

# Customer relationship management (crm) dalam layanan rujukan di perpustakaan sebagai strategi meningkatkan kepuasan pengguna (studi kasus Perpustakaan Universitas Indonesia = Customer relationship management crm on the library reference service as a strategy to improve user satisfaction a case study of Universitas Indonesia library

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20388405&lokasi=lokal>

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## Abstrak

[Penelitian ini membahas penerapan konsep dan aktivitas Customer Relationship Management CRM dalam layanan rujukan di Perpustakaan Universitas Indonesia sebagai strategi meningkatkan kepuasan pengguna. Penelitian ini bertujuan untuk mengidentifikasi penerapan CRM pada jasa layanan rujukan di Perpustakaan Universitas Indonesia dan memahami proses interaksi antara pustakawan rujukan dengan pengguna perpustakaan pada operasional jasa layanan rujukan dalam upaya memberikan kepuasan kepada pengguna melalui kerangka kerja CRM. Penelitian ini adalah penelitian kualitatif deskriptif dengan menggunakan metode studi kasus. Hasil penelitian menunjukkan bahwa layanan rujukan belum sepenuhnya memiliki komponen-komponen pelayanan dalam CRM. Penelitian ini menyarankan bahwa Layanan Rujukan Perpustakaan UI dapat memanfaatkan database anggota Perpustakaan UI sebagai sarana pengidentifikasian pengguna melakukan seleksi terhadap pengguna melalui frekuensi kunjungan pengguna ke koleksi dan layanan perpustakaan lainnya. Layanan rujukan Perpustakaan UI hendaknya memanfaatkan website perpustakaan dalam memberikan informasi terbaru mengenai koleksi yang disediakan dan memenuhi komponen CRM yang tidak dimiliki. ;This research discusses the applicability of the concept and activities of Customer Relationship Management (CRM) on reference service at the University of Indonesia Library as a strategy to improve user satisfaction. This research aims to identify the implementation of CRM on reference service in the University of Indonesia Library and understand the interaction process between reference librarians with library users on reference services operational in an effort to provide satisfaction for the users through a CRM framework. This research was a descriptive qualitative research by using the case study method. The results showed that the reference service has not been fully service components within CRM. This research suggests that UI Library reference services should utilize the UI Library members database as a means of identifying users, perform selection of the user through the user's visits to the collection frequency and other library services, UI Library Reference Service should utilize the library's website to provides updated information on the provided collection, and fulfill CRM components which is not possessed.

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