

Pengaruh layanan informasi melalui twitter di Perpustakaan Universitas Indonesia terhadap partisipasi pengguna = Impact of information services via twitter at Universitas Indonesia Library for user participation

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20404166&lokasi=lokal>

Abstrak

[ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh layanan informasi melalui twitter dengan partisipasi pengguna Perpustakaan (Universitas Indonesia)UI di twitter. Penelitian ini menggunakan pendekatan kuantitatif dengan metode penelitian deskripsi analitik dan analisis bivariat. Variabel penelitian ini terdiri dari 2 variabel bebas yaitu desain layanan informasi dan jenis informasi serta 1 variabel terikat yaitu partisipasi pengguna. Hasil penelitian ini menunjukkan bahwa pengikut akun twitter perpustakaan UI merasa desain layanan informasi dan jenis informasi yang disajikan sudah cukup sesuai dengan kebutuhan dan keinginan pengikut. Selain itu, diketahui pula bahwa desain layanan informasi dan jenis informasi memiliki pengaruh positif signifikan terhadap partisipasi pengguna. Penelitian juga dapat menunjukkan pola partisipasi pengguna di twitter antara perpustakaan dan pengguna. Pengolahan dan analisis data pada penelitian ini menggunakan teknik analisis regresi linier berganda dengan bantuan aplikasi pengolah data.

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ABSTRACT

The purpose of this research is to understand implication of information services trough twitter platform with UI library user participation in twitter. This research used quantitative approach with the analytic descriptive and bivariat analytic methods. The variable consists of 2 independent variables (information services design and type of information) and 1 dependent variable (user participation). The results of this research shows follower of UI Library twitter @UI_Library perceive design and type of the information that given was appropriate with user needs. Therefore, information service design and type of information have a positive implication to user participation. This research shows user participation pattern in twitter platform between library and user. Process and data analysis used multiple linear regression analysis methods using data processing software.

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