



ANALYSIS OF LIBRARY SERVICE QUALITY IN IMPROVING STUDENT SATISFACTION AT THE STATE UNIVERSITY OF MAKASSAR LIBRARY

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ABSTRACT

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The university library is one of the academic support units that plays an important role in supporting the implementation of education, research, and community service, so that the quality of service provided is a determining factor in the level of student satisfaction as service users. This study aims to analyze the quality of service at the Makassar State University Library based on student perceptions using the SERVQUAL approach. The study used a quantitative method with a descriptive approach. The study population was students who used library services, with a sample of 32 respondents selected using an accidental sampling technique. The research instrument was a questionnaire compiled based on five SERVQUAL dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy, which were analyzed through validity tests, reliability, normality, descriptive statistics, Respondent Achievement Level (TCR), frequency distribution, and data categorization. The results showed that all instrument items were declared valid with a correlation value greater than r table (0.349) and had very high reliability with a Cronbach's Alpha value of 0.913. The overall average value of the service quality variable is 37.03 out of a maximum score of 50 with a TCR of 74.06% which is in the good category. This study concludes that the service quality of Makassar State University Library is in the good category based on student perceptions, so library managers need to continue to improve service quality through facility development, librarian competency enhancement, and information technology-based service optimization.



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INTRODUCTION

University libraries are a key supporting element in the provision of higher education. They serve not only as storage for book collections but also as centers for learning resources, scientific information, research, and knowledge development for the academic community. In the era of digital transformation, libraries are required to provide services that are fast, accurate, easily accessible, and tailored to user needs. Therefore, service quality is a crucial indicator in assessing the success of library management (Yusuf, 2019).

Advances in information technology have transformed student behavior in accessing academic information. Students no longer rely solely on print collections but also require access to electronic journals, institutional repositories, e-books, and various other digital services. This situation requires libraries to continuously adapt by improving service quality

to remain relevant to user needs. Quality service will increase student satisfaction while strengthening the library's role as a center for scientific information.

Service quality is an organization's ability to meet or even exceed user expectations regarding the services provided (Tjiptono, 2022). In the library context, service quality is not only measured by the completeness of the collection, but also includes the comfort of facilities, librarian skills, speed of service, ease of access to information, and attention to user needs. One model widely used to measure service quality is SERVQUAL, developed by Parasuraman et al. (1985, 1988). This model groups service quality into five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These five dimensions have been widely used in various studies, including in the education and library sectors, because they are able to comprehensively describe user perceptions of service quality.

Several previous studies have strengthened the relevance of the SERVQUAL approach in the library context. Ariyanti and Asmara (2025) used SERVQUAL and Importance Performance Analysis to measure user satisfaction in archival and regional library services. Dalimunthe and Faturrahman (2025) applied the SERVQUAL model to analyze the quality of reference services in university libraries, while Latifah and Devi (2025) evaluated the quality of reference services using the TERRA model, which is also rooted in service quality dimensions. Prastyabudi and Latifah (2024) integrated SERVQUAL with library accreditation standards, while Ramadhan (2025) compared the Service Quality and Library Quality models in measuring library service quality. These studies generally indicate that reliability and responsiveness are often the dominant factors in shaping user satisfaction, while improvements in physical facilities, digital collections, and librarian competence contribute to improving user perceptions of service quality.

As one of the state university libraries, the Makassar State University Library plays a strategic role in supporting student academic activities, with services that include circulation, reference, reading rooms, internet access, and digital collections. However, the increasing need for information and technological developments require libraries to continuously evaluate the quality of services provided to ensure they meet the expectations of students, the primary users. This evaluation is crucial because student perceptions can inform library management's formulation of service improvement policies.

Based on the description, the problem formulation in this study is how the quality of service of Makassar State University Library is based on student perceptions. This study aims to analyze and describe the quality of service of Makassar State University Library based on student perceptions using the SERVQUAL approach. Theoretically, this study is expected to enrich the study of the quality of library services in higher education, while practically, the results of the study are expected to be a consideration for library managers in improving the quality of services to be able to provide better satisfaction to students.

METHOD

This study uses a quantitative method with a descriptive approach. The quantitative approach was used because the research data were obtained in numerical form through the distribution of questionnaires to respondents, then analyzed using statistical techniques to provide an overview of the quality of library services. While the descriptive method aims to systematically, factually, and accurately describe students' perceptions of service quality

without testing the relationship or influence between variables. The study was conducted at the Makassar State University Library in the even semester of the 2025/2026 Academic Year.

The study population was all students at Makassar State University who used library services. The sample consisted of 32 students selected using accidental sampling, which is a sampling technique based on anyone the researcher encountered by chance and who met the criteria for library users.

This study used one variable, namely library service quality, which was measured based on five dimensions of SERVQUAL: tangibles (completeness of facilities and comfort of reading room), reliability (accuracy and consistency of service), responsiveness (speed of service and willingness to help), assurance (competence and friendliness of librarians), and empathy (attention to students and ease of obtaining assistance). The five dimensions were described into 10 statements (Y1–Y10) in the research questionnaire using a five-level Likert scale (1 = strongly disagree to 5 = strongly agree). Data were collected through observation, questionnaires, and documentation.

The research data were analyzed using IBM SPSS Statistics through several stages, namely validity test (items are declared valid if $r \text{ count} > r \text{ table}$ and significance < 0.05), reliability test using Cronbach's Alpha coefficient ($\alpha \geq 0.70$ is declared reliable), normality test using Kolmogorov-Smirnov and Shapiro-Wilk, and descriptive statistical analysis including mean, standard deviation, frequency distribution, and data categorization. The level of service quality is then interpreted using the Respondent Achievement Level (TCR) with the formula $\text{TCR} = (\text{Mean} / \text{Maximum Score}) \times 100\%$, with interpretation criteria: 0–20% (very bad), 20.01–40% (bad), 40.01–60% (fairly good), 60.01–80% (good), and 80.01–100% (very good).

RESULTS AND DISCUSSION

Validity and Reliability Test Results

The Makassar State University Library is a technical implementation unit that functions as a center for scientific information services for the academic community, with facilities in the form of printed book collections, scientific journals, reading rooms, circulation and reference services, internet access, and digital collections. This study involved 32 student respondents with an instrument in the form of 10 statement items (Y1–Y10). The validity test with 32 respondents produced an $r \text{ table}$ value of 0.349. The test results showed that all statement items had a calculated r value greater than the $r \text{ table}$ with a significance below 0.05, so that all items were declared valid, as presented in Table 1.

Table 1. Instrument Validity Test Results

Item	r Count	Sig.	Information
Y1	0.758	<0.001	Valid
Y2	0.706	<0.001	Valid
Y3	0.765	<0.001	Valid
Y4	0.822	<0.001	Valid
Y5	0.735	<0.001	Valid
Y6	0.918	<0.001	Valid

Item	r Count	Sig.	Information
Y7	0.563	<0.001	Valid
Y8	0.730	<0.001	Valid
Y9	0.657	<0.001	Valid
Y10	0.873	<0.001	Valid

Source: Primary data processing results (2026)

Item Y6 had the highest correlation value (0.918), while Y7 had the lowest correlation value (0.563), but both still met the validity criteria. The reliability test produced a Cronbach's Alpha value of 0.913 for the 10 statement items, indicating that the instrument has very high internal consistency and is suitable for use as a measuring tool for library service quality (Table 2).

Table 2. Results of Instrument Reliability Test

Cronbach's Alpha	Number of Items	Information
0.913	10	Very Reliable

Source: Primary data processing results (2026)

Normality Test Results

Normality tests were conducted using the Kolmogorov–Smirnov and Shapiro–Wilk tests to determine the distribution of the research data. The test results are presented in Table 3.

Table 3. Normality Test Results

Test	Sig.	Information
Kolmogorov–Smirnov	0.015	Abnormal
Shapiro–Wilk	0.040	Abnormal

Source: Primary data processing results (2026)

The significance values for both tests were less than 0.05, indicating that the data were not normally distributed. This is an important consideration if the research is further developed into a relationship or influence study, as further analysis will require the use of nonparametric statistical methods.

Description of Service Quality Based on Indicators

Descriptive analysis was conducted to determine the trends in respondents' responses to each service quality indicator. The results of the descriptive analysis are presented in Table 4.

Table 4. Results of Descriptive Analysis per Indicator

Item	Mean	TCR	Category
Y1	3.63	72.60%	Good
Y2	3.66	73.20%	Good
Y3	4.03	80.60%	Very good
Y4	3.91	78.20%	Good

Item	Mean	TCR	Category
Y5	3.84	76.80%	Good
Y6	3.78	75.60%	Good
Y7	3.09	61.80%	Good
Y8	4.09	81.80%	Very good
Y9	3.38	67.60%	Good
Y10	3.63	72.60%	Good

Source: Primary data processing results (2026)

The indicator with the highest average value is Y8 (Mean = 4.09; TCR = 81.80%), which is included in the very good category, while indicator Y7 obtained the lowest average value (Mean = 3.09; TCR = 61.80%), although it is still in the good category. Overall, all indicators show positive student perceptions of the quality of library services.

Variable Description and Categorization

Overall, the service quality variable obtained an average (mean) value of 37.03 from a theoretical maximum score of 50, with a TCR value of 74.06% which is in the good category (Table 5).

Table 5. Description of Service Quality Variables

Variables	Mean	TCR	Category
Quality of Service	37.03	74.06%	Good

Source: Primary data processing results (2026)

The results of the frequency distribution show that a score of 40 is the score most frequently obtained by respondents, namely 6 students (18.8%), with most scores in the range of 35–42. Based on the score categorization, the majority of respondents are in the good category, namely 15 students (46.9%), followed by the very good category of 7 students (21.9%), the sufficient category of 8 students (25.0%), while the low and very low categories are only 1 student each (3.1%), as presented in Table 6.

Table 6. Categorization of Research Results

Category	Frequency	Percentage
Very Low	1	3.1%
Low	1	3.1%
Enough	8	25.0%
Good	15	46.9%
Very good	7	21.9%

Source: Primary data processing results (2026)

Discussion

The results of the study indicate that the service quality of Makassar State University Library is in the good category, with a Respondent Achievement Level (TCR) value of 74.06%. These results indicate that students generally have a positive perception of the services provided by the library. This value indicates that most user expectations have been met, although there are still several aspects of the service that require improvement so that the service quality can reach the very good category. This finding is in line with the opinion of Tjiptono (2022) who stated that "service quality is determined by the ability of service providers to meet or even exceed customer expectations."

The results of this study also strengthen the SERVQUAL theory proposed by Parasuraman, Zeithaml, and Berry (1988), that "service quality is built through five main dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy." These five dimensions are interrelated in shaping students' perceptions of the quality of library services. When facilities are adequate, services are provided appropriately and quickly, staff have good competence, and can provide attention to users, then the level of student satisfaction will increase.

The research instrument used was also proven to be of excellent quality. All statement items were declared valid with a correlation value above the r table value (0.349), while the Cronbach's Alpha value of 0.913 indicated a very high level of reliability. These results indicate that the instrument is able to consistently measure student perceptions, making the resulting data suitable as a basis for evaluating the quality of library services.

Based on the results of the descriptive analysis, the Y8 indicator obtained the highest average value with a TCR of 81.80% and is included in the very good category. This indicates that there are aspects of service that have been able to meet or even exceed student expectations. If the indicator is related to the competence of staff, ease of obtaining information, or the quality of certain services, then this condition indicates that the library has succeeded in providing a positive service experience to its users. This condition needs to be maintained through improving human resource competency, implementing consistent service standards, and periodically evaluating user needs.

On the other hand, the Y7 indicator obtained the lowest average score with a TCR of 61.80%, although it is still in the good category. This result indicates that there are still aspects of service that have not fully met student expectations. The difference in values between indicators shows that service quality is not evenly distributed across all SERVQUAL dimensions. Therefore, library managers need to further identify the factors that cause low ratings on these indicators, for example through interviews, follow-up surveys, or suggestion boxes so that improvements made truly in accordance with user needs.

The frequency distribution of the research results shows that the majority of respondents are in the good category (46.9%), while 21.9% of respondents rated the service as very good. These percentages indicate that in general the library has been able to provide satisfactory service for the majority of students. However, there are still respondents who gave ratings in the sufficient, low, and even very low categories. The existence of these groups of respondents indicates that the service experience received is not entirely uniform. Thus, evaluation of service quality needs to be carried out continuously so that all users receive relatively the same quality of service.

The findings of this study align with those of Ariyanti and Asmara (2025) , who stated that library service quality is closely related to user satisfaction. The better the perceived service quality, the higher the level of user satisfaction with library services. These findings also support the research of Dalimunthe and Faturrahman (2025) , who found that reliability and responsiveness are important factors in building positive user perceptions of library reference services. Furthermore, research by Prastyabudi and Latifah (2024) emphasized that continuous improvement in service quality requires continuous facility development, implementation of service quality standards, and enhancement of librarian competency. Meanwhile, Ramadhan (2025) demonstrated that library service quality is not only determined by the completeness of the collection but also by the library's ability to provide responsive, professional, and user-oriented services.

From a practical perspective, the results of this study provide important implications for the management of the Makassar State University Library. Efforts to improve service quality can be carried out through the development of print and digital collections according to curriculum needs, increasing access to electronic journals and institutional repositories, optimizing library automation systems, improving internet network quality, and providing more comfortable and conducive reading rooms. Furthermore, improving librarian competency through training in excellent service, information literacy, and the use of information technology needs to be continuously carried out to ensure increasingly professional services.

In the era of digital transformation, university libraries are also required to develop more innovative information technology-based services. The development of services such as online catalogs (OPAC), self-service lending, virtual reference services, online academic consultations, and 24-hour access to digital collections will increase student access to academic information. These innovations not only increase service efficiency but also strengthen the library's role as a learning center that adapts to technological developments.

Although this study provides an overview of library service quality based on student perceptions, it still has several limitations. The relatively small number of respondents and the use of accidental sampling techniques mean that the results cannot be generalized to all students at Makassar State University. Furthermore, the study only used a descriptive approach, thus unable to explain the relationship between service quality and other variables such as user satisfaction, user loyalty, visit intensity, or digital service utilization. Therefore, further research is recommended using a larger sample size, probability sampling techniques, and inferential analysis such as regression, SEM, or path analysis to provide a more comprehensive picture of the factors influencing library service quality.

CONCLUSION

Based on the research results, it can be concluded that the service quality of Makassar State University Library is generally in the good category, with an average value (mean) of 37.03 out of a theoretical maximum score of 50 and a Respondent Achievement Level (TCR) value of 74.06%. The research instrument meets the validity and reliability requirements, with all statement items (Y1–Y10) declared valid and a Cronbach's Alpha value of 0.913 indicating very high internal consistency. Descriptive analysis shows that all service quality indicators are in the good to very good category, with indicator Y8 receiving the highest rating and indicator Y7 receiving the lowest rating. The majority of respondents (46.9%) assess the service

quality as being in the good category, which shows that student perceptions of library services tend to be positive although there is still room for improvement.

Based on these findings, the management of the Makassar State University Library is advised to continue improving service quality, particularly on indicators that obtained relatively low scores, by improving librarian competency, updating collections, developing information technology-based services, and improving the comfort of reading rooms. Further research is recommended to develop research variables, such as user satisfaction, user loyalty, or digital service utilization, as well as expanding the number of respondents and the scope of research locations so that the research results have a better level of generalizability.

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