tika (2018) elucidates students' perspectives of library services at Trunojoyo University, Madura. Their research concentrates on library services, facilities, infrastructure, and social situations within the library (Jayanti & Tika, 2018). The results indicated that the librarians' perceptions of the three variables fell within the favorable range.

Research by Ngulandari indicates that 43.2% of student satisfaction among users of the UNY central library services is affected by their impressions of library facilities and services (Ngulandari, 2016). While Jayanti and Tika, together with Ngulandari, concentrated their research on multiple facets, Anggraeni and Masruri's (2022) study was limited to a singular application utilized by the Wonosobo regional library. The study's results indicated that library customers had a favorable view of the program. The research conducted by Jayanti & Tika, Ngulandari, and Masruri indicated that users' perceptions of certain library service components influenced their overall assessment of library quality.

**State of The Art.** The aforementioned studies primarily examine examples in university and regional libraries. Concurrently, institutional special libraries are infrequently established. In contrast to other library types, special libraries exhibit restricted segmentation, resulting in fewer visits compared to regional or public libraries. The policy analysts at this institution can offer a novel viewpoint on the efficacy of special library services in facilitating evidence-based policies. This study can facilitate the development of an evaluation-based library service system, thereby enhancing the practice of special library management in delivering user-centered services. This study used a mixed-methods approach, distinguishing it from prior research.

**Purpose.** This study seeks to assess user perceptions at the Soepardjo Roestam library inside the BSKDN Kemendagri. User impression serves as a metric for assessing the quality of services at the Soepardjo Roestam Library.

## **II. METHODS**

This research employs a mixed methods approach. John W. Creswell characterizes mixed methods as an approach that enables researchers to use elements of both quantitative

and qualitative methodologies (Creswell, 2009). This study used a concurrent mixed methods technique, which is one of several versions within the mixed method framework. This methodology integrates both quantitative and qualitative data. Both datasets are utilized in a thorough study that corroborates one another (Creswell, 2009, p. 14). In this version, researchers can incorporate smaller datasets into a bigger dataset to investigate numerous types of issues (Creswell, 2009, p. 15).

This study employs a quantitative method using a survey of sampled respondents. The study population comprises all BSKDN employees who are library members, totaling 254 individuals. The confidence level in this study is established at 90% (e = 10%). The sample was obtained via the Slovin formula (Santoso, 2023).

$$n = \frac{N}{1 + N(e)^2} \quad (1)$$

Note:

n : sample size/number of respondents

N : population size

e : percentage of tolerance for sampling error accuracy that can still be tolerated; e=0.1

Based on calculations using the Slovin formula, the number of samples obtained was 80 respondents.

This study used an accidental sampling method in which participants are present at the appropriate location, context, and moment. Click or tap here to enter text. This discussion will elucidate the survey results using the mean and Grand Mean formulas (Anggraeni & Masruri, 2022) (Anggraeni & Masruri, 2022) to facilitate a clearer comparison of dimensions, as follows:

$$\chi = \frac{\Sigma\chi}{N} \quad (2)$$

Note:

$\chi$  : Mean arithmetic average

$\Sigma\chi$  : Total questionnaire score

N : Number of respondents

The Grand Mean formula is:

$$\text{Grand Mean} = \frac{\text{Total arithmetic mean}}{\text{Number of questions}} \quad (3)$$

To determine the scale range (RS), the following formula is used (Anggraeni & Masruri, 2022):

$$SR = \frac{m - n}{B} \quad (4)$$

Note:

SR : Scale Range

m : The highest number in measurement

n : The lowest number in measurement

B : Number of classes formed

Thus the Scale Range in this study is

$$SR = \frac{m-n}{B}$$

$$= \frac{4-1}{4} = \frac{3}{4} = 0,75$$

Based on the results of the intended Scale Range, the scale numbers will be as follows:

Very Good :  $3,25 < x \leq 4,00$

Good :  $2,50 < x \leq 3,25$

Bad :  $1,75 < x \leq 2,50$

Very Bad :  $1,00 < x \leq 1,75$

This study will additionally be examined via the lens of service quality theory proposed by Christian Grönroos (1984). This study employs a qualitative technique consisting of interviews with selected respondents from the sample. The in-depth interview technique was employed for four chosen informants. The selection of informants should prioritize individuals who frequently utilize library services.

The study used the triangulation method to assess data veracity. The objective of triangulation is to achieve validation among data findings, "To operationalize these new terms, they propose techniques such as prolonged engagement in the field and the triangulation of data of sources, methods, and investigators to establish credibility" (Creswell, 2007, pp. 202–204). In a mixed methods approach, triangulation refers to assessing the robustness of the link between the outcomes of quantitative and qualitative methodologies. According to Creswell, "In this approach, the quantitative and qualitative data collection is concurrent, happening in one phase of the research study." (Creswell, 2009, p. 213). In this study, triangulation is defined as comparing the conformance of quantitative data from surveys to qualitative data from informant interviews.

This study focuses on library users' perceptions of the quality of services at the Soepardjo Roestam Library. Perception itself has multiple interpretations. According to Toha (2011, pp. 141–142), perceptions are formed when people use their five senses to interpret their surroundings. However, Luthans (in Thoha, 2011), believes that perception encompasses more than just sensing. Luthans views perception as a complex interaction of selection, arrangement, and interpretation.

Charles Grönroos' theory of service quality is an important concept in the field of service marketing. Gronroos, 1993 assumes that the process of providing a service effects service quality in addition to the end result. Grönroos categorizes service quality into three dimensions: technical quality, functional quality, and image. According to Grönroos, perceived service quality is the customer's perception of the service they receive and is determined by the interaction between technical quality, service quality, and image. (See Figure 1). Furthermore, the difference between the expected and real services has an impact on service quality.

Grönroos addresses the issue of hotel services in his art. Grönroos defines Technical Quality as when a hotel delivers a room and a bed for its visitors, restaurant customers receive meals, or train passengers are moved from one location to another. Users' interactions with the company's services produce the results they see. These results are considered important by the user and serve as an evaluation of the service's quality. Users

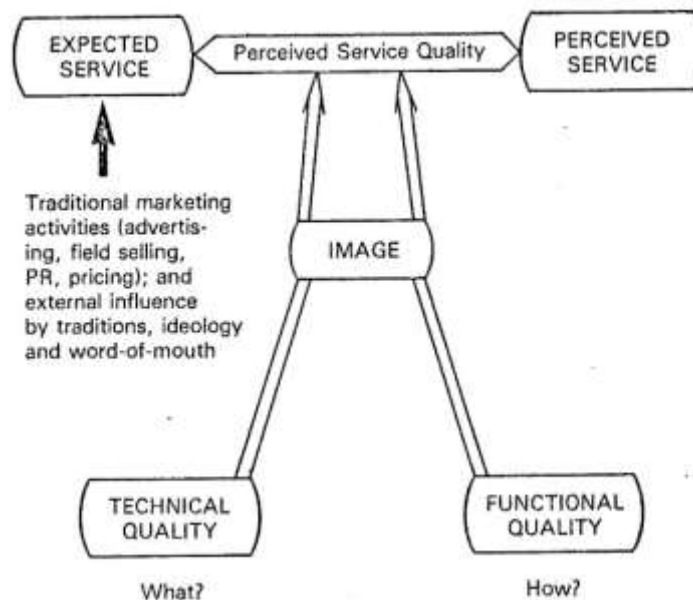


can even objectively evaluate the technical specifications of the product (1993, p. 38). In the context of libraries, technical quality might take the shape of library collections like books, periodicals, or other library services. In this study, technical quality is perceived in terms of (1) the availability of book collections, (2) the availability of journal collections (science publications), (3) daily news updates published by the library, and (4) the library's facilities.

Technical quality isn't the main aspect of service. Customers are also impacted by how the service is offered to them functionally. Customers are interested in both the process and the results (1993, p. 39). This dimension is known as functional quality, and it is related to the quality of service supplied to clients. Functional quality of the Soepardjo Roestam Library can be measured using the following indicators: (1) lending services, (2) book browsing facilities (online catalog/OPAC), (3) user help from librarians, and (4) library space comfort.

**Figure 1.**

Service Quality Model (Gronroos, 1993)



Source: Gronroos, 1993.

### III. RESULT AND DISCUSSION

This study examines library users' perceptions of service quality at the Soepardjo Roestam Library. Perception encompasses multiple definitions. Toha (2011, pp. 141–142) asserts that every individual who undergoes a cognitive process to comprehend information about their surroundings via their five senses thereafter develops a perception. According to Luthans (in Toha, 2011), perception encompasses not only sensory input but also more intricate and expansive elements. Luthans posits that the perception process is a multifaceted interplay including selection, organization, and interpretation.

Simultaneously, Charles Grönroos' theory of service quality is a crucial concept in the discourse on service marketing. Grönroos (1993) posits that the service process influences service quality, in addition to the end outcome of the service. Grönroos categorizes service quality into three dimensions: Technical Quality, Functional Quality, and Image. Grönroos asserts that Perceived Service Quality is the customer's assessment of the service received, resulting from the interplay between Technical Quality, Service Quality,

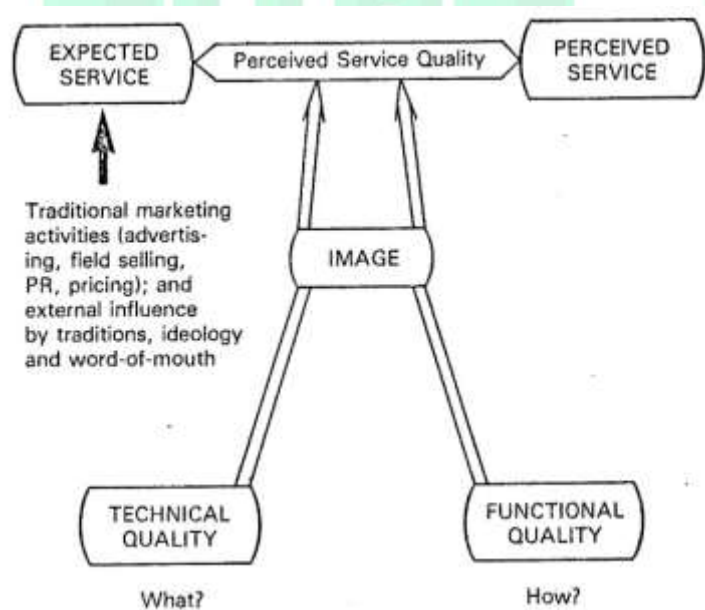
and Image. Refer to Figure 1. Moreover, service quality is affected by the disparity between anticipated service and the service delivered.

Grönroos addresses the issue of hotel services in his art. Grönroos defines Technical Quality as the provision of rooms and beds by hotels for guests, the delivery of meals to restaurant patrons, and the transportation of train passengers from one location to another. The outcomes experienced by users stem from their engagement with the company's services. These results are deemed significant to the user and serve as an assessment of the service's quality. Users can objectively evaluate the technical specifications of the product (1993, p. 38). In the realm of libraries, technical excellence manifests through library collections, including books, periodicals, and other resources offered by the library. This study evaluates technical excellence based on (1) the accessibility of book collections, (2) the accessibility of journal collections (science publications), (3) daily news updates provided by the library, and (4) the facilities offered within the library.

Technical quality is but one aspect of service. Customers are influenced by the functional delivery of the service. Customers are concerned not only with the outcomes of the process but also with the process itself (1993, p. 39). This dimension is termed functional quality, which pertains to the execution of the service supplied to clients. Functional excellence of the Soepardjo Roestam Library can be evidenced by the following indicators: (1) lending services, (2) book browsing facilities (online catalog/OPAC), (3) librarian help to patrons, and (4) comfort of the library environment.

**Figure 2.**

Service Quality Model (Gronroos, 1993)



Source: Gronroos, 1993.

**Technical Quality Dimensions** In this study, the following are the respondents' answers regarding Technical Quality in the Soepardjo Roestam library:



**Table 1.**

Adequate Collection of Books and Resources in the Library

Result	Score	N	$\Sigma X$	Mean
Very Good	4	10	40	$= \frac{243}{80}$
Good	3	63	189	
Bad	2	7	14	$= 3,04$
Very Bad	1	0	0	
Total		80	243	

According to the calculations detailed in the methodology section, a score of 3.04 is classified as good. This inquiry demonstrates that 80 participants possess a favorable opinion of the library's book and material resources. This indicates that the library's collections remain sufficient to fulfill their requirements. A number of interviewees concurred that the Soepardjo Roestam Library possesses a notably extensive book collection. The sources concurred that the references from the Soepardjo Roestam Library were important in formulating policy briefs.

The Soepardjo Roestam Library presently possesses 3,753 titles, with a total of 5,020 copies. The most recent acquisition to the collection via library procurement and grants occurred in early 2023, amounting to 138 books. The Soepardjo Roestam Library adds around 1.74% of books annually, based on the average proportion of additions each year. As per Regulation Number 7 of 2022 from the National Library of the Republic of Indonesia regarding National Standards for Special Libraries, the collection shall be augmented by a minimum of 2% annually. Consequently, it is evident that the Soepardjo Roestam Library requires additional acquisitions.

The inclusion of the collection will meet the expectations of library patrons, who require contemporary publications to facilitate their work. *"It would be advantageous for new collections to be introduced annually in accordance with the organization's requirements"*<sup>2</sup> Informant AH reaffirmed this sentiment. Despite the library's already commendable collection, he asserts that it must persist in augmenting its holdings, as world knowledge is perpetually advancing and new publications are continually required.<sup>3</sup> AH perceived that the library's book collection occasionally fails to keep pace with the policy recommendations he is responsible for formulating. The accessibility of current reference collections greatly enhances the formulation of better-informed recommendations. Informant IP articulated an additional reason. He found the library's actual book collection to be exceedingly beneficial. He favors reading tangible books rather than digital ones. *"Reading a physical book is more comfortable than reading on a cell phone, as the latter induces eye fatigue more rapidly"*<sup>4</sup>

**Table 2.**

Journal Collection (Scientific Publications) at the Soepardjo Roestam Library

Result	Score	N	$\Sigma X$	Mean
Very Helpful	4	18	72	$= \frac{252}{78}$
Helpful	3	60	180	
Unhelpful	2	0	0	$= 3,23$
Very Unhelpful	1	0	0	

<sup>2</sup> Interview with informant VA, December 2<sup>nd</sup> 2024

<sup>3</sup> Interview with informant AH

<sup>4</sup> Interview with informant IP

Total	78	252
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The Soepardjo Roestam Library features four self-published journals: Jurnal Bina Praja, Matra Pembaruan: Jurnal Inovasi Kebijakan, Government and Statistics, and Jurnal Studi Kebijakan Publik. These journals are deemed beneficial in fulfilling information requirements, with a mean score of 3.23, which is regarded as satisfactory.

**Table 3.**

Daily news updates uploaded by the Soepardjo Roestam library

Result	Score	N	$\Sigma x$	Mean
Very Helpful	4	24	96	$\chi = \frac{260}{79}$
Helpful	3	54	162	
Unhelpful	2	1	2	
Very Unhelpful	1	0	0	$= 3,29$
Total		79	260	

The Soepardjo Roestam Library has recently added daily news updates. This activity resembles the newspaper clippings traditionally utilized by libraries in general. This program utilizes digital media. The clips aggregate news from subscription newspapers concerning the responsibilities and functions of the Ministry of Home Affairs. This inquiry indicates that the daily news updates possess a mean score of 3.29, which is regarded as commendable. This activity ought to persist in the future.

**Table 4.**

Facilities available at the Soepardjo Roestam Library

Result	Score	N	$\Sigma x$	Mean
Very Complete	4	12	48	$= \frac{246}{80}$
Complete	3	62	186	
Incomplete	2	6	12	
Very Incomplete	1	0	0	$= 3,07$
Total		80	246	

The assessment of the facilities of the Soepardjo Roestam Library was favorable, yielding a mean score of 3.07. The facilities in question comprise reading tables furnished with glass partitions. These tables are frequently utilized for Zoom meetings, in addition to elongated tables for conferences. Additional supporting facilities are deemed sufficiently comprehensive. Two informants indicated that the library's environment is highly conducive to Zoom meetings due to its cleanliness, organization<sup>5</sup>, and tranquility<sup>6</sup>.

Agar mendapatkan persepsi secara umum untuk *Technical Quality* di Perpustakaan Soepardjo Roestam ini, maka dapat digunakan rumus Grand Mean, yaitu

$$\text{Grand Mean} = \frac{\text{Total arithmetic mean}}{\text{Number of questions}}$$

$$= \frac{3,04 + 3,23 + 3,29 + 3,07}{4} = \frac{12,63}{4} = 3,16$$

The prevailing assessment of the Technical Quality of the Soepardjo Roestam Library is good.

### Functional Quality Dimension

<sup>5</sup> Informant MH

<sup>6</sup> Informant VA

In the Soepardjo Roestam library, functional quality can be demonstrated through the following questions:

**Table 5.**

Efficiency of Book Borrowing and Return Services

Result	Score	N	$\Sigma X$	Mean
Very Efficient	4	12	48	$= \frac{251}{80}$
Efficient	3	67	201	
Inefficient	2	1	2	$= 3,14$
Very Inefficient	1	0	0	
Total		80	251	

The principal service offered by a library is the lending and returning of books. User perception of this service is rated positively, with a score of 3.14. Most of them believe that the service is efficient. Informants indicated that one method to renew a book is through WhatsApp chat, facilitating the process for them<sup>7</sup>. Informants indicate that this book lending service is the most impactful for them. Multiple explanations were provided, including the gratification derived from reading a real book, rendering digital books a secondary option.<sup>8</sup> Informants indicated that the books they borrowed can contribute to the development of a policy brief<sup>9</sup> or enhance understanding, as expressed by two informants<sup>10</sup>, and may also rekindle interest in reading.<sup>11</sup>

**Table 6.**

Facilitation of Book Search Facilities (Online Catalog/OPAC)

Result	Score	N	$\Sigma X$	Mean
Very Easy	4	18	72	$= \frac{248}{78}$
Easy	3	56	168	
Hard	2	4	8	$= 3,18$
Very Hard	1	0	0	
Total		78	248	

This library employs the Senayan Library Management System (SLIMS) to facilitate its operations. This system features an online catalog available at <https://lib.litbang.kemendagri.go.id/>. Users perceive this service positively, with a score of 3.18, as they find browsing effortless. We offer a computer for users to access our online catalog. Additionally, the website is accessible through mobile devices. Two of the interviewees confessed to never having used the website, stating, "*Never, it's preferable to do it directly.*"<sup>12</sup> Moreover, the informant indicated that he was oblivious to the presence of this internet catalog.

**Table 7.**

The Role of Librarians in Helping Search for Collections or Required Information

Result	Score	N	$\Sigma X$	Mean
Very Helpful	4	22	88	$= \frac{262}{80}$
Helpful	3	58	174	
Unhelpful	2	0	0	$= 3,27$
Very Unhelpful	1	0	0	

<sup>7</sup> Interview with informant VA, 2 December 2024

<sup>8</sup> Interview with informant IP, 18 December 2024

<sup>9</sup> Interview with informant AS, 22 November 2024

<sup>10</sup> Informant VA and informant IP

<sup>11</sup> Interview with Informant MH, 10 January 2025

<sup>12</sup> Interview with Informant IP



Total	80	262
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The evaluation of librarians garnered a score of 3.27, deemed extremely favorable. The function of librarians is essential in library services. Librarians facilitate users' access to the references they want.<sup>13</sup> The service rendered by librarians is deemed satisfactory since informants assert that the librarians at this library exhibit proficiency in facilitating book loans,<sup>14</sup> conducting collection searches, and supplying necessary information to users.<sup>15</sup>

The librarian's involvement is significant, as study by Butt, Kiran, Arif, Muhammad, and Rafiq, Muhammad (2023) indicated that users at the University Library of Pakistan expressed high satisfaction with the dimension of "empathy," reflecting the interaction between the librarian and the users.

Informants recognized librarians' proficiency in understanding subjects that address user requirements. They also advocated for enhanced librarian competencies in the future, considering the prospective necessity for users to undertake responsibilities as analysts and develop policy briefs.

Besides librarians' proficiency in subjects like politics, regional autonomy, and demographics, they are also anticipated to excel in archiving and statistics. One informant stated that these talents will enhance their future performance. *"They need raw data for their needs. Actually, there's still a lot of market potential, including statisticians and archivists. For example, what are statisticians really looking for, besides policy analysts?"*<sup>16</sup>

**Table 8.**

The comfort of the room in the Soepardjo Roestam Library for discussions and working on assignments

Result	Score	N	$\Sigma x$	Mean
Very Comfortable	4	27	108	$= \frac{265}{80}$
Comfortable	3	51	153	
Uncomfortable	2	2	4	$= 3,31$
Very Uncomfortable	1	0	0	
Total		80	265	

This question received a classification of very good, with a score of 3.31. This indicates that the library environment is sufficiently conducive for discussions and assignments. In response, some informants indicated that the library's amenities are fairly comfortable, as it is regarded as tranquil and serene<sup>17</sup>. This enables individuals to concentrate and minimize distractions while reading books or engaging in Zoom sessions. One informant acknowledged a preference for Zoom meetings in the library due to the favorable ambiance and the tidy environment.<sup>18</sup>

From the discussion above, the general perception of library users for Functional Quality can be calculated using the Grand Mean formula, as follows:

$$\text{Grand Mean} = \frac{\text{Total arithmetic mean}}{\text{Number of questions}}$$

<sup>13</sup> Interview with informant MH, 10 Januari 2025

<sup>14</sup> As conveyed by the informant VA and MH

<sup>15</sup> As conveyed by the IP informant during the interview

<sup>16</sup> Interview with informant AH

<sup>17</sup> Interview with informant VA, 2 Desember 2024

<sup>18</sup> Interview with informant MH

$$= \frac{3,14 + 3,18 + 3,27 + 3,31}{4} = \frac{12,90}{4}$$

$$= 3,22$$

The findings indicate that the general perceptions of the Functional Quality of the Soepardjo Roestam Library are **good**.

**Discussion of Research Findings.** Figure 1 illustrates Grönroos's Perceived Service Quality Model. This approach emphasizes the assessment of services along two dimensions: Technical Quality and Functional Quality, both of which are affected by corporate image. The quality of library services is assessed as good, with an overall mean of 3.16 for Technical Quality and 3.22 for Functional Quality.

An excellent technical quality grade signifies that services pertaining to book collections, journals, and other physical amenities fulfill the requirements and expectations of the majority of library patrons. Similarly, functional quality pertains to library services including the accessibility of the collection, the simplicity of borrowing books, and the demeanor of the librarians.

Grönroos posits that if both service dimensions are satisfactory, Perceived Service Quality will likewise be favorable. In Grönroos' approach, an image component also affects service quality. The corporate image is crucial for several service organizations, as consumer expectations are shaped by their perceptions of that image. Grönroos elucidates that corporate image can be established through Technical Quality and Functional Quality, while also being affected by external factors (tradition, ideology, and word of mouth) and conventional marketing elements (advertising, pricing, and public relations) (1993, p. 39).

This study revealed a perception of exclusivity associated with the Soepardjo Roestam library. This unique impression reflects the image of the Soepardjo Roestam library. One informant indicated that this exclusive impression stems from a perceived 'fear' of entering the library. As stated during the interview, *"It seems like the library is only for certain people. People like Pamdal (internal security), OB (office boys) are afraid to enter the library."* This perception also arose when the same informant responded to inquiries regarding the services offered in the library. According to him, the installation of standing banners is important "... put up banners so visitors know. We, the servants, also feel uncomfortable asking questions. If there were banners, it would be easier...". Through his statement, it appears that for workers who are not employees, there are restrictions even on asking questions.

This picture arose from insufficient promotion by the library, as previously noted by Grönroos. This corresponds with Fatmawati (2021), who asserted that libraries had to effectively communicate with their users with their services, collections, facilities, activities, and more information. The absence of marketing communication generates an information deficit concerning the individuals eligible to access library services. Kotler and Keller (2012) assert that integrated marketing communications are indispensable as follows, *"a planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time."* (Kotler & Keller, 2012, p. 495). A planning procedure that guarantees the relevance and consistency of information regarding products, services, and organizations for customers and potential customers, hence reducing informational discrepancies that may result in misinterpretations. An organized and strategic approach incorporating several communication aspects can effectively resolve consumer misconceptions (Kotler & Keller, 2012, p. 491).

IMC is an amalgamation of many communication disciplines, including general advertising, direct response, sales promotion, and public relations. (Kotler & Keller, 2012, p. 495). The informants' views of exclusivity and apprehension regarding inquiries suggest the necessity for a cohesive marketing strategy such as Integrated Marketing Communications (IMC). The Soepardjo Roestam Library has thus far undergone limited advertising. Consequently, numerous people remain oblivious to the library's offerings. Currently utilized promotional media comprise Instagram and WhatsApp groups. The Soepardjo Roestam Library regularly posts stuff on Instagram, which has a mere 205 followers. The scarcity of standing banners and posters at the office has led to misconceptions and a lack of awareness regarding the offered services.

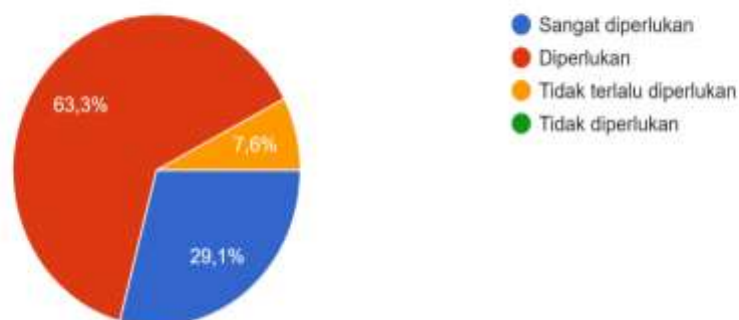
**Discussion of Other Interesting Findings.** Grönroos asserted that perceived service quality is affected by the disparity between anticipated and actual services (1993, p. 37). Consistent with Grönroos' assertions, research by Soares Silva, F., Tavares, J., Fernandes, S., & Sá, M. J. (2020) demonstrated that the quality of service received affects customer loyalty within an academic setting. The eleven variables examined (reliability, responsiveness, tangibles, assurance, empathy, communication, accessibility, user understanding, politeness, and security) have impacted the quality of service provided, with assurance and empathy exerting a more significant influence. This study reveals various expectations articulated by respondents and informants concerning the Soepardjo Roestam library. The anticipated quality of the service rendered is derived from the evaluation results in which clients juxtapose their expectations with the service they receive (Grönroos, 1993, p. 37). The subsequent expectations articulated by library patrons for the Soepardjo Roestam Library are conveyed through several inquiries in the questionnaire and the responses of informants. The survey findings are illustrated in pie charts to depict the proportion of respondents who endorsed the questions. The inquiry concerning the selection of programs pertinent to the library is illustrated through bar charts to showcase the variety of respondents' preferences.

**Figure 3.**

Pie Chart of the Need for a Quiet and Comfortable Reading Room

Apakah Sobat Cendikia membutuhkan ruang baca yang lebih tenang dan nyaman?

79 jawaban



Source: Processed Data, 2024

The reading room is a facility of the Soepardjo Roestam Library, utilized for both reading and Zoom meetings. Despite earlier indications that the reading area was relatively comfortable, 50 respondents said that enhancements to increase its quietness and comfort were necessary. Only six respondents indicated that it was unnecessary, signifying their contentment with the existing circumstances.

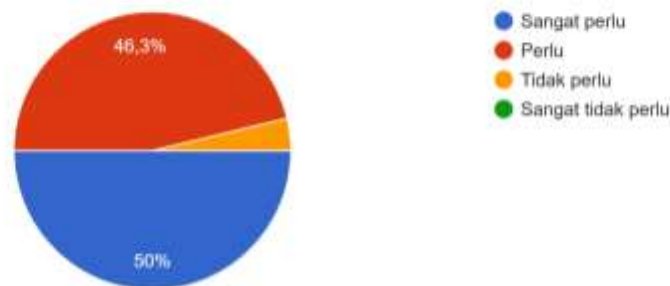


**Figure 4.**

Pie Chart of Recreational Collection Addition Needs

Apakah perlu ditambahkan koleksi Rekreasi seperti novel, komik, dan majalah populer?

80 jawaban



Source: Processed Data, Year of 2024.

The Soepardjo Roestam Library's recreational collection is currently small, so this question was asked. It turned out that the response was quite good, namely 40 people stated that it was very necessary and 37 people stated that it was necessary. In addition to the recreational collection, it seems that librarians also hope for an increase in the collection every year. As conveyed by the informants "... at least every 6 months the books are upgraded"<sup>19</sup>, "... it would be better if every year there were new collections added according to the needs of the organization"<sup>20</sup>, "... book updates are lacking because books are developing"<sup>21</sup>, "the library collection should be added again to enrich the information needed by readers"<sup>22</sup>, "... at least new/renewable books"<sup>23</sup>, "... add to the book collection"<sup>24</sup>. Regarding the library collection, several informants felt the need for a digital collection. In fact, the Soepardjo Roestam Library has collaborated with Gramedia for an e-library but it seems that the informants were not aware of it.

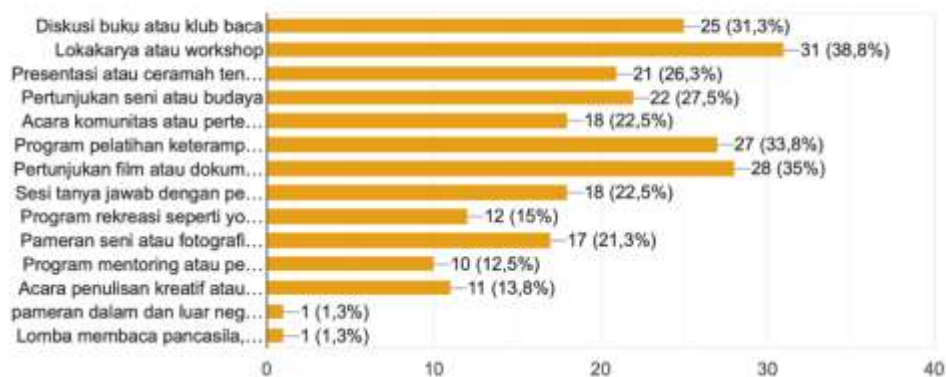
**Figure 5.**

Interesting Program Proposal Bar Chart

Program mana yang menurut Sobat Cendikia paling menarik untuk diadakan di perpustakaan kami?

(Pilih semua yang berlaku)

80 jawaban



Source: Processed Data, Year of 2024

<sup>19</sup> Informant IP

<sup>20</sup> Informant VA

<sup>21</sup> Informant AS

<sup>22</sup> Informant MH

<sup>23</sup> Informant AS

<sup>24</sup> Informant VA

The aforementioned questions were formulated to elicit suggestions for the enhancement of the Soepardjo Roestam Library. The bar chart above indicates that the majority of respondents preferred to conduct a workshop, succeeded by a film or documentary screening. Respondents were permitted to answer several questions. The objective was to comprehend the expectations of the respondents as library patrons.

Various program ideas were also conveyed by the informants, such as "... holding activities that attract visitors, for example giveaways through quizzes on Instagram, holding competitions during Language Month in October, BSKDN's birthday, or other big days; holding book clubs for readers, and holding film viewings together and then reviewed, can collaborate with other institutions"<sup>25</sup>. Other informants also suggested activities related to current trends such as a book cafe-style library<sup>26</sup> or a free coffee program once a week to attract the interest of librarians.<sup>27</sup>

The disparity between the services provided and the anticipated services necessitates substantial measures to align these services in order to attain customer satisfaction (Gronroos, 1993, p. 42). Gronroos (1993, p. 40) asserts that conventional marketing techniques, including advertising and field sales, are solely efficient for acquiring new clients. Conversely, for clients already acquainted with the organization, enhancements are required in its Functional Quality. Consequently, the corporate manager must recognize that both Technical Quality and Functional Quality significantly impact client acceptance. Research by Twum, Adam, Budu, and Budu (2022) on University Library users in Ghana indicates that enhancing customer satisfaction with services can lead to increased user loyalty. Research by Malik, S.A., Fatima, T., Jia, Y., and Pannu, H. (2024) indicated a direct positive correlation between perceived service value, user happiness, and user loyalty.

So in this case, librarians as part of management need to understand that improving technical quality and functional quality is important to improve the quality of services so that users can make the best use of the services.

**Research Limitations (Disclaimer).** This study only examines two facets of evaluating service quality at the Soepardjo Roestam Library. The subject pertains exclusively to the Soepardjo Roestam Library, which has a limited user base. The sample size does not account for gender or educational attainment. The sample error in this study remained around 10%.

#### IV. CONCLUSION

The findings of this survey suggest that the Soepardjo Roestam Library is seen positively by its users. The calculation of the Grand Mean value for the Technical Quality and Functional Quality dimensions indicates this. Nevertheless, the interview results revealed multiple observations, particularly about the visual component, specifically the perception of exclusivity associated with the library. According to Grönroos' idea, service quality is influenced not only by the outcomes and services delivered but also by the library's image. Consequently, to attain a holistic understanding of service quality, it is essential to focus on cultivating an inclusive image of the library through marketing tactics or campaigns pertaining to the services offered by the Soepardjo Roestam Library.

**Future Work.** Furthermore, it is essential to enhance library promotion to attract a greater number of customers who can benefit from library services. This promotion is essential to

<sup>25</sup> Informan VA

<sup>26</sup> Informan AS

<sup>27</sup> Informan IP

fulfill consumer expectations. The aspirations and proposals for activities expressed by the users demonstrate that the Soepardjo Roestam Library remains essential to them.

## V. ACKNOWLEDGEMENT

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