

## Benchmarking kualitas layanan UPT Perpustakaan Universitas Jenderal Achmad Yani Cimahi terhadap UPT Perpustakaan Universitas Katholik Parahyangan Bandung. 2004

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### Abstrak

Tujuan dari tesis ini adalah mengetahui perbedaan kualitas layanan pada dua perpustakaan yaitu Perpustakaan Universitas Jenderal Achmad Yani (UNJANI) dan Perpustakaan Universitas Katholik Parahyangan (UNPAR) dengan metode benchmarking. Instrumen yang digunakan dalam penelitian survei ini adalah kuesioner dan wawancara. Sampel yang digunakan sebanyak 151 responden. Metode analisis pada kuesioner menggunakan diagram kartesius dan statistik uji beda dua sampel, sedangkan hasil wawancara dianalisis dengan diagram value chain Porter dan Portofolio Aplikasi McFarlan.

Hasil penelitian benchmarking kualitas layanan menunjukkan bahwa : (1) Perpustakaan UNJANI dalam menyelenggarakan perpustakaan dinilai belum berhasil dan belum dapat memuaskan mahasiswa UNJANI. Dimensi kualitas layanan (tangible, reliability, responsiveness, assurance, empathy) yang dianggap oleh mahasiswa sebagai faktor sangat penting belum dilaksanakan dengan baik oleh Perpustakaan UNJANI. Hal ini dibuktikan pula dari hasil uji beda dua sampel, terdapat perbedaan yang signifikan antara Perpustakaan UNJANI dan Perpustakaan UNPAR. (2) Adanya perbedaan aktivitas utama dan aktivitas pendukung dalam pemetaan Value Chain Porter, dan perbedaan pemetaan pada Portofolio Aplikasi McFarlan Perpustakaan UNJANI dan Perpustakaan UNPAR.

*Service Quality Benchmarking of Jenderal Achmad Yani University Library Cimahi and Parahyangan Catholic University Library Bandung. 2004*"The purpose of the thesis is to evaluate the service quality of the two libraries namely Jenderal Achmad Yani University (UNJANI) Library and Parahyangan Catholic University (UN PAR) Library using benchmarking method. Instruments used in this survey research are questionnaire and interview. The 151 respondents was obtained as an accidental sample. Quantitative data was analyzed with cartesius diagram method and two-sample significant difference test method; while interview data was analyzed with Porter's value-chain and McFarlan's Portofolio Application.

Result of the research shows that (1) UNJANI Library was not yet successfully managed and had not been satisfying their students. Service quality dimensions (tangible, reliability, responsiveness, assurance, and empathy) assumed by students as important factors was not carefully controlled by UNJANI Library. It was proved by way of two-sample significant difference test that there was significantly different between UNJANI Library and UNPAR Library. (2) In Porter's value chain mapping and Mc Farlan Portofolio Application mapping, it shows that the main activities and the support activities significantly different between UNJANI Library and UNPAR Library.