

ABSTRAK

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Program Studi : Perpustakaan dan Sains Informasi
Judul : Analisis Efektivitas Koleksi Digital oleh mahasiswa Perpustakaan dan Sains Informasi di Perpustakaan Universitas YARSI ditinjau melalui *Theory Balanced Scorecard*

Penelitian ini bertujuan untuk mengevaluasi tingkat efektivitas koleksi digital oleh mahasiswa Perpustakaan dan Sains Informasi di Perpustakaan Universitas YARSI dengan menggunakan pendekatan *Balanced Scorecard*, yang mencakup empat perspektif utama: pelanggan, proses bisnis internal, pembelajaran dan pertumbuhan, serta keuangan. sampel penelitian berjumlah 112 responden dari mahasiswa Program Studi Perpustakaan dan Sains Informasi dari Angkatan 2021-2024, dengan metode kuantitatif deskriptif dan teknik pengumpulan data melalui kuesioner daring. Hasil uji validitas menunjukkan seluruh item dinyatakan valid, dan uji reliabilitas menghasilkan nilai Cronbach's Alpha sebesar 0,762, menandakan instrumen cukup reliabel. Analisis terhadap 15 indikator menunjukkan bahwa rata-rata skor berada pada kategori tinggi (3,25–4,00), yang mengindikasikan koleksi digital dinilai cukup efektif. Aspek kepuasan pengguna, efisiensi pengelolaan, serta kesiapan pustakawan dan anggaran menunjukkan hasil positif. Kesimpulannya, koleksi digital telah memenuhi sebagian besar indikator efektivitas, meskipun peningkatan literasi digital dan optimalisasi pemanfaatan koleksi masih diperlukan.

Kata Kunci : Efektivitas Kinerja; Koleksi Digital; Perpustakaan Universitas YARSI; *Balanced Scorecard*; Mahasiswa.

ABSTRACT

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Studi Program : *Library and Information Science*
Title : *Analysis of the Effectiveness of Digital Collections by Library and Information Science Student at the YARSI University Library, Examined Trough the Balanced Scorecard Theory*

This study aims to evaluate the effectiveness of the digital collection among Library and Information Science students at the YARSI University Library using the Balanced Scorecard approach, which encompasses four key perspectives: customers, internal business processes, learning and growth, and finance. The research sample consisted of 112 respondents from students in the Library and Information Science Program from the 2021–2024 cohorts, using a descriptive quantitative method and data collection techniques via an online questionnaire. Validity test results indicated that all items were valid, and the reliability test yielded a Cronbach's Alpha value of 0.762, indicating that the instrument is sufficiently reliable. Analysis of the 15 indicators showed that the average scores fell into the high category (3.25–4.00), indicating that the digital collection is considered quite effective. The aspects of user satisfaction, management efficiency, as well as librarian readiness and budget showed positive results. In conclusion, the digital collection has met most of the effectiveness indicators, although improvements in digital literacy and optimization of collection utilization are still needed.

Keywords: Performance Effectiveness; Digital Collections; YARSI University Library; Balanced Scorecard; Students.