

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis (LibQual): pengaruh kinerja petugas (*affect of service*) terhadap kepuasan pemustaka; pengaruh akses informasi (*information access*) terhadap kepuasan pemustaka; pengaruh petunjuk dan sarana akses (*personal control*) terhadap kepuasan pemustaka; pengaruh sarana dan prasarana (*library as place*) terhadap kepuasan pemustaka; pengaruh kepuasan pemustaka terhadap loyalitas pemustaka; pengaruh Kinerja petugas terhadap loyalitas pemustaka; pengaruh Akses informasi terhadap loyalitas pemustaka; pengaruh Petunjuk dan sarana akses terhadap loyalitas pemustaka; pengaruh Sarana dan prasarana terhadap loyalitas pemustaka; pengaruh Kinerja petugas terhadap loyalitas pemustaka melalui variabel kepuasan pemustaka; pengaruh akses informasi terhadap loyalitas pemustaka melalui variabel kepuasan pemustaka; pengaruh petunjuk dan sarana akses terhadap loyalitas pemustaka melalui variabel kepuasan pemustaka; pengaruh Sarana dan prasarana terhadap loyalitas pemustaka untuk menggunakan Perpustakaan Universitas YARSI melalui variabel kepuasan pemustaka.

Metode analisis data menggunakan *Structural Equation Model* (SEM) dengan software Lisrel 8.8. Responden dalam penelitian ini adalah mahasiswa Universitas YARSI yang berjumlah 181 orang.

Hasil penelitian ini menunjukkan bahwa komponen LibQual memiliki pengaruh yang positif dan signifikan terhadap kepuasan pemustaka dan loyalitas pemustaka secara langsung. Kepuasan pemustaka memiliki pengaruh yang positif dan signifikan terhadap loyalitas pemustaka secara langsung. Komponen LibQual memiliki pengaruh tidak langsung yang positif dan signifikan terhadap loyalitas melalui kepuasan pemustaka.

Kata Kunci : LibQual, Kepuasan Pemustaka, Loyalitas Pemustaka, SEM, Lisrel.

## **ABSTRACT**

This study aims to analyze (LibQual): the effect of the performance of officers (affect of service) on user satisfaction; the effect of information access on user satisfaction; the influence of instructions and means of access (personal control) to the satisfaction of users; the effect of facilities and infrastructure (library as place) on user satisfaction; the effect of the satisfaction of the visitors on the customer loyalty; the influence of the officer performance on the customer loyalty; influence of access to information on user loyalty; the influence of instructions and means of access to the loyalty of visitors; the influence of facilities and infrastructure on the loyalty of visitors; the effect of the officer performance on the customer loyalty through the variable customer satisfaction; the effect of access to information on library loyalty through the variable customer satisfaction; the influence of instructions and means of access to customer loyalty through user satisfaction variables; the influence of facilities and infrastructure on the loyalty of users to use the YARSI University Library through the variable customer satisfaction.

The data analysis method uses Structural Equation Model (SEM) with Lisrel 8.8 software. Respondents in this study were 181 students from YARSI University.

The results of this study indicate that the LibQual component has a positive and significant influence on the satisfaction of the visitors and the loyalty of the visitors directly. Library satisfaction has a positive and significant effect on the loyalty of users directly. The LibQual component has a positive and significant indirect effect on loyalty through user satisfaction.

**Keywords:** LibQual, Library Satisfaction, Library Loyalty, SEM, Lisrel.