

Pengaruh Layanan Perpustakaan Digital melalui Website terhadap Flow Experience Pemustaka di UPT Perpustakaan Universitas Sriwijaya = Effects of Digital Library Services through Websites against the User Flow Experience at the Sriwijaya University Library.

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Abstrak

Penelitian ini dilakukan di UPT Perpustakaan Universitas Sriwijaya (UNSRI) Palembang. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh layanan perpustakaan digital melalui website terhadap flow experience pemustaka di Perpustakaan UNSRI. Penelitian ini menggunakan metode kuantitatif inferensial. Metode pengumpulan data yang digunakan dalam penelitian ini menggunakan kuesioner, 388 kuesioner online yang valid. Teknik penentuan sampel menggunakan metode simple random sampling. Adapun metode pengukuran instrument menggunakan skala likert dan pengolahan data menggunakan SPSS (Statistical Product and Solution) versi 25. Teknik pengujian hipotesis menggunakan analisis koefisien korelasi, koefisien determinasi dan analisis regresi linier sederhana. Hasil penelitian ini menunjukkan bahwa layanan perpustakaan digital melalui website berpengaruh positif dan signifikan terhadap flow experience. Berdasarkan hasil yang diperoleh dari analisis korelasi dan dibuktikan dengan analisis regresi linier sederhana menghasilkan t hitung sebesar 25,336. Pengujian hipotesis taraf signifikansi (α) ditetapkan 0,05 (5%) dan menggunakan uji dua pihak (sig. 2-tailed), serta didasarkan pada derajat kebebasan (degree of freedom) $dk = n-2$, yaitu $388-2 = 386$, sehingga diperoleh nilai t tabel = -1,64881. Maka nilai t hitung $> t$ tabel ($25,336 > -1,64881$), sehingga H_0 ditolak dan H_a diterima yang bermakna flow experience dapat dipengaruhi oleh layanan perpustakaan digital melalui website.

.....This research was conducted at UPT Sriwijaya University Library (UNSRI) Palembang. The purpose of this study was to analyze the effect of digital library services through websites on the user experience flow in the UNSRI Library. This study uses quantitative inferential methods. Data collection methods used in this study used a questionnaire, 388 valid online questionnaires. The technique of determining the sample using a simple random sampling method. The instrument measurement method uses a Likert scale and data processing uses SPSS (Statistical Product and Solution) version 25. Hypothesis testing techniques using correlation coefficient analysis, coefficient of determination, and simple linear regression analysis. The results of this study indicate that digital library services through the website have a positive and significant effect on flow experience. Based on the results obtained from the correlation analysis and proved by simple linear regression analysis produces a count of 25.336. Hypothesis testing significance level (α) is set at 0.05 (5%) and uses a two-part test (sig. 2-tailed), and is based on the degree of freedom $dk = n-2$, which is $388-2 = 386$, so we get the value of t table = -1,64881. Then the value of t count $> t$ table ($25.336 > -1.664881$), so that H_0 is rejected and H_a is accepted, which means that the flow experience can be influenced by digital library services through the website.