

THE INFLUENCE OF DIGITAL LIBRARY SERVICE QUALITY ON STUDENT SATISFACTION AT THE STATE ISLAMIC UNIVERSITY OF NORTH SUMATRA, MEDAN

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ABSTRACT

This research was conducted with the aim of knowing the effect of digital service quality on student satisfaction at the State Islamic University of North Sumatra. This research is a quantitative research. Data collection techniques used in the form of a questionnaire / questionnaire. The selected sample is 100 respondents based on the slovin formula. The method used is a survey research method using a quantitative data analysis approach. The data analysis technique used is data quality test, classic assumption test, and hypothesis test. The results showed that the results of the T test obtained $t\text{-count} > t\text{-table}$ or $(2.327 > 1.660)$ and the value of Sig. $(0.000 < 0.05)$. This shows that there is a positive and significant influence on the quality of digital library services on the level of student satisfaction and the R Square value is 0.52, which means 52% that the magnitude of the influence of digital library service quality on student satisfaction at the State Islamic University of North Sumatra is 52%.

Keywords: Digital Library Service Quality, Student Satisfaction

1. INTRODUCTION

The rapid development of information and communication technology and the many sources of information available from various forms of media to access information. Now information is not only presented in printed form but can also be presented in other media such as e-books or multimedia which provide convenience for libraries. Libraries can develop services based on computer network technology by realizing electronic libraries (e-libraries). Now information is not only presented in printed form but can also be presented in other media such

as e-books or multimedia which provide convenience for libraries. Libraries can develop services based on computer network technology by realizing electronic libraries (e-libraries). Libraries as centers of information resources are the backbone of the progress of an institution, especially educational institutions as places where demands for adaptation to information developments are very high. Changes after changes that occur from one era to another have led libraries to enter the digital era which raises the question, "Are we living in the present or the future?" This question arises because almost everything that was previously unimaginable will become at this time suddenly appears before us. Every library around the world has advantages and disadvantages in accessing information in the library, for example, there are still some libraries that search for book lists manually, thus slowing down someone in obtaining the information they need.

Now, access to this information is simply done by sitting in front of a computer, opening the internet, and its website addresses, then in a matter of minutes or even seconds, information from any part of the world can be easily obtained. This can be done thanks to advances in information technology. The key is in ITC (Information and Communication Technology) which has been recognized worldwide as a primary means and infrastructure for finding out information problems that are constrained by space and time. The birth of the digital library in Indonesia was welcomed by information managers or librarians. Digital libraries in several campuses have not provided good quality in digital library services, therefore students will be more satisfied in accessing the digital library. Socialization of the digital library service program to network members and users is very important. In this case, it is necessary to increase awareness of their main function, namely providing easy user access to information.

Sismanto (2008) also revealed with the digital library program followed by the Office of the Ministry of Research and Technology with a digital library program that is directed to provide easy access to scientific and technological data documentation in digital form in an integrated and more dynamic manner. From the results of the background of the problem that was put forward, the digital library service further increases the use of digital collections through socialization in the library environment, so that all students can utilize the digital collections that have been provided and the data library provides ease and speed of access by providing better e-library infrastructure, so that students can access the available digital collections. With a digital library, we can utilize the use of information technology with the concept of a digital library that provides ease of accessing and disseminating electronic sources so that the expected goals of users from the use of information technology are achieved.

Each library will provide the best service so that students can determine to achieve satisfaction with the use of the library. According to Lupiyoadi (2001), there are five factors that determine the level of satisfaction, namely: 1) Product Quality; 2) Service Quality; 3) Emotional; 4) Price and; 5) Cost. To maintain user

satisfaction with the library, Haryono (1998) argues that a good library can be carved from its success in providing quality services to the community. So that the better the service, the higher the appreciation given to the library. In accordance with its function, college libraries are required to provide high quality services, namely services that can meet the needs and expectations of library users. Parasuraman, Zeithaml, and Berry (1991) state that "service quality is a comparison between the service expected by consumers and the service they receive." In other words, if the service received or felt is in accordance with what is expected by library users, the quality of service is perceived as good and satisfying. If the service or service received exceeds user expectations, the quality of service is perceived as ideal quality. But on the contrary if the service received is lower than expected then the quality of service is perceived as bad.

Therefore, considering the importance of service quality in increasing user satisfaction, researchers are interested in conducting research entitled "The Effect of Digital Library Service Quality on Student Satisfaction at the State Islamic University of North Sumatra"

2. RESEARCH METHOD

This type of research is quantitative research. This study uses a survey research method using a quantitative data analysis approach, namely describing by analyzing the Influence of Digital Library Service Quality on Student Satisfaction at the State Islamic University of North Sumatra. This study will examine the study data that is numeric/numerical which will later produce data interpretation.

The sampling technique used is probability sampling. Probability sampling is a technique that provides equal opportunities for each element or member of the sample. The probability sampling technique is used because this technique is the simplest, taking samples randomly from the existing population without considering the levels in the population. The data collection technique used is a questionnaire. The questionnaire contains questions that will be given to respondents to be answered with a data measurement scale is a Likert scale.

The data analysis technique uses data quality testing, classical assumption testing, and hypothesis testing. Data quality testing is a validity test that is carried out to show the levels of validity or validity of a questionnaire, and reliability testing is used to measure a questionnaire is said to be reliable or construct. The classical assumption test, namely by means of normality testing, is used to determine whether the data presented for further analysis is normally distributed or not. The multicollinearity test is used to test whether the regression model finds a correlation between independent variables. And the heteroscedasticity test is used to determine whether in a regression model there is discomfort in the variance of the residuals in one observation against other observations. Hypothesis testing is using simple linear regression analysis to determine the

effect of variable X on variable Y. Partial t-test to test whether the independent variable has a significant effect or not on the dependent variable. F test to show whether the independent variables simultaneously or simultaneously affect the dependent variable. The coefficient of determination test to measure how far the model is capable of explaining the variation of the dependent variable. To facilitate the calculation, the researcher uses the help of the SPSS application.²²

3. RESULT AND DISCUSSION

The results of this study are described based on the results of the questionnaire answers that have been distributed to students of the State Islamic University of North Sumatra Medan. To determine the influence of user satisfaction on digital library services available at the State Islamic University of North Sumatra.

a. Respondent Identity Based on Gender

The identities below explain the gender of various respondents.

Table 1. Respondent Identity Based on Gender

Jenis Kelamin	Jumlah Responden	Persentase (%)
Laki-Laki	32	32%
Perempuan	68	68%
Jumlah	100	100%

Source: Researcher Processed Data, (2022)

Based on the table above, it is known that the identity of respondents is based on gender with the largest number of female visitors being 68 people with a percentage of 68% and male visitors being 32 people with a percentage of 32%.

b. Respondent Identity Based on Semester

The identities below explain the semesters of various respondents.

Table 2. Respondent Identity Based on Semester

Semester	Jumlah Responden	Persentase (%)
4	30	30%
6	30	30%
8	31	31%
12	9	9%
Jumlah	100	100%

Source: Researcher Processed Data, (2022)

Based on the table above, it can be seen that the number of respondents based on the semester is the most in semester 8 as many as 31 people with a percentage of 31%. While semesters 4 and 6 as many as 30 people and a percentage of 30%. In semester 12 as many as 9 people with a percentage of 9%.

c. Respondent Identity Based on Faculty

When viewed based on faculty, it can be grouped into several faculties. The following is a table of respondent identities based on faculty.

Table 3. Respondent Identity Based on Faculty

Fakultas	Jumlah Responden	Persentase
FITK	29	29%
Ekonomi	32	32%
Ilmu Sosial	18	18%
Pertanian	11	11%
Saintek	10	10%
Jumlah	100	100%

Source: Researcher Processed Data, (2022)

Based on the table above, it can be seen that the identity of respondents based on the faculty is the most, namely the Faculty of Economics with 32 people with a percentage of 32%. While the Faculty of FITK with 29 people with a percentage of 29%, the Faculty of Social Sciences with 18 people with a percentage of 18%, the Faculty of Agriculture with 11 people with a percentage of 11% and the Faculty of Science and Technology with 10 people with a percentage of 10%.

Data Quality Test

The results of the data validity test in this study are seen in the following table:

Table 4. Results of the Validity Test of Variable X

Pertanyaan	R Hitung	R Tabel	Keterangan
1	0,904	0,195	VALID
2	0,852	0,195	VALID
3	0,792	0,195	VALID
4	0,846	0,195	VALID
5	0,833	0,195	VALID

Table 5. Results of the Validity Test of Variable Y

Pernyataan	R Hitung	R Tabel	Keterangan
1	0,595	0,195	VALID
2	0,702	0,195	VALID
3	0,574	0,195	VALID
4	0,511	0,195	VALID
5	0,635	0,195	VALID

The results of the reliability test in this study can be seen in the following table:

Table 6. Reliability Test Results

Variabel	Reliability Coefficients	Cronbach's Alpha	Keterangan
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X	5 item	0.709	Reliabel
Y	5 item	0,736	Reliabel

From the results of the reliability test above, it can be said that variable X has 5 items and the amount of Conbach's alpha is 0.709 and above the standard value of 0.60. Variable Y has 5 items and the amount of Conbach's Alpha is 0.736 above the standard of 0.60. So it can be concluded that the measuring items of the variables of the Digital Library Service Quality and Student Satisfaction questionnaire are reliable, which means that the questionnaire used in this study is a reliable questionnaire.

DISCUSSION

Quality of Digital Library Services of the State Islamic University of North Sumatra

Based on observations and research surveys that have been conducted, students who most frequently access the library of the State Islamic University of North Sumatra are 8th semester students because they need references for assignments or research. Based on the faculty, students who most frequently access are students of the Faculty of Economics. According to gender, students who frequently access the library are more female than male.

A good digital library indicates that the digital library service contains a collection of digital data in the form of content and services related to the storage, discovery, search and preservation of knowledge owned by the library in order to facilitate the search for information related to the collection. The implementation of a digital library is expected to provide convenience for students in accessing information easily and quickly. Digital library services provided through the website, these services include online repository access, free online library services, then services that include search services via OPAC (Online Public Access catalog), e-journals and online databases using IT support.

Based on the results of observations that have been made, it is known that the quality of digital library services at the State Islamic University of North Sumatra library already has good quality. However, the availability of digital library services from the speed of accessing information still needs to be improved. The ease of users in accessing independently needs to be considered again. The ability and attitude of good librarians in providing services to users can also improve the quality of service. However, with the existence of this service, students are still less interested in continuing to use and access the application, due to the lack of availability of user complaint features. This can be seen from the F test or hypothesis test that the Sig. value is $0.000 < 0.05$, it is concluded that service quality has an effect on student satisfaction. In line with (Wulandari, 2021) who said that the quality of digital library services is the most dominant variable in influencing

user satisfaction. The quality of information does not have a significant impact on library user satisfaction.

The Influence of Digital Library Services on Student Satisfaction at the State Islamic University of North Sumatra

Based on the results of the research conducted, it is known that the influence of digital library services on student satisfaction at the State Islamic University of North Sumatra is very strong, seen from the regression test that the F value is 5.414 with a significance level of 0.000. This shows that there is an influence of the quality of digital library services simultaneously on the level of student satisfaction at the State Islamic University of North Sumatra.

The results of the hypothesis test show that the quality of digital library services has a positive effect where $t\text{-count} > t\text{-table}$ or $(2.327 > 1.660)$ and a significance level smaller than 0.005 or $(0.000 < 0.05)$. This shows that there is a positive and significant influence of the quality of digital library services on the level of student satisfaction at the State Islamic University of North Sumatra. It can be interpreted that the better the quality of digital library services, the level of student satisfaction will also increase. The magnitude of the influence of the quality of digital library services on student satisfaction is seen from the results of the determination coefficient output (R Square) of 0.52, which means that the influence of digital library services on student satisfaction is 52% while the remaining 48% is influenced by other factors not explained in this study. Student satisfaction at the State Islamic University of North Sumatra can be increased together with the quality of digital library services. In accordance with the results of the study, it was obtained that the overall quality of the digital library has a significant influence on user satisfaction. These findings have strengthened the medium theory that the quality of the digital library website has an influence on user satisfaction.

4. CONCLUSION

In the library, it is known that users/students have the right to obtain services and utilize and utilize library facilities, support efforts to provide library service facilities in the environment and are obliged to improve the quality of the library. Given the importance of service quality in the library, the quality of digital library services at the State Islamic University of North Sumatra is always maintained and improved. Service quality is also the most important element in the implementation of student satisfaction, service quality is a benchmark for the success of an agency or organization that focuses on student satisfaction in providing services so that the services received by visitors are greater than expected

From the results of the T test, $t\text{-count} > t\text{-table}$ or $(2.327 > 1.660)$ and a significant level value that is smaller than 0.005 or $(0.000 < 0.05)$ was obtained. This shows

that there is a positive and significant influence of digital library service quality on the level of student satisfaction at the State Islamic University of North Sumatra. The results of the F test obtained $f\text{-count} > f\text{-table}$, which is $5.414 > 2.70$ and a significance value of $0.000 < 0.05$, then the variable of digital library service quality (X) has a simultaneous effect on student satisfaction (Y). The results of the determination coefficient test obtained an R Square value of 0.52, which means 52% that the magnitude of the influence of the independent variable (digital library service quality) on (student satisfaction) has an effect of 0.52 or 52%, while the remaining 48% is influenced by other factors not explained in this study.

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