

User Satisfaction of State University Libraries in Surabaya, Indonesia

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Abstract

Information users' satisfaction deals with the degree of appropriateness between the needs to be met (expectation) and reality (performance). In this case, the services provided in the library must be balanced with the skills of librarians in processing these services properly in order to give satisfaction to the users of the library. To determine the level of users' expectation and perception of the library performance and the level of users' satisfaction in three public universities in Surabaya, this study used a descriptive quantitative approach. The research took place in three public universities in Surabaya, namely Universitas Airlangga (UNAIR), Universitas Negeri Surabaya (UNESA), and Institut Teknologi Sepuluh Nopember (ITS). The concept of service quality that was used is LibQual+™ consisting of three dimensions: Affect of Service, Information Control, and Library as Place. To obtain the satisfaction assessment, the performance value was reduced by the expectation value. Positive values mean satisfied while negative values mean not satisfied. The sampling technique used in this study was nonrandom sampling with purposive sampling criteria. The result of the study was that the performance in the library was good because all the data were above the number 3 (three). Yet, it was not able to surpass the expectation value or numbers that described library users' satisfaction. In other words, the library services at Universitas Airlangga, Universitas Negeri Surabaya and Institut Teknologi Sepuluh Nopember had not been able to meet the users' needs and the level of users' satisfaction in using the library services at Universitas Airlangga, Universitas Negeri Surabaya and Institut Teknologi Sepuluh Nopember had negative values.

Keywords: Libqual, Users' Satisfaction, University Libraries

Introduction

Satisfaction is a state in which a person gets something he/she needed successfully. It deals with the degree of

appropriateness between the needs to be met (expectation) and reality (performance). In this case the services provided in the library must be balanced with the skills of librarians in processing these services properly in order to give satisfaction to the library users. These perceptions could be shaped by the level of users' knowledge, experience and needs of users of library services provided. Based on this phenomenon, the level of the library users' satisfaction at Universitas Airlangga was studied, seen from the difference between expectations and performance.

Kotler (2003) in Farida (2010) states that satisfaction is a feeling of pleasure or disappointment felt by someone after comparing the acceptable performance and desired expectations towards the services or products. Expectation is the users' desire or the users' confidence towards what they will be received after the purchase or use of a product and a service. Meanwhile, performance is the users' perception of what they have received in using such products and services.

Users' satisfaction is the response given by the users on meeting the expectations in order to reach mutual goal (as cited from Barnes (2003) in Farida (2010)). Meanwhile, according to Yamit (2005) in Farida (2010), users' satisfaction is the result of comparing expectation and performance received by the users whether it was the same, less or exceed the users' expectations.

Users' satisfaction is the difference between users' expectations on a service or a product and the performance received by the users that can cause comfort and satisfaction on the service or the product. This is because of the needs that had been met, which include the fulfillment of the needs in accordance with users' expectations and that had exceeded the users' expectations. Library as a service provider is expected to meet the needs of users in

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accordance with their wants and expectations at any time, and make it easier to find the users' needs, causing users to feel comfortable with the library service and making them return to use the service provided.

University libraries have important roles for the academic community. They aim to provide high quality services in fulfilling the needs of information to library users. However, the libraries must face some challenges in their effort of carrying out their service. The challenges could be in a form of anything like the amount of available funding, limited number of professionals, and user perspectives. This study concerns particularly with the latter. Users determine the quality. Therefore, having a high number of satisfied users is a high priority. There are a lot of researches which investigate user satisfaction of library service quality. One of them was conducted by Harsanty (2007) of Petra Surabaya University library. The result showed that there was a negative correlation between the expected services and the services received by the users of Digital Theses. This means that the users were not satisfied with the service quality of Digital Theses. On the contrary, the average measurement of Digital Theses service quality was good.

User satisfaction could be achieved by producing high quality products, which are also supported by a good service, that will make the users receive more than what they expect. When the service quality is beyond expectation, the users will be satisfied. They will not be satisfied, on the other hand, if the service quality does not match their expectation. Another study which was conducted by Technical Assistance Research Programmes about The White House Office of Consumer Affairs in the United States (Yoeti, 2000: 54), showed these results: (1) 90% of dissatisfied customers did not return to the same stores to buy their necessities anymore; (2) dissatisfied customers would tell their experiences to at least 9 friends or relatives; (3) 13% of isappointed customers would tell their experiences to more than 20 people; (4) The money spent for finding new customers was 5 times higher than the amount spent in maintaining good relationships with old customers; (5) every customer who was satisfied with the products and services provided by some stores would tell his/her experiences to at least 5 people - some of which would instantly become new customers; and (6) the best opportunity to increase sales would be achieved by maintaining a good relationship with customers.

The consequence of having some dissatisfied customers could create a serious challenge for a company since this

would mean more cost, time and energy spent in order to get the customers back. This could also happen to the libraries when their users are not satisfied with the services given. This study aims to measure the satisfaction of the library users in some state universities in Surabaya, Indonesia. The result of the study can be used to inform the state university library managements to reformulate their strategies in better meeting the users needs by providing a more user-oriented service.

Research Methods

This study used a quantitative approach. The research took place in three libraries at three public universities in Surabaya: Universitas Airlangga (UNAIR), Universitas Negeri Surabaya (UNESA), and Institut Teknologi Sepuluh Nopember (ITS). The sampling technique used was nonrandom sampling with purposive sampling criteria. This sampling technique was used to determine the sample based on certain considerations, such as students who used library services minimum three times in the last 1 (one) month. Not just visiting, they must also used the services provided by each library. The number of samples was 300 people consisting of 100 respondents from Unair, 100 respondents from UNESA, and 100 respondents from ITS. Data were collected by using questionnaires. Data were processed by creating values in each indicator in the expectation variables and performance of service quality of the libraries from Universitas Airlangga, Universitas Negeri Surabaya, and Institut Teknologi Sepuluh Nopember. The concept of service quality was obtained by using LibQual+™ which consists of three aspects: affect of service, information control, and library as place. Satisfaction assessment was measured from the performance value minus the expectation value. Satisfaction was shown by positive values while dissatisfaction was shown by the negative ones. The data analysis was done using the Wilcoxon Signed Rank test for paired data.

Results and Discussion UNAIR Library

This research was conducted in three public universities in Surabaya: UNAIR, ITS and UNESA. Based on the results of the field survey, the following are the data derived from the difference between the average values of performance perception and users' expectations. This shows the value of users' satisfaction. The results are as follows:

Table 1: Service Quality

Dimension	Indicator	UNAIR		UNESA		ITS	
			Category		Category		Category
Affect of Service	Librarian's Hospitality	-0.63	Dissatisfied	-0.49	Dissatisfied	-0.49	Dissatisfied
	Librarian's Responsiveness	-0.58	Dissatisfied	-0.39	Dissatisfied	-0.63	Dissatisfied
	Librarian's Quickness	-0.75	Dissatisfied	-0.44	Dissatisfied	-0.65	Dissatisfied
	Librarian's Accuracy	-0.59	Dissatisfied	-0.35	Dissatisfied	-0.62	Dissatisfied
	Librarian's Ability to provide information	-0.77	Dissatisfied	-0.57	Dissatisfied	-0.86	Dissatisfied
	Librarian's Ability to answer questions	-0.73	Dissatisfied	-0.5	Dissatisfied	-0.81	Dissatisfied
	Librarian's willingness to assist library users	-0.71	Dissatisfied	-0.62	Dissatisfied	-0.76	Dissatisfied
	Librarian's Ability to handle problems	-0.81	Dissatisfied	-0.61	Dissatisfied	-0.72	Dissatisfied
Information Control	Accessing electronic resources via internet	-1.19	Dissatisfied	-0.56	Dissatisfied	-1	Dissatisfied
	Website representing the entire information in the library	-0.93	Dissatisfied	-0.61	Dissatisfied	-0.85	Dissatisfied
	The availability of printed materials	-0.81	Dissatisfied	-0.65	Dissatisfied	-1.22	Dissatisfied
	The availability of electronic resources	-0.88	Dissatisfied	-0.55	Dissatisfied	-0.82	Dissatisfied
	The implementation of automation to access information	-0.58	Dissatisfied	-0.45	Dissatisfied	-0.7	Dissatisfied
	Easiness to access library	-0.66	Dissatisfied	-0.46	Dissatisfied	-0.58	Dissatisfied
	The speed of accessing library information	-0.98	Dissatisfied	-0.62	Dissatisfied	-0.77	Dissatisfied
	The absence of obstacles dealing with accessing information	-1.14	Dissatisfied	-0.64	Dissatisfied	-1.01	Dissatisfied
	The availability of computers	-0.77	Dissatisfied	-0.5	Dissatisfied	-0.66	Dissatisfied
	The maintenance of library collections	-0.93	Dissatisfied	-0.61	Dissatisfied	-0.82	Dissatisfied
	Easiness to access information independently	-0.74	Dissatisfied	-0.51	Dissatisfied	-0.74	Dissatisfied
	Easy administrative procedure	-0.57	Dissatisfied	-0.45	Dissatisfied	-0.6	Dissatisfied
Library as Place	Conducive Library Atmosphere	-0.93	Dissatisfied	-0.57	Dissatisfied	-0.44	Dissatisfied
	Clean library	-0.46	Dissatisfied	-0.49	Dissatisfied	-0.44	Dissatisfied
	Comfortable library	-0.6	Dissatisfied	-0.45	Dissatisfied	-0.45	Dissatisfied
	Attractiveness of the library	-0.6	Dissatisfied	-0.48	Dissatisfied	-0.36	Dissatisfied
	The availability of discussion rooms	-0.75	Dissatisfied	-0.39	Dissatisfied	-0.79	Dissatisfied
	Instruction to access the service	-0.78	Dissatisfied	-0.45	Dissatisfied	-0.51	Dissatisfied
	Ergonomic Spaces	-0.64	Dissatisfied	-0.5	Dissatisfied	-0.57	Dissatisfied
	Service Open Hours	-1.17	Dissatisfied	-0.57	Dissatisfied	-0.99	Dissatisfied
Neatly dressed librarian	-0.43	Dissatisfied	-0.26	Dissatisfied	-0.49	Dissatisfied	

Affect of Service

Affect of service deals with librarians' hospitality. Based on the table, users who visited UNAIR library gave lower value on the actual performance than users' expectations whose satisfaction score is -0.63. At UNESA library, the expectations could not be exceeded by the performance,

which made the satisfaction score -0.49. Similarly, at ITS library, the expectations has not been exceeded by the performance, leading to the satisfaction score of -0.49.

According to the respondents, the librarians were quite friendly and smiled a lot, especially those at the front desk which was used as an information desk. According

to Heri Wibowo and Kuswara in Darmastuti (2012: 6), “Friendliness is a polite manner to all people so that others feel comfortable and happy while having a moment with us.”

Librarians’ responsiveness indicator shows that, at UNAIR library, the perception value has not been able to exceed users’ expectation. As a result, the users’ satisfaction score is -0.58. At UNESA library, the perception value is good but it has not been able to exceed the expectation, leading to the satisfaction score of -0.63. At ITS library, the expectation value is very good, and the performance is good so that the users’ satisfaction score is -0.39. Some users complained about searching collection because the librarians only showed the shelf but the users could not find it on the shelf. It shows that the users felt dissatisfied with the librarian for not responding to the users’ needs because according to Zeithaml, Berry, and Parasuraman (Fitzsimmons and Fitzsimmons, 1994; Zeithaml and Bitner, 1996) in Muhammad (2009: 18) “Responsiveness is the desire of the staff to actively help users and provide services responsively.”

Librarians’ quickness indicator shows that, at UNAIR library, the actual performance was good but it has not been able to exceed the user’s expectations, so the satisfaction score is -0.75. At UNESA library, the expectation value is very good but the performance is considered good, leading to users’ satisfaction score of -0.44. At ITS library, the expectation value is very good but the performance is considered good, leading to users’ satisfaction score of -0.65. Based on the users’ confession, they felt dissatisfied with UNAIR library because the librarian did not immediately serve the users who wanted to borrow books. The librarian was having a personal conversation with another one. Zeithaml, Berry, and Parasuraman (in Fitzsimmons and Fitzsimmons, 1994; Zeithaml and Bitner, 1996) in Muhammad (2009: 18) states that “Reliability is an ability to provide promised services immediately, accurately, and satisfactorily.”

Librarians’ accuracy indicator shows that, at UNAIR library, the actual performance is still considered good but it cannot exceed the user’s expectations, leading to the satisfaction score of -0.59. At UNESA library, the expectation is very good and the performance is considered good, leading to users’ satisfaction score of -0.35. At ITS library, the expectations is considered very good and the performance is good, leading to users’ satisfaction score of -0.62. Some users felt that the librarians cannot help him find books that he was looking for. Besides providing fast responses, reliable librarians need to be accurate in providing services.

The indicator of the librarians’ ability to provide information shows that, at UNAIR library, the actual performance is still considered good but it cannot exceed the user’s expectations, leading to the satisfaction score of -0.77. At UNESA library, the expectation value is very good and the performance is good, leading to user’s satisfaction score of -0.57. At ITS library, the expectation value is very good while the performance is considered good, leading to users’ satisfaction score of -0.86. The users’ dissatisfaction is reflected from the respondents’ experience when asking about the location of a specific book. The librarians suggested to look up the catalog. Yet, the book cannot be found in there. According to Grönroos (Edvardsson, Thomasson, and Ovretveit, 1994) in Shirley (2014: 28) “there are three main criteria in assessing the quality of services, namely outcome-related, process-related and image-related criteria. Those three criteria can still be divided into six elements, one of which is the Accessibility and Flexibility. The third criterion states that the service providers, locations, work hours, employees, and operational systems are designed to provide customers an easy and flexible access according to customers’ demands and wants.”

The indicator of the librarians’ ability to answer questions shows that, at UNAIR library still the performance perception is considered good but it cannot exceed the user’s expectations, leading to the satisfaction score of -0.73. Although the actual performance of the librarians has not exceeded users’ expectations, as expressed by users that have used the reference service, the librarians can show good references.

At UNESA library, expectation and performance is considered good. Therefore, the performance and the expectation have been appropriate. Even though the performance does not exceed expectation, both are considered good so that the satisfaction value is -0.5. At ITS library, the users’ expectation is very good, while the performance is considered good, leading to users’ satisfaction score of -0.81. According to Grönroos (Edvardsson, Thomasson, and Ovretveit, 1994) in Shirley (2014: 28) “there are three main criteria in assessing the quality of service, one of which is Professionalism and Skills. The first criterion is outcome-related criteria, where the customer is aware that the service providers, employees, operational systems, and physical resources must have knowledge and skills needed to be able to solve customers’ problems in a professional manner.”

The indicator of librarians’ willingness to assist users, at UNAIR library the users’ perception value is good but it

cannot exceed the expectation, leading to the satisfaction score of -0.71. Dissatisfaction was expressed by Rivo M.Z, S1 student majoring in Psychology, who felt dissatisfied because he thought the librarians were unhappy to meet the users' needs. At UNESA library, the expectation is very good, while the performance is considered good, leading to the users' satisfaction score of -0.62. At ITS library, the expectation and willingness to help library users are considered very good, while the performance is considered good, leading to the users' satisfaction score of -0.76. Based on the information, library users felt that librarian looked unhappy when asked to help because, according to Grönroos (in Edvardsson, Thomasson, and Ovretveit, 1994) in Shirley (2014: 28) "there are three main criteria in assessing the quality of services, one of which is Attitudes and Behavior. The second criterion is process-related criteria. Customers feel that the employees of the company (contact personnel) pay attention to each other and try to help in solving their problems spontaneously and happily."

Indicator of librarians' ability to handle users' problems shows that, at UNAIR library, the perception of the actual performance is considered good but it cannot exceed the user's expectations, leading to a score of -0.81. At UNESA library, the expectation is very good, while performance perception is considered good, leading to the users' satisfaction score of -0.61. At ITS library, the users' expectation is very good, while the performance is considered good, so leading to the users' satisfaction score of -0.72. According to Grönroos (in Edvardsson, Thomasson, and Ovretveit, 1994) in Shirley (2014: 28) "there are three main criteria in assessing the quality of services, one of which Professionalism and Skills. The first criteria is outcome-related criteria, where the customer is aware that the service providers, employees, operational systems, and physical resources must have knowledge and skills needed to be able to solve customers' problems in a professional manner."

Zeithaml, Berry, and Parasuraman (in Fitzsimmons and Fitzsimmons, 1994; Zeithaml and Bitner, 1996) in Muhammad (2009:18) say that, "reliability relates to an ability in giving a fast, accurate and satisfying service to the users." One of the characteristics of a reliable employee is being able to serve quickly, making the library users feel satisfied. Based on this, the level of user satisfaction in UNESA, UNAIR and ITS libraries is negative (-), meaning that users are not satisfied yet with the library services. However, this does not mean that the service provided by the libraries is bad. The service to the users is good but it has not meet the standard of

user satisfaction. Therefore, improvements to increase the service quality are necessary

Information Control

The first indicator of information control is accessing electronic resources through the internet. The users' perception cannot exceed the users' expectations, leading to the users' satisfaction score of -1.19. At UNESA library, the expectation is considered very good, while the performance is considered good, leading to the users' satisfaction score of -0.56. At ITS library, the expectation is considered very good, while the performance perception is considered good, leading to the users' satisfaction score of -1. According to Collier (in Pendit, 2008: 6) "An electronic library has characteristics such as using a computer to manage the library, using electronic channels to link information providers with information users, utilizing electronic transactions that can be done with the help of the staff if requested by the users, and using electronic media for storage, management, and delivery."

The second indicator of information control is whether the website represents the entire library information via the Internet. The value given by users is still considered good but it cannot exceed the expectation yet, leading to the users' satisfaction score of -1.19. At UNESA library, the users' expectation is considered very good, leading to the users' satisfaction score of -0.61. At ITS library, the users' expectation is considered very good, while the performance indicator is considered good, leading to the users' satisfaction score of -0.85. Joseph and Subekti (2010: 124) states that, "The information center hardly updates the web page and, as a result, it becomes inactive. Besides, when you're looking for information on subjects popping up, they often attract us to read. In addition, we can search for information with similar themes but from other web sources, written by other people from some information that we get."

The third indicator of information control is the availability of printed materials. At UNAIR library, the users' expectation is considered good but it cannot exceed the users' expectation so that the value is -0.81. At UNESA library, the users' expectation is considered very good, while its performance is considered good, leading to the users' satisfaction score of -0.65. At ITS library, the users' expectation is considered very good, while the performance is considered good, leading to the users' satisfaction score of -1.22.

As described in SNP (2011: 2) that "the library collection consists of both printed and non-printed and/or recorded

works that include a nonfiction consisting of course textbooks, general readings, references, periodicals, thesis and gray (grey) literature,” library should be able to provide a clear information about the books that cannot be found on the shelves. Users should also be able to request for assistance when experiencing difficulties to find library collection.

The fourth indicator of information control is the availability of electronic resources. Based on the results listed in the table, at UNAIR library, the users’ expectation is considered good but it cannot exceed the users’ expectations, leading to the users’ satisfaction score of -0.88. At UNESA library, the users’ expectation is considered very good, while the performance is considered good, leading to the users’ satisfaction score of -0.55. At ITS library, the users’ expectation value is very good, while the performance value is good, leading to the users’ satisfaction score of -0.82.

The aforementioned information indicates that the users feel that their needs in information has already been adequately met. According to Yusup and Subekti (2010: 196) “A collection of electronic media is not printouts. It is from electronic technologies instead. Electronic collection that is often used as communication and education media in the world of education and instruction is audiovisual media.”

The fifth indicator of information control is the implementation of automation for information access. At UNAIR library, the performance value is good, but it is not able to exceed the users’ expectations, leading to the users’ satisfaction score of -0.58. However, the performance has not met the user’s expectations. UNESA library has users’ expectation on the indicator of accessibility to the automation system. The users’ expectation value is very good. The performance is good, leading to the users’ satisfaction score of -0.45. At ITS library, the users’ expectation value is very good but the performance value is good, leading to the users’ satisfaction score of -0.7. According Pedit (2008: 19) internet manifesto issued by IFLA states that “the availability of unlimited access to the internet by libraries and information service institutions support both community and individual in achieving freedom, prosperity and development.”

The sixth indicator of information control is the feasibility to access library. The value is good but it cannot exceed the users’ expectation, leading to the users’ satisfaction score of -0.66. UNESA library has users’ expectations on the indicator of accessibility to the automation system. The users’ expectation value is very good, while the

performance is relatively good, leading to the users’ satisfaction score of -0.46. At ITS library, the expectation value is very good. The performance value is good, leading to the users’ satisfaction score of -0.58.

Based on the information, it is apparent that the library users feel quite easy to access the library because according to Komariah (2010: 14) “one of the factors in influencing the growth of the library good image is location. A library should be located in an accessible and noticeable area. Therefore, the librarians should be in a place that is easily accessible by users, strategic, and noticeable.

The seventh indicator of information control is the speed of information access. The users’ perception value is good, but it cannot exceed the users’ expectation, resulting in the satisfaction score of -0.98. At UNESA library, the users’ expectation value is very good. The performance value is quite good, leading to the users’ satisfaction score of -0.62. At ITS library, the users’ perception value is very good, while the performance value is good, leading to the users’ satisfaction score of -0.77.

Based on the information, it is obvious that the information access in the library is slow. According to Pedit (2008: 19), internet manifesto issued by IFLA declares that “obstacles on the information flow should be removed, especially obstacles that can lead to inequalities, poverty and misery.”

The eighth indicator of information control is the absence of obstacles on the information access. The users’ expectation value is adequate but it cannot exceeded as the users expected, resulting in the satisfaction score of -1.14. At UNESA library, the users’ expectation value is very good and the performance value is good, leading to the users’ satisfaction score of -0.64. At the ITS library, the expectation value on the in the absence of collection access obstacles is very good and the performance value is good, leading to the users’ satisfaction score of -1.01.

Based on the information, it is obvious that there are obstacles to access information from the outside. Pedit (2008: 20) states that “Open access publishing is an attempt to provide digital resources openly without any conditions or payment”. It means that the collection can be accessed anywhere, anytime, and at no charge.

The ninth indicator of information control is the availability of computers. The performance value is good but it has not yet exceeded the users’ expectations, resulting in the satisfaction score of -0.77. At UNESA library, the expectation value is very good, while the performance

value is good, leading to the users' satisfaction score of -0.5. At ITS library, expectation value is very good, while the performance value is good, leading to the users' satisfaction score of -0.66.

Based on the information, it is obvious that the users found that the computer supplies were not adequate because Collier in Pedit (2008: 6) states that "the characteristics of the electronic library is using computers to manage library resources and using electronic channels to link information providers with information users."

The tenth indicator of information control is the maintenance of the library collections. The performance value given by the users is good but it has not yet exceeded the expectation value, resulting in the satisfaction score of -0.93. At UNESA library, the users' expectation is very good, while the average performance value is 3.67 which means good, leading to the users' satisfaction score of -0.61. At ITS library, the expectation value is very good, while the performance value is good, leading to the users' satisfaction score of -0.82.

Based on the information, it is clearly shown that the users felt the collection owned by the library is poorly-maintained, because according to the SNP (2011: 2) "collection weeding is the activity of taking book off the shelf and, if damaged or lack of up-to-date found defective or less up to date. Then, the SNP (2011: 1) says that "recounting is an activity to recalculate the number of the collections in the library and to find out the real state of the collection on the shelf".

The eleventh indicator of information control is the feasibility of information that is accessed independently. The performance value is good but it has not yet exceeded the users' expectations, resulting in the satisfaction score of -0.74. At UNESA library, the users' expectation value is very good, while the performance value is good, leading to the users' satisfaction score of -0.51. At ITS library, the expectation value is very good, while the performance value is good, leading to the users' satisfaction score of -0.74.

Based on the information, it is obvious that the library users felt that they had not experienced the feasibility to access information independently, because Supriyono (2009: 2) states that "Based on the problems faced by the librarians, the process of increasing self-service needs to be improved and supported by more accurate data regarding making policy in the development of libraries in the future." This theory explains that self-service in a library functions to improve the effectiveness of the

service. Therefore, its existence needs to be used entirely and maximally.

The twelfth indicator of information control is the feasibility of administration procedures. The value given by users is good but it has not yet exceeded the users' expectations of, resulting in the satisfaction score of -0.57. At UNESA library, the users' expectation value on the easy administrative procedures is very good, while the performance value is good, leading to the users' satisfaction score of -0.45. At ITS library, the users' expectation value is very good, while the performance value is good, leading to the users' satisfaction score of -0.6.

Based on the information, it is obvious that the users felt that the administrative procedures have been easy because Joseph (2005: 73) explains that the procedures performed by a borrower are: (1) find the book he needs through catalogs, browse the shelves and, then, give it to the library officers to be processed, (2) the officer takes the book's card out from the pocket, and, then, writes the name of the borrower and the return date of the book, (3) fill in the borrower's card in accordance with the rows or columns, (4) the officer begins compiling books' cards and borrowers' cards into each drawer." Therefore, providing optimal service to the circulation service is needed to support the return process, borrowing, or extending the due date of the book borrowed.

Library as Place

The first indicator of Library as place is the conduciveness of library atmosphere. The value on performance perception is smaller than the one on the user's expectations, resulting in the satisfaction score of -0.93. At UNESA library, the expectation value is very good, while the performance is good, resulting in the satisfaction score of -0.57. At ITS library, the expectation value is very good but it has not been able to exceed the users' expectations. The performance is very good, leading to the users' satisfaction score of -0.44.

The information shows that the users at Universitas Airlangga library were dissatisfied with the conduciveness of the existing reading rooms. As Yusuf's Opinion (2005) "the good spatial arrangement will lead to: (1) Communication and relationships between spaces, staff and library users run smoothly and uninterrupted, (2) Monitoring and security of the collections can be done well, (3) Activities of service can be carried out smoothly, (4) Air flows smoothly into the room, but should be

directly avoided from the collections, (4) It does not cause disruption to library users.” Therefore, if the spatial planning is managed well, rooms will be conducive.

The second indicator of Library as place is well-maintained library room. The value of the performance has been very good but it has not exceeded the expectation, resulting in the satisfaction score of -0.46. In UNESA library, the users’ expectation is very good and the performance is good, leading to the users’ satisfaction score of -0.49. At ITS library, the expectation is very good and the performance is also very good, leading to the users’ satisfaction score of -0.44.

This shows that cleanliness in the library is maintained. According to Yusuf (2005: 98) states that “Comfort is feeling safe and convenient for someone to be in place by the conditions and the environment for a long time. Spatial good library can cause a sense of comfort and fun for library users so that it can provide motivation to library users to come and utilize the library.” To be able to achieve users’ comfort, one of the factors that should be considered is to maintain the cleanliness of the room.

The third indicator of Library as place is the comfortable rooms in the library. The expectation value is very good and the performance is good, leading to the users’ satisfaction score of -0.6. Yet, the numbers cannot exceed the expectation value, implying that the library users are not satisfied with the comfort of the library. At UNESA library, the expectation value is very good, while the performance is good, leading to the users’ satisfaction score of -0.45. At ITS library, the expectation value is very good, while the performance value is very good, too, leading to the users’ satisfaction score of -0.45.

This statement implies that there are less comfortable library rooms. The users were dissatisfied about the performance of UNAIR library towards the indicator of comfortable library rooms. Yusuf (2005: 98) says that “comfort is feeling safe and convenient for someone to be in place by the conditions and the environment for a long time. Spatial good library can cause a sense of comfort and fun for library users so that it can provide motivation to library users to come and use the library. “

The fourth indicator of Library as place is the beauty of the library. The expectation value is very good, but the performance value is only good, leading to the users’ satisfaction score of -0.6. At UNESA library, the expectation value is very good, while the performance is good, leading to the users’ satisfaction score of -0.48. At ITS library, the expectation and performance value is very

good, but the performance value cannot exceed the value of expectation and leading to the users’ satisfaction score of -0.36.

This statement means that even if the indicators showed users’ satisfaction has not been met but the performance is still considered good by decorating interesting rooms in the library. As described by Trimo (1986) “in each building of the library, there are four steps done by librarians and architects namely: (1) to prepare design schematically, which is the role of the architect: to collect information from librarians and leaders associated with the function to be executed and funds owned, provide advice and feedback regarding the room that will be designed. Meanwhile, the role of the librarians: record functions and activities to be carried out, the number and types of library materials that will be accommodated, as well as the equipments and furnishings, staff, and location, (2) the execution of the design of buildings, namely, role of the architect: explain thoroughly about the picture design that has been planned. Meanwhile, the roles of the librarian are giving feedback, determining priorities by adjusting the fund owned and alternative solutions if funds are insufficient, (3) Document completion of building establishment, and (4) Completion of general administration on the construction of buildings. “The aspect of aesthetics of the room of the library will make users feel at home, or, in other words, make visitors more comfortable in the library.”

The fifth indicator of Library as place is the availability of discussion rooms. The expectation value is very good, while the performance is good, leading to the users’ satisfaction score of -0.75. Therefore, it can be concluded that library users are not satisfied with the availability of discussion rooms at Universitas Airlangga library. At UNESA library, the expectation and performance is good, but the expectation value is higher than the performance, resulting in users’ satisfaction score of -0.39. At ITS library, the expectation value is very good, while performance is good, leading to the users’ satisfaction score of -0.79.

It can be concluded that the need for discussion rooms is high but what can be provided by the library is low, so the users are dissatisfied. An expert, Hardiningtyas (2013) states that “reading room services are divided into: referral service; a reading room in the form of table service for individuals and tables for groups or discussion; a reading room which supports the convenience of users such as adequate lighting, air circulation, and the installation of air vents. Thus, providing discussion room is needed by the library users.”

The sixth indicator of Library as place is the instructions to access the service. The expectation value is greater than the perception of performance. It implies dissatisfaction of the library users, leading to the users' satisfaction score of -0.78.

At UNESA library, the expectation value is very good and performance is good, leading to the users' satisfaction score of -0.45. At the ITS library, the expectation value is very good, while the performance value is good, resulting in the users' satisfaction score of -0.51. Based on the information, the users have been aware of the existence of access instructions and know the functions in the library, Hardiningtyas (2013) says that "the guidance of the reader is an activity to give guidance or instructions to the user in order to know various information about the library optimally." Then, granting access instructions is intended to facilitate users in accessing a service and prevent users from confusion.

The seventh indicator of Library as place is the spatial ergonomics. The expectation value is greater than the performance value, leading to the users' satisfaction score of -0.64. This implies dissatisfaction towards the performance of the library. At UNESA library, the expectation value is very good, while the performance is good, leading to the users' satisfaction score of -0.5. At ITS library, the expectation and performance value are good, but the performance value has not been able to exceed the expectation value, leading to the users' satisfaction score of -0.57. According to Yusuf (2005) a high bookcase usually has assorted sizes, namely: (a) For elementary school 5-6 feet, the number of planks 7 pieces, (b) For secondary schools 6-7 feet (c) for college 8 feet. Then, the good spatial arrangement will lead to: (1) Communication and relationships between rooms, staff, and library users run smoothly and without any interruption, (2) Monitoring and security of the collections can be done well, (3) Activities of service can be carried out smoothly, (4) Air flow can circulate smoothly into the room, but should be avoided directly from the collections, (5) It does not cause disruption to the library users. Corresponding to spatial planning will create an ergonomic layout and will not interrupt the users.

The eight indicator of Library as place is the opening hours of service that suit the users' needs. The expectation value is still higher than the performance value, resulting

in the satisfaction score of -1.17. This shows that library users felt that the opening hours of libraries are different from reality and, thus, they are dissatisfied with the performance of the current library. At UNESA library, the expectation value is very good and the performance is good, leading to the users' satisfaction score of -0.57. At ITS library, the expectation value is very good, while the performance value is good, leading to the users' satisfaction score of -0.99.

It might happen due to users' needs with a standard or reference of the library opening hours because according to SNP (2011: 5) the opening hours for the library service at a university is a minimum of 40 hours a week or 8 hours per day for 5 working days. As for the current opening hours of the library is not in accordance with its standard 64-hour week with six days of service.

The ninth indicator of Library as place is neatly dressed librarians. The expectation value is very good but the performance good, leading to the users' satisfaction score of -0.43. This is consistent with the statement of Nugroho Rinadi P Sociology undergraduate student who argued that there were some librarians who were not neat and use the "flip-flops" while they were on duty.

At UNESA library, the expectation value is very good, while the performance is only good, so it has a satisfaction score of -0.26. At ITS library, the users' expectations is very good, while performance is good, leading to the users' satisfaction score of -0.49. According to Hermawan (2006: 144-149), "in addition to the attitude which relates to other people, librarians as an individual should be able to act naturally, honest, well-dressed, appeared calm, smile, speak good words, jaunty, not materialistic, and not revengeful." So, a librarian is expected to pay some attentions to make the users feel comfortable. If the librarians have a good appearance, the users would not be reluctant to express their needs to the librarian.

Wilcoxon Test Result

User satisfaction can be measured using the confirmation/disconfirmation paradigm with Libqual control variables which consist of affect of service, information control and library as place. Below is the result of the Wilcoxon test on ITS library:

Table 2: The Statistical Wilcoxon test Results on ITS Library

Quality	Z _{Count}	Z _{0,025}	Probability	</=>		Information	T ⁺ /T
Libqual	-8.524	± 1,96	0.000	<	0,05	incompatible	T ⁺

The results on Table 2 indicate that the overall analysis on the affect of service, information control, and library as place show a negative incompatibility between the user expectations and the service quality provided by ITS library to its users. We could see it from Z_{Count} (-8.524) which is smaller than $Z_{0,025}$ (-1,96), with the probability

value (0.000), which is smaller than a (0,05). It can be concluded that user perceptions imply that the actual performance of ITS library has not meet their expectations, despite the good average score of the performance. This result is similar to that of UNESA library. Below is the result of the Wilcoxon test toward UNESA library:

Table 3: The Statistical Wilcoxon test Results on UNESA Library

Quality	Z_{Count}	$Z_{0,025}$	Probability		α	Information	T^+/T
Libqual	-7,080	$\pm 1,96$	0,000	<	0,05	incompatible	T^+

Z_{Count} (-7,080) statistical Wilcoxon test results show an overall smaller value than $Z_{0,025}$ (-1,96). The probability (0.000) was also smaller than a (0,05). It can be concluded that H_0 is rejected and shows a negative incompatibility

based on positive rank (T^+). The results of the test indicate that there is dissatisfaction towards the service quality provided by UNESA library eventhough the average performance score is categorized as good.

Table 4: The Statistical Wilcoxon test Results on UNAIR library

Quality	Z_{Count}	$Z_{0,025}$	Probability		α	Information	T^+/T
Libqual	-8,171	$\pm 1,96$	0,000	<	0,05	incompatible	T

Z_{Count} (-8,171) statistical Wilcoxon test results show an overall smaller value than $Z_{0,025}$ (-1,96). The probability (0.000) was also smaller than a (0,05). It can be concluded that H_0 is rejected and shows a negative incompatibility based on negative rank (T). The results of the test indicate that there is dissatisfaction towards the service quality provided by UNAIR library eventhough the average performance score is categorized as good.

2005: 126) say that word of mouth recommendation is usually more credible and effective. People who do this are usually those who are trusted by users. Besides, word of mouth is also faster to be received as reference since service users usually have difficulty to evaluate services they have not experience yet. The fourth factor, external communication, consists of some types of direct and indirect messages from the library to the users.

The above findings show that there have been some dissatisfactions with the service quality of ITS and UNESA libraries. This is similar to Harisanty's research (2007) finding that there is also a dissatisfaction based on the comparison between the actual performance and user expectations. The value of user expectation is higher than the actual performance eventhough the average score of the actual performance is actually categorized as good.

Users often have unrealistic expectations. This happens because users often compare libraries with other service provider organizations. Kathleen Stanford says that users do not always understand the regulations and procedures in effect in the libraries. They are not always aware that those regulations and procedures are important for the sustainability of the libraries. This situation leads to user dissatisfaction. The libraries need to give all their efforts to minimize the dissatisfaction caused by some unrealistic users (Mulanjari, 1999:19). Therefore, to solve the negative dissatisfaction, libraries must reformulate their strategy in order to fulfill user expectations by providing some user-oriented services.

According to Tjiptono (1997:28), some factors that determine user expectations are personal needs, past experience, words of mouth recommendations, and external communication. The library users' needs are anything necessary to support their academic activities. The second factor, past experiences, are reflected from the library users who are academic society with high demand for information. Thus, they have a lot of experiences in accessing information. The third factor is word of mouth recommendation. Zeithaml, et al. (in Tjiptono,

Conclusion

The performance in the library is considered good because all data is above 3 (three) but it has not been able

to surpass expectation value or numbers that describe the satisfaction of library users. Therefore, it can be said that the existing services at the Universitas Airlangga library, Universitas Negeri Surabaya, and Institut teknologi Sepuluh Nopember had not been able to meet the users' needs.

As a provider agency, returning customers are the most important thing. Therefore, to make customers return, Universitas Airlangga has been trying to improve the quality of all the services, ranging from quality of service of the human resources who manage the service. We hope that the results of this research can be used as a reference to make improvements based on the users' expectations towards the librarians' performance in the library.

Librarians, in satisfying the users of the library, can increase their empathy to assist and serve the library users quickly. The librarians also need to have a perception on the performance and provide a conducive atmosphere of good libraries. From the data we survey, the library users gave negative scores to librarians. As a result, the level of users' satisfaction in using services available at the libraries of Universitas Airlangga, Universitas Negeri Surabaya and Institut Teknologi 10 November Surabaya shows a negative value.

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