The Quality of Service and Measurement of Library Performance Based on 11620: 2008 in Public Universities

Uyu Wahyudin* and Edi Suryadi**

Abstract : Measuring performance of a library is an effort to know how well the library achieves its vision, mission, and goals. Measurement of performance is expected to produce programs, methods, or individuals who are useful and able to achieve specific goals with alimited budget. One of the long term goals to be achieved is the availability of high quality education service that is affordable and relevant to changes, locally, nationally, and globally. The targets that determine that objectives are, for instance: 1) the availability of academic service system that supports high-quality academic activity; and 2) improvement of academic service quality, learning, and mentoring which lead to the improvement of the students and academic writing. To investigate these goals, the present study entitled. **The Quality of Service and Measurement of Library Performance Based on ISO 11620:2008 in State Universities in West Java,** was conducted for two years. The study aims to analyze the quality of service provided to the students; to analyze the extent of students' satisfaction; and to discover the gap between library customers' expectations and perceptions through importance-performance analysis. On its second year, the study measures the performance of libraries in West Java state universities based on ISO 11620: 2008. It employs descriptive-qualitative research design, combining qualitative and quantitative approaches to measure the index of students' satisfaction of library service. Data is analyzed using Society Satisfaction Index, by considering the weighted average score for each element of service. The formulation of problem in this study is the implementation of Importance-Performance Analysis to identify the conformity of expectations to the actual quality of service.

Keywords : Quality of Service, Students Satisfaction Index, Importance-Performance Analysis.

1. INTRODUCTION

Library is one of the learning media that can promote national intelligence development. The government regulation on higher education clearly states that library is an element intended for supporting the implementation of higher education (Article 40). Supporting element is defined as an indispensable element in achieving perfection. The strategic role of library is clearly evident in the accreditation process of higher education institution; in which the library is one of the essential points of assessment.

International level universities have the ratio of user to collection of at least 1:50. It means that there are 50 titles for one user of the library. However, this requirement is limited only for universities in Asia; *e.g.* the National University of Singapore (NUS) and Nanyang Technological University (NTU). Harvard has 16 billion titles in its collection for one million users of library; or a ratio of 1: 16000, which is out of reach for Asian universities.

Universities in Indonesia has a ratio of user/collection far below this requirement. Indonesia University (UI), for instance, with 1 million titles in its collection and 50.000 users, only has a ratio of 1:20.

*   Department of Nonformal and Continuing Education, Faculty of Education, Universitas Pendidikan Indonesia.
**   Faculty of Economics and Business Education, Universitas Pendidikan Indonesia.

The Head of Information and Documentation Center for BSN Standardization, Abdul Rahman Saleh, in a discussion on The Standard ISO 11620: 2008 on Indonesia's National Library (31/10/2013) states that 95% of about 200.000 schools and local libraries in Indonesia do not have the necessary equipments and facilities. Moreover, only 18% of 130.000 schools in Indonesia that have a library.

Since the implementation of General Agreement on Tariff and Service (GATS), developed countries compete each other to improve their quality of service by implementing Quality Management System, which is a part of the International System of Quality ISO 9000 series.

The awareness on the importance of improving quality applie to all kinds of public service, including library service. In 1979, the global accredited quality standard of BS5750 series was issued. Following that, several countries signed an agreement on International Standar of Quality System of ISO 9000 series in 1987 (Hadikusumo, 2005).

The main activity of a library is to serve the borrowers of books. To discover the extent of library service performance, we need a tool of measurement. Therefore, ISO developed a standard of library service performance measurement; first issued in 1998 (Purnomowati & Yuliastuti, 2001), and revised in 2008. This standard is called ISO 11620: 2008 Library and Library Documentation Performance Indicators (ISO 2008).

There have been many studies on the quality of service and library performance. However, performance measurement using ISO 11620: 2008 as the object of the study has not been widely acknowledged. Moreover, the scope of the present study covers a wider area than previous studies, i.e. the libraries of state universities in West Java Province.

2. LITERATURE REVIEW

2.1. Quality of Service

The term service has many definitions. Lovelock, Patterson & Walker in Tjiptono (2005) propose a definition of *service* as a system which consists of two major components, *e.g*.: (1) service operation, input comes from the elements of service created; and (2) service delivery, elements of service are assembled, finished and delivered to costumers.

The Decree of National Resources Implementation Minister: KEP-25/M.PAN/2/2004, issued on 24 February 2004 on the Guidelines of Society Satisfaction Index Development for Government's Social Service Institutions contains 14 relevant, valid, and reliable indicators. This instrument to measure the quality of service should include:

Service procedure, the easy stages of services provided to students involve simple sequences of service. Warella (1997: 31) states that to evaluate public service in the framework of service excellence, the following criteria can be used: (1) simplicity, which means that the procedure of service should be easy, smooth, fast, direct, and easy to understand and performed; (2) clarity and certainty of service procedures; and (3) transparency of service procedures.

Service condition, the technical and administrative requirements to achieve service excellence that need to be evaluated are: (1) actual technical and administrative condition; (2) transparency of service condition; and (3) efficiency of service condition, which means limiting the elements directly related to service to prevent repeated condition (Warella, 1997: 31).

Clarity of service staff, concerning the availability and clarity of service staff (in terms of names, positions, authority, and responsibility). Gaspersz (1997: 2) notes that the attributes and dimensions to be considered in improving the quality of service are: (1) easy access to information on staff; and (2) responsibilities related to receiving and handling complaints from external parties. Meanwhile, Morgan and Murgatroyd (1994) outline several criteria of customers' perception on quality service, including: (1) responsiveness, the readiness to help customer; and (2) access; easy access to contact the provider of service.

Discipline of service staff, concerning staff's commitment in providing service, particularly regarding the consistency of worktime. Morgan and Murgatroyd (1994) note that customers' perception on this element include (1) reliability; the ability to provide service in time; and (2) credibility, trustworthiness, honesty, and prioritizing customer.

Responsibility of service staff, concerning clarity of staff's authority and responsibilities. Warella (1997: 31) states that in evaluating excellent service, the following criteria can be used: (1) unit or staff holding responsibilities, and (2) transparency.

Skill of service staff, concerning skills and expertise level of the staff to provide excellent service to students. Tjiptono (2002: 14) notes that evaluation of service quality may refer to Professionalism and Skills; i.e. the knowledge and skills (intellectual, physical, administrative, or conceptual) necessary for professional problem solving.

Speed of service, service is completed in time since the target time is decided by the service provider. Gaspersz (1997: 2) states that the attributes and dimensions to be considered are related with completion time and waiting time. Meanwhile, Warella (1997: 31) notes that the criteria of transparency and timeliness can be used.

Fairness of service, the service is provided to all, without any discrimination. Carlson and Schwartz (in Denhardt, 2003: 61) state that a comprehensive measurement of public sector means faireess; while Warella (1997: 31) notes that good service should be widely distributed and accessible to a lot of people.

Polite and friendly staff, Gaspersz (1997: 2) notes that the improvement of service quality should involve politeness and friendliness of the staff, particularly during the direct interaction with the customers. Morgan and Murgatroyd (1994) suggest the importance of courtesy: to be respectful towards other, to act wisely, and to be friendly.

Normal service fee, students should be able to afford the service fee. Warella (1997: 31) notes that a good service is an economical one. Meanwhile, Tjiptono (2002: 14) suggests Reputation and Credibility; which means that the customers believe that the operation of the service provider is trust-worthy.

Certainty of service fee, the service fee paid should be congruent with the previously required fee. Warella (1997: 31) states that good service is clear, certain, and transparent concerning the detail of its payment (fee).

Certainty of service schedule, Warella (1997: 31) states that good service is certain and clear in its scheduled activity. Meanwhile, Carlson and Schwartz (in Denhardt, 2003: 61) propose that the comprehensive measurement of public sector evaluation is its excellence in precise timing.

Comfortable environment, a condition in which the equipments, structure, and infrastructure are clean, neat, and well-organized. Gasperz (1997: 2) states that comfort has to do with cleanliness, environment, access, music equipment, et cetera.

Security of the service, Security will make students feel safe and comfortable to use the service. Morgan and Murgatroyd (1994) stress the importance of Security, free from risk, danger, and doubt. Carlson and Schwartz (in Denhardt, 2003: 61) believe that security will convince students to access the service. In addition, an excellence service (Warella, 1997: 31) provides safety (security), comfort, and legal certainty to students.

2.2. The Measurement of Service Quality

There are several methods or techniques to measure service quality. One of them is Regression Analysis. This technique is used to determine the effect of each dimension as part of the whole service quality (Parasuraman, Zeithaml & Berry, 1988; Blose, Tankersley & Flynn, 2005: 8). After processing the findings (survey result), the score of each dimension can be compared. The dimension with the biggest coefficient is interpreted as the most important dimension, and so on. The data obtained can be used by the organization or company to focus only on one most important dimension, or to boost another dimension.

3.   METHODOLOGY

3.1.   Research Site and Object of the Study

Both the first year and the second year study are implemented using descriptive-qualitative design; combining quantitative and qualitative approaches to detect students' satisfaction index towards library services in state universities in West Java, as well as to measure library performance based on ISO 11620: 2008.

The subject of the study is students who visit the libraries of state universities in West Java. The present study aims to analyze the service performance of libraries in state universities of West Java by measuring students' satisfaction index. The evaluation of service performance considers and collects students' (respondents') opinion.

The indicators used in the study refer to Kepmen PAN No: KEP/25/M.PAN/2004. There are 14 indicators and 33 sub-indicators measured in the present study.

3.2.   Source of Data

The source of data in this study consists of primary and secondary data.

Source of Primary Data

Primary data is obtained from respondents. The respondents are students who provide data in the form of interview or responses to questionnaire in the libraries of the state universities.

Source of Secondary Data

Secondary data is gathered from notes, books, papers, monograph and other sources pertaining to the topic of the study. The data can also be obtained from archives, documents, statistical data and charts available in institutions related to this research. Secondary data is essential, particularly in the second year of the study when library performance is measured based on ISO 11620:2008.

3.3.   Research Instrument

The instrument used in this research is questionnaire. Questionnaires are administered to 400 respondents in the form of rating scale referring to appropriate measurement scale. It is used as a tool to collect student satisfaction data; and is developed based on the objective of the survey.

3.4.   Population and Sampling Technique

The subjects of the study are state universities in West Java per 2013, *e.g*. UPI, ITB, UNPAD, IPB, UIN, POLBAN, POLMAN, and UI. The population in this research is all students who become a member of library on one or more of the state universities. The sampling method applied in the study is *accidental sampling*. It means that the sample is taken from the students who visit the library on the day of the study. The number of sample is calculated using Slovin technique proposed by Husein Umar (2008:67).

The result is then presented in Cartesius Chart (*Importance Performance Analysis*). It will show the plot of the indicators, whether it is good or bad.

Notes:

First Quadrant, "First Priority" (*high importance & low performance*). The respondents consider the factors in this quadrant very important, although some elements are not satisfying. Therefore, the management should allocate enough resources to improve the performance of the latter.

Second Quadrant, "Maintain Ahievement" (*high importance & high performance*). The respondents consider the factors in this quadrant as supporting factors of costumer satisfaction; it means that the management needs to make sure that the performance of the institution can maintain the good achievement.
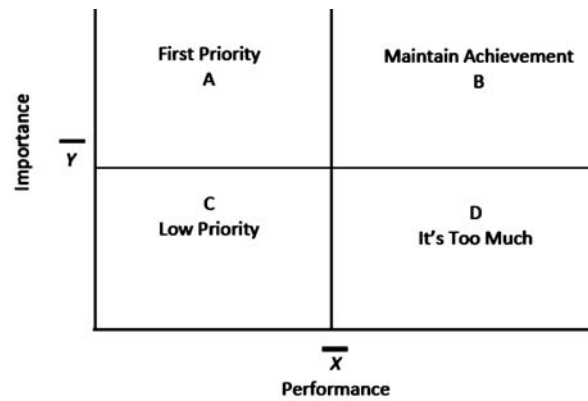
Figure 1: Cartesius Chart

(Source: Brandt, 2000)

Third Quadrant, "It's Too Much" (*low importance & high performance*). The factors (service elements) in this quadrant are considered not too important; indicating that the managament may allocate the resources related to these factors to other promising factors (elements).

Fourth Quadrant, "Low Priority" (*low importance & low performance*). The factors in this quadrant are not important for the customers; they also have low score of satisfaction index. Therefore, the management should not prioritize these factors.

4. FINDINGS AND ANALYSIS

4.1. Analysis of Students Satisfaction Index

Table 1

Characteristic of Respondents

Characteristic of Respondents Male		Sex		Academic Program				
		Female	D3	D4	S1	S2	S3	
UPI	F	172	228	12	0	376	12	0
	%	43%	57%	3%	0%	94%	3%	0%
UNPAD	F	189	211	77	0	322	1	0
	%	47.25%	52.75%	19.25%	0%	80.5%	0.25%	0%
ITB	F	168	232	0	0	399	1	0
	%	42%	58%	0%	0%	99.75%	0.25%	0%
POLBAN	F	223	177	263	137	0	0	0
	%	55.75%	44.25%	65.75%	34.25%	0%	0%	0%
POLMAN	F	334	66	400	0	0	0	0
	%	83.5%	16.5%	100%	0%	0%	0%	0%
UIN	F	108	292	5	0	395	0	0
	%	27%	73%	1.25%	0%	98.75%	0%	0%
IPB	F	119	281	0	0	399	0	1
	%	29.75%	70.25%	0%	0%	99.75%	0%	0.25%
UI	F	190	210	0	0	400	0	0
	%	47.5%	52.5%	0%	0%	100%	0%	0%
TOTAL	F	1.503	1.697	757	137	2.291	14	1
	%	46.97%	53.03	23.66%	4.28%	71.59%	0.004%	0.001%

Source : Primary Data, processed (2015)

The quality of service on every state-university library in West Java is measured by administering questionnaire to 400 respondents in each university; totalling in 3200 respondents.

As seen in table 4.1, the 3200 respondents consist of 1503 male respondents (46.97 %) and 1697 female respondents (53.03 %). Regarding the academic program of the respondents, the majority of them are students of Bachelor degree (S1) (71.59 %). Final semester students comprises the most-frequently visiting respondents. It can be interpreted that library services are needed more by final semester students.

4.2. Result of Research Analysis

The following results of analysis describe the overall satisfaction index of library costumers. The analysis is performed by counting index scores of performance in service unit for all aspects (elements) of service based on the Decree of National Resource Implementation Minister No. 25/M.PAN/2/2004 on 24 February 2004 on the Guidance for Social Satisfaction Index (SSI) Development for Government's Social Service Institutions; which consists of 14 indicators.

Society Satisfaction Index (SSI) of Service at UPI Library

Based on the SSI score, it can be said that the quality of service on UPI library belongs to B category, which means that the performance of service on UPI library is Good.
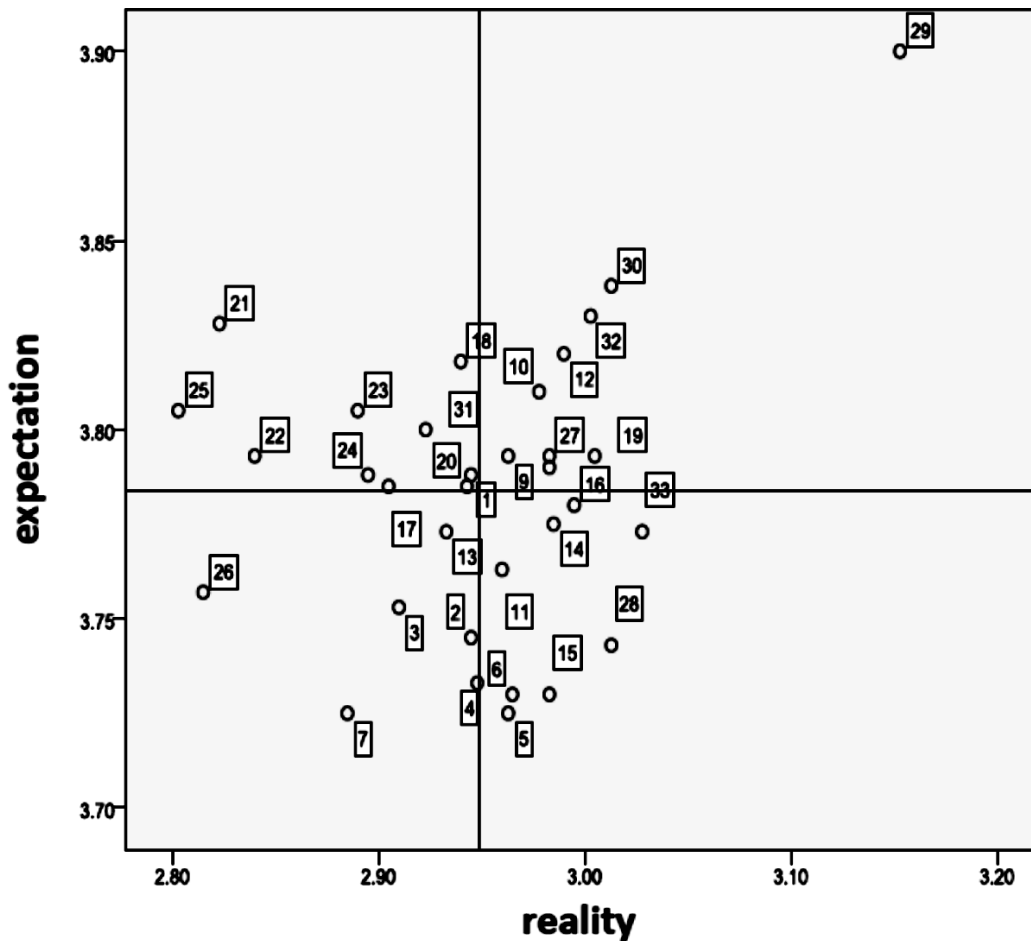

Figure 2: Cartesius Chart of Aspects that Affect the Service on UPI Library.

Society Satisfaction Index (SSI) of Service at IPB Library

Based on the SSI score, it can be said that the quality of service on IPB library belongs to A category, which means that the performance of service on IPB library is Very Good.
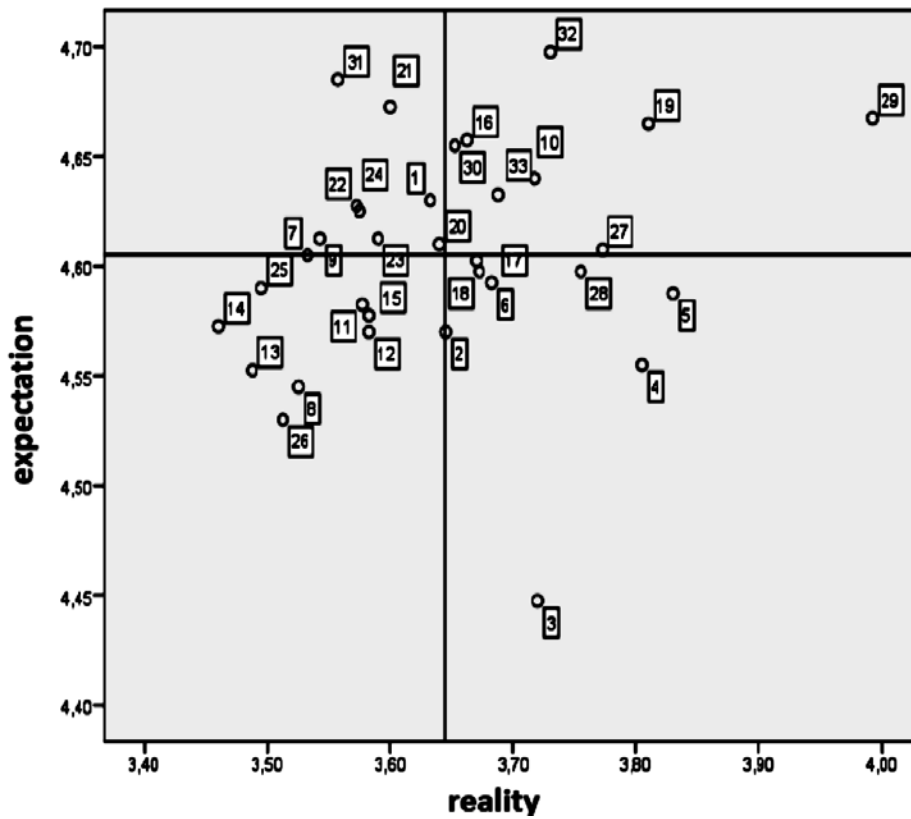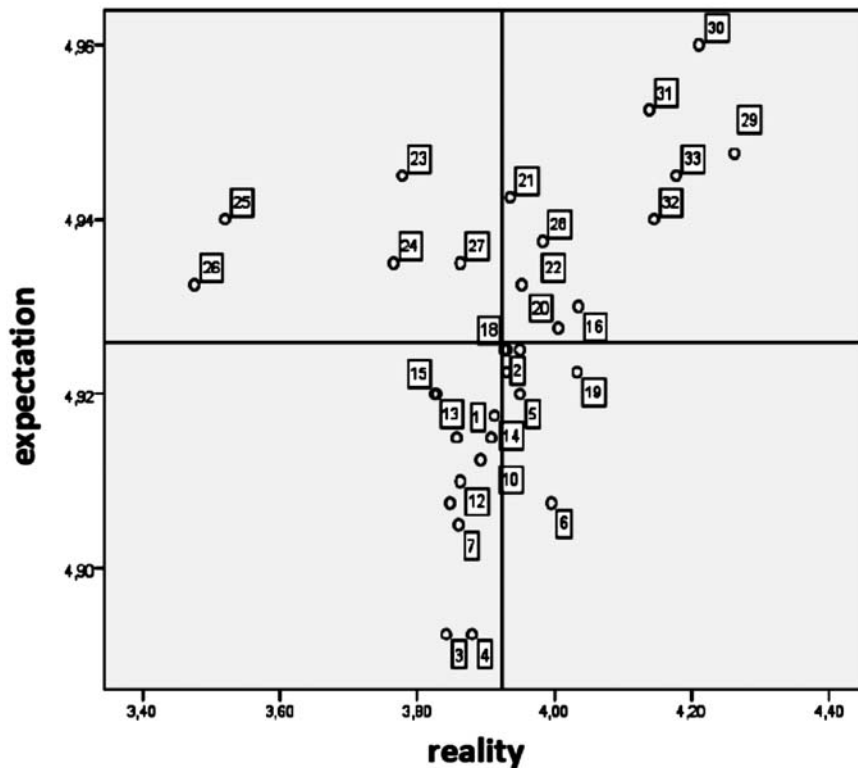
Figure 3: Cartesius Chart of Aspects that Affect the Service on IPB Library

Society Satisfaction Index (SSI) of Service at ITB Library

Based on the SSI score, it can be said that the quality of service on ITB library belongs to A category, which means that the performance of service on ITB library is Very Good.

Figure 4: Cartesius Chart of Aspects that Affect the Service on ITB Library

Society Satisfaction Index (SSI) of Service at POLBAN Library

Based on the SSI score, it can be said that the quality of service on POLBAN library belongs to A category, which means that the performance of service on POLBAN library is Very Good.
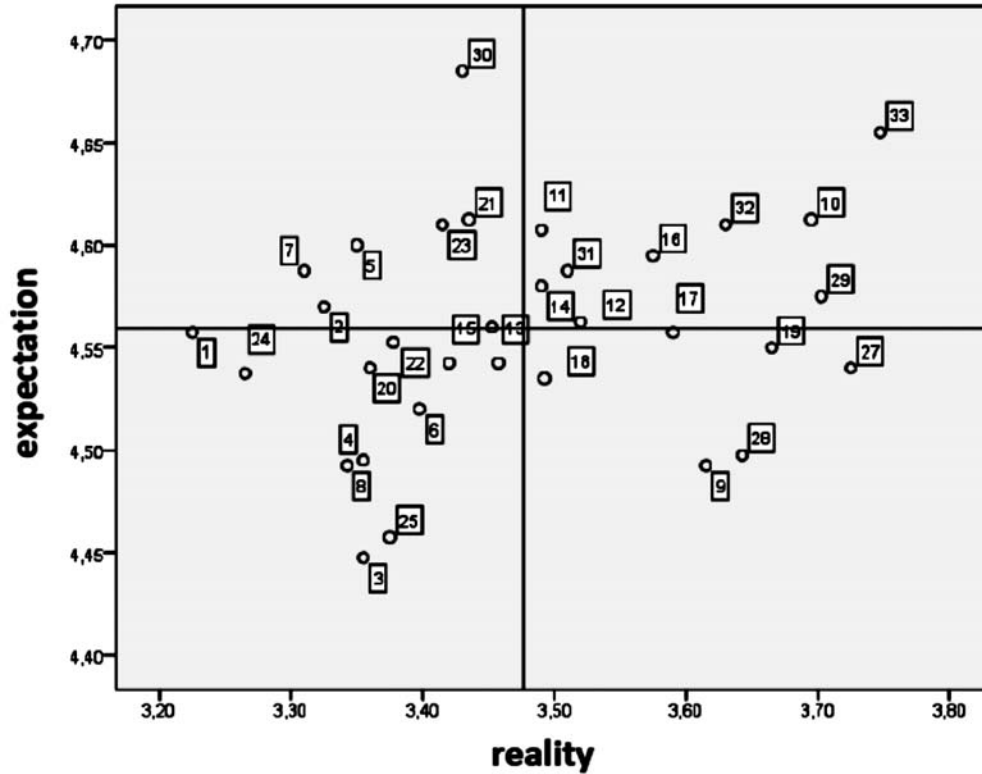

Figure 5: Cartesius Chart of Aspects that Affect the Service on POLBAN Library

Society Satisfaction Index (SSI) of Service at POLMAN Library

Based on the SSI score, it can be said that the quality of service on POLMAN library belongs to A category, which means that the performance of service on POLMAN library is Very Good.
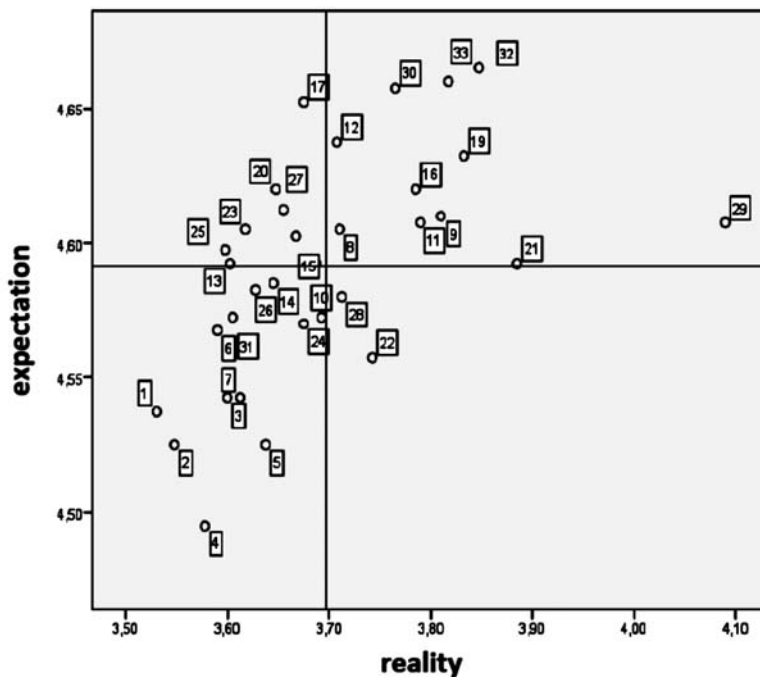

Figure 6: Cartesius Chart of Aspects that Affect the Service on POLMAN Library

Society Satisfaction Index (SSI) of Service at UI Library

Based on the SSI score, it can be said that the quality of service on UI library belongs to A category, which means that the performance of service on UI library is Very Good.
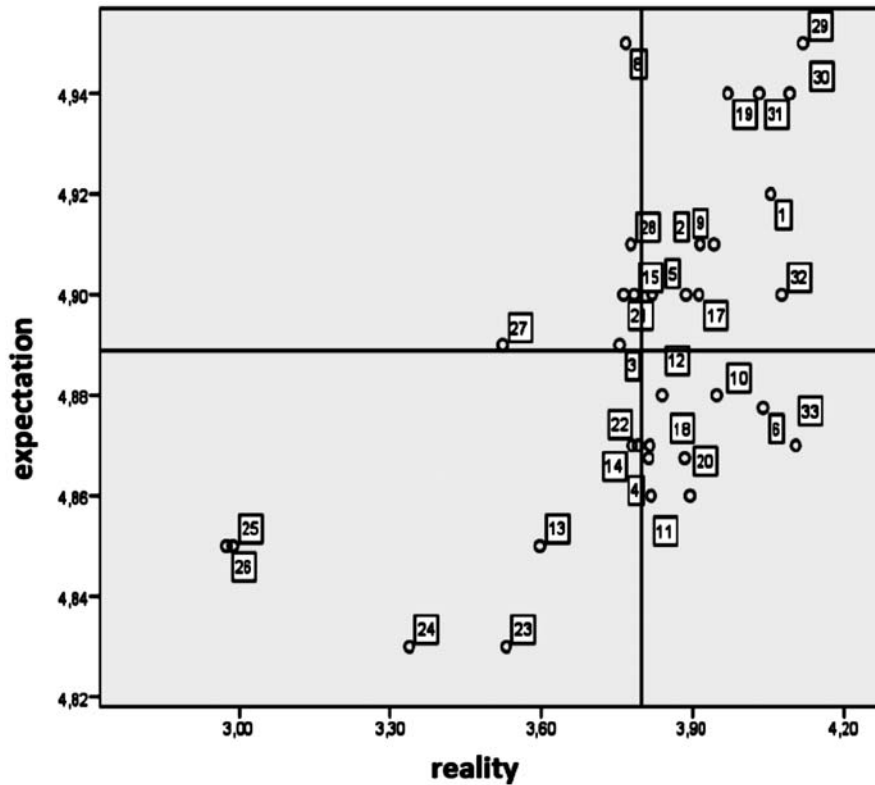

Figure 7: Cartesius Chart of Aspects that Affect the Service on UI Library

Society Satisfaction Index (SSI) of Service at UIN Library

Based on the SSI score, it can be said that the quality of service on UIN library belongs to B category, which means that the performance of service on UIN library is Good.
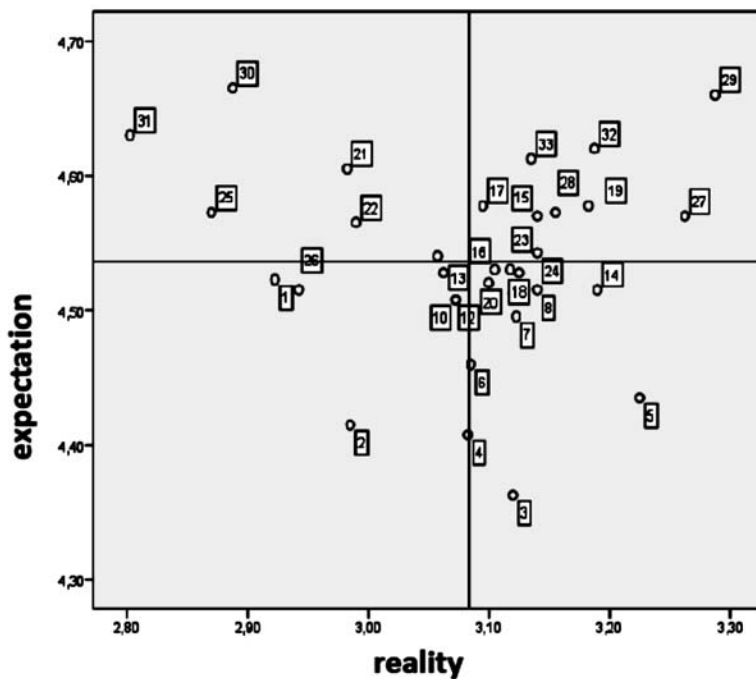

Figure 8: Cartesius Chart of Aspects that Affects the Service on UIN Library

Society Satisfaction Index (SSI) of Service at UNPAD Library

Based on the SSI score, it can be said that the quality of service on UNPAD library belongs to B category, which means that the performance of service on UNPAD library is Good.
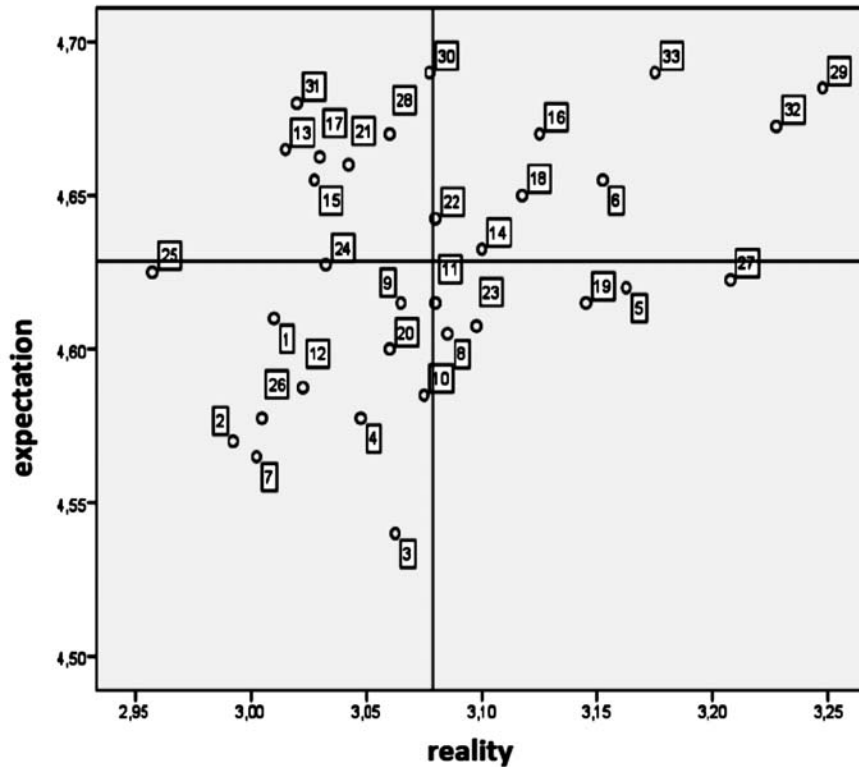

Figure 9: Cartesius Chart of Aspects that Affect the Service on UNPAD Library

Table 2
Summary of SSI

Name of University	Score	Description
Indonesia University of Education	B	Good
Bogor Institute of Agriculture	A	Very Good
Bandung Institute of Technology	A	Very Good
State Polytechnic of Bandung	A	Very Good
State Polytechnic of Manufacture	A	Very Good
Indonesia University	A	Very Good
Sunan Gunung Djati State Islamic University	B	Good
Padjadjaran University	B	Good

5. CONCLUSION

The Performance Quality of Service of libraries in state universities in West Java, based on the qualification of Kepmen PAN No.25/M.PAN/2/2004, belongs to B (Good) to A (Very Good) categories. The elements of service which the respondents deem important but not satisfying include information transparency on service procedure, service provision and waiting time, transparency on the duration of service completion, scope of service, staff's attitude, staff's respect toward the customer, affordability of service fee for students, pricing, and library equipments and infrastructure.

The elements of service that the respondents consider as satisfying are availability of staff, staff credibility, certainty of staff's responsibility, fair treatment, service schedule, cleanliness, anf environment safety.

The elements of service that respondents consider as unimportant and not of good performance include certainty of service procedure sequence, simplicity of service procedure, transparency of service terms and conditions, clarity of staff identity and responsibility, and transparencty on detailed service fee.

The elements of service considered very good by respondents but not too important to costumers include easiness to fulfill service conditions, physical capability of the staffs, intellectual capability of the staffs, administrative capability of the staffs, reliability of service schedule, safety of the library stucture and infrastructures.

6. REFERENCES

1. Atep Adya Barata, 2003, Dasar-dasar Pelayanan Prima, PT. Elex Media Komputindo, Jakarta.

2. Denhardt, Janet V. and Denhardt, Robert B.2003, The New Public Service : Serving, not Steering, New York, M.E. Sharpe, Inc.

3. Dwiyanto,Agus, 1995, Penilaian Kerja Organisasi Pelayanan Publik, Makalah disampaikan pada Seminar Kinerja Organisasi Publik, Fisipol UGM, Yogyakarta.

4. Gasperz, Vincent, 1997. Manajemen Kualitas Dalam Industri Jasa, PT. Gramedia Pustaka, Jakarta

5. Gasperz, Vincent, 1997, Total Quality Management, PT. Gramedia Pustaka, Jakarta

6. Gerson, Richard F., 2002, Mengukur Kepuasan Pelanggan, Terjemahan, PPM, Jakarta.

7. Gibson, James L., Ivancevich, John M., Donnely JR., James H., 1996, Organisasi, Perilaku, Struktur, Proses, Edisi Kedelapan, Binarupa Aksara, Jakarta.

8. Kepmen PAN No. 25/M.PAN/2/2004 tentang Pedoman Umum Penyusunan Indeks Kepuasan Masyarakat Unit Pelayanan Instansi Pemerintah.

9. Kepmen PAN No. 63/M.PAN/7/2003 tentang Pedoman Umum Penyusunan Indeks Kepuasan Masyarakat Unit Pelayanan Instansi Pemerintah.

10. Keputusan Menteri Pendayagunaan Aparatur Negara Nomor 81 Tahun 1993 Tentang Pedoman Tatalaksana Pelayanan Umum

11. Kotler, Philip, & Karen F.A Fox. 1995. Strategic Marketing for Educational Institution Second Ed. Englewood Cliffs, New Jersey, Prentice Hall, Inc.

12. Lovelock, Christopher H. 2002. Service Marketing. Second Edition, Englewood Cliffs, New Jersey. Prentice Hall Inc.

13. Milles, Mattew B. & Huberman, 1992, Analisis Data Kualitatif, Jakarta, Universitas Indonesia Press.

14. Moleong, Lexi J., 2000,Metode Penelitian Kualitatif, Remaja Rosdakarya, Bandung.

15. Moenir, 2001, Manajemen Pelayanan Umum di Indonesia, Jakarta : Bumi Aksara

16. Nazir, Moh. (1985). Metode Penelitian. Jakarta: Ghalia Indonesia.

17. Parasuraman A, Valarie A Zeithaml & Leonard L. Berry, 1994," Reassesment of Expectation As A omparison Standart In Measuring Servive Quality: Implications For Futher Research", Journal Of Marketing, Vol 58, pp 111-124

18. Ratminto & Atik SW. 2005.Manajemen Pelayanan : Pengembangan ModelKonseptual, Penerapan Citizen's Charter & SPM.Yogyakarta : Pustaka Pelajar.

19. Robbins, Stephen P., 1996, Perilaku Organisasi, Jilid I dan II, Edisi Kedelapan, PT. Prenhallindo, Jakarta.

20. Singarimbun, Masri, dan Effendi, Sofian, 1995, Metode Penelitian Survey, Edisi Kedua, LP3ES, Jakarta.

21. Soeprihanto, John, 2001, Penilaian Kinerja dan Pengembangan Karyawan, BPFE, Edisi Pertama, Yogyakarta.

22. Steers, Richard M., 1985, Efektifitas Organisasi Kaidah Tingkah Laku (terjemahan), Erlangga, Jakarta.

23. Semil, Nurmah, 2005, Analisis Kinerja Pelayanan Instansi Pemerintah Studi Kasus di Kantor BPN Kota Semarang. Tesis. Semarang : MAP Undip.

24. Supranto, J., 1997, Pengukuran Tingkat Kepuasan Pelanggan untuk Menaikkan Pangsa Pasar, Rineka Cipta, Jakarta.

25. Suyanto, Bagong, 2000, Kemiskinan dan Kebijakan Pembangunan, Pertama, Erlangga, Jakarta.

26. Suyoto, 1997, Postmodernisme dan Masa Depan Peradaban, Aditya Me Jakarta.

27. Tangkilisan, Hassel Nogi S, 2003, Manajemen Modern untuk Sektor Publik. Yogyakarta: Balarairung & Co.

28. Thoha, Miftah, 1995, Birokrasi Indonesia Dalam Era Globalisasi, Pd. Ba Gadis, Jakarta.

29. Thoha, Miftah, 1997, Pembinaan Organisasi Proses Diagnosa dan Intervensi, PT. Grafindo Perada, Jakarta.

30. Thoha, Miftah, 2001, Perilaku Organisasi Konsep Dasar dan Aplikasinya Grafindo Persada, Jakarta.

31. Thoha, Miftah, 2003, Birokrasi & Politik di Indonesia, PT. Grafindo Persada, Jakarta.

32. Thoha, Miftah, 2004, Administrasi Negara dan Kualitas Pelayanan Publik, dalam Dialogue, Jurnal Ilmu Administrasi dan Kebijakan Publik. MAPUNDIP, Semarang

33. Tjiptono, Fandy, 2002, Manajemen Jasa, Cetkan ketiga, Penerbit Andi, Yogyakarta.

34. Tjiptono, Fandy., 1997, Prinsip-prinsip Total Quality (TQS)Yogyakarta : Penerbit ANDI

35. Zeithaml, Valarie A., (et.al), 1985 , Servqual : A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality dalam Journal of Retailing, Spring.

36. Zeithaml, Valarie A., (et.al), 1990, Delivering Quality Services : Balancing Customer Perceptions and Expectations, The Free Press, A Division of Macmillan Inc., New York