

Analisis business model canvas pada perpustakaan institut bisnis dan informatika stikom surabaya dalam meingkatkan kualitas perguruan tinggi

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Abstrak

ABSTRAK

This study aims to analyze the business model canvas by the Library of Stikom Surabaya by using nine elements. They are customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, dan cost structure. Data Collection Method. The study used qualitative descriptive perspective to examine factual information and emerging practices in the field. Results and Discussions. Students, staff and community should be able to leverage the library services. The value offered was technology-based services and visitor convenience. Channels provided were the library website, email, social media. Customer relationships were built through personal assistance and self service. The key resources were human, technology and facilities. The key activities were learning commons. The key partnerships were internal and external partners. Conclusions. The Library is committed to realising its vision as a superior information center by providing a complete and fast information and communication channel in accordance with technological developments and customer needs.