Analysis Of the Effect of Physical Facilities and Quality of Service on Customer Satisfaction in The Library FKIP University of Muhammadiyah Tangerang

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Abstract
This study aims to verify the analysis of the influence of physical facilities and service quality on customer satisfaction. The study population was visitors to the library of the City of Tangerang, tangerang. Sampling using non-parametric techniques that are incidental samples, ie accidental sampling of respondents considered suitable as a source of data up to 90 respondents, data testing techniques using smart pls 3.2.8. Hypothesis testing results indicate that partially physical facilities have a positive and significant effect on customer satisfaction. Partially, service quality has a positive and significant effect on customer satisfaction. Simultaneously the influence of exogenous constructs on endogen can explain 55.2 % and the remaining 44.8 %, influenced by other factors not included in this study.

Key words: physical facilities, service quality, customer satisfaction

Introduction
A library is a room or building that is used to store books and other publications which are usually stored according to a certain arrangement for the use of readers, not for sale. In the modern era of technology and information as it is today, the public's need for information is important and becomes a challenge for information service providers in Indonesia.

The library is a work unit of a particular agency or institution that manages library materials. Both in the form of books and non-books which are arranged systematically according to certain rules so that they can be used as sources of information (Suhendar, 2005: 3). Educational institutions such as universities are also not spared from the rapid development of information technology and are required to improve services in the field of education.

This makes universities further improve their performance in terms of education and information services needed by academics. The school library is a work unit and as an absolute tool (complement) of the school concerned. With the aim of providing a collection of libraries to support the success of the teaching and learning process. It is also said that the library is the "heart" of the implementation of education at the institution (Rohanda, 2010).

Customer satisfaction is a sense of pleasure that library visitors have as a result of their wishes being fulfilled. Customer satisfaction is the level of one's feelings after comparing the perceived performance (performance or results)
with their expectations. The level of satisfaction is a function of the difference between perceived performance and expectations (Kotler and Keller, 2012).

Figure 1. The number of visitors and borrowers of all library study programs, faculty of teacher training and education at the University of Muhammadiyah Tangerang

Figure 2. The number of visitors and borrowers of all library study programs in the faculty of teaching and education University of Muhammadiyah Tanggerang 2018 and 2019

The library at FKIP Universitas Muhammadiyah Tangerang is still very far from being perfect, so it still cannot run as it should. These barriers come from two aspects. The first is the structural aspect, in the sense that the existence of the university library has received less attention from the campus management. The second is the technical aspect, meaning that the existence of the university library has not been supported by technical aspects that are really needed by university libraries such as staff, funds, buildings and facilities and infrastructure.

In the FKIP UMT library already using a computerized system, namely the Slims application (Senayan Library Management System). In the SLIMS (Senayan Library Management System) application there are several applications regarding library management including OPAC whose function is to see the availability of books in the library, making library cards and circulation systems, namely applications to borrow books.

Information services are the ability to understand the needs and desires of users and understand the types of library users. Information services also develop a marketing strategy in the form of relationship marketing, namely a
strategy in which officers exchange transactions with library users. We can see the flowchart of services in borrowing books at the Muhammadiyah University Tangerang library.

Librarians in carrying out their daily activities will interact directly with users who have different characters. As a librarian, you must be able to provide the best service even though you sometimes have personal problems. According to Article 44 paragraph 1 of Law No. 43 of 2007 concerning libraries that library services are carried out in an excellent manner and are oriented to the interests of users.

Library facilities are another side that needs to be considered in library management. Often what happens is the problem of the library is a problem of 'absence' or 'powerlessness' of facilities. Starting from the absence of space, the absence of collections, the absence of supporting facilities, and other infrastructure facilities. Usually each level of the University has its own characteristics in facility planning. However, three things are important in facility management, namely: Comfortable, Open (Welcome), and User-friendly.

Buildings and facilities are elements that absolutely must exist in the library. Without the facilities, the library means nothing in the eyes of the users. It could be a library whose building is large and majestic, but inside there are few or no visitors. The reason is inadequate facilities that make visitors reluctant to come and read.

Providing services and providing facilities that can support student achievement is not an easy thing. Therefore, careful planning and adequate facilities are needed to create comfort for students. There is a close relationship between services and facilities on student achievement. Good services and facilities can make students want to visit the library and students can increase their level of learning by reading a lot of reference books.

**Literature Review**

**Customer Satisfaction**

According to Kotler in Tjiptono and Chandra, 2005) there are several methods that can be used to measure and monitor customer satisfaction, namely:
**Complaint and Suggestion System**

Every customer-oriented organization needs to provide opportunities and easy and convenient access for its customers to submit their suggestions, criticisms, income, and complaints. The media commonly used are usually in the form of suggestion boxes placed in strategic locations, comment cards, special toll-free telephone lines, websites and others.

**Ghost shopping (mystery shopping)**

One way to get a picture of customer satisfaction is to hire some ghost shoppers to act or pretend to be potential customers of the company’s products and competitors. They are asked to interact with service provider staff and use their services. Then they make a dossier report with the strengths and weaknesses of the company’s products and competitors.

**Lost customer analysis**

Service providers can contact customers who have stopped buying or who have moved in order to understand why this is happening and so that they can take further remedial policies.

**Customer Satisfaction Survey**

Most customer satisfaction research is used by using surveys, either by post, telephone, e-mail, website or direct interviews. Through surveys, the company will get feedback and feedback directly from customers and also give a positive impression that the company pays attention to its customers.

Customer satisfaction can be achieved with the following indicators (Hawkins and Lonney in Tjiptono (2014))

a. Conformity of Expectations
b. Interested to visit again
c. Willingness to Recommend
d. Individual attention
e. Complaint handling

**Physical Facilities**

According to Wahyuningsrum (2004), facilities are 'everything that can facilitate and expedite the implementation of a business'. From this opinion, it can be concluded that the facilities are the facilities and equipment needed in library operations. Dimensions of facilities are divided into two (Wahyningsrum, 2004) namely physical facilities and financial facilities. In this study the facilities in question are physical facilities. There are five facility indicators (Tjiptono, 2014), namely:

a. Spatial considerations/planning
b. Space planning
c. Equipment/furniture
d. Lighting and color
e. Supporting element

**Service Quality**

According to Lupiyadi (2006: 182) the dimensions of service quality consist of five dimensions including:

a. Tangible (physical evidence) is related to physical facilities, equipment and facilities and infrastructure provided as well as the main components of service quality.
b. Reliability (reliability) is related to a company being able to provide services accurately and reliably.
c. Responsiveness (responsiveness) is the desire to help and respond to requests quickly and precisely.
d. Assurance, which includes employee courtesy, security and employee knowledge.
e. Empathy is dealing with employees who are able to understand customer problems and resolve complaints.

According to Tangkilisan (2015:219) Service Quality indicators, namely:

a. Physical appearance (tangible) Includes the operations provided whether they are in accordance with the needs in carrying out tasks
b. Reliability Covers the extent to which the information provided to consumers is accurate and can be accounted for
c. Responsiveness, namely the responsiveness of the provider or service provider in responding to consumer complaints
d. Courtesy (courtesy) That is the attitude of officers in providing services to consumers
Figure 4. PLS output processed by the author

e. Access (access) Includes ease of information, cheap and easy to contact officers, ease of reaching the company’s location and ease of procedures

Research Hypothesis

The Effect of Physical Facilities on Customer Satisfaction
H0: Accepted Physical facilities have no effect on customer satisfaction.
H1: Accepted Physical facilities affect customer satisfaction

The Effect of Service Quality on Customer Satisfaction.
H0: Accepted Service quality has no effect on customer satisfaction.
H2: Accepted Quality of service affects customer satisfaction

The influence of physical facilities and service quality simultaneously on customer satisfaction.
H0: Accepted Simultaneous facilities and service quality have no effect on customer satisfaction.
H3: Accepted Facilities and service quality simultaneously affect customer satisfaction.

Method

This study is a causal associative research with quantitative methods with ordinal data types obtained from the distribution of questionnaires based on a Likert scale. The population used in this study is an unknown number of library visitors. The sample selection in this study used a non-probability sampling method, namely incidental sampling. Incidental Sampling is a sampling technique based on chance, that is, anyone who coincidentally/incidentally meets a researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source.

In this study the number of samples studied from respondents amounted to 90 respondents. The number of respondents as many as 90 people is sufficient to represent the population because the respondents tend to be homogeneous and in accordance with the abilities and wishes of the researcher. The data processing technique uses PLS 3.2.8 with the stages of modeling, model measurement, and structural model measurement.

Results and Discussion

Discussion Data Testing

Based on the results of research and data analysis carried out in this study regarding the effect of toll road infrastructure development on connectivity between services and the economy, the author can state as follows:

Based on the picture above, all indicators are valid and reliable to measure the constructs they form.
Table 1. $R^2$ square

<table>
<thead>
<tr>
<th>Quality Criteria</th>
<th>$R^2$</th>
<th>$R^2$ Adjusted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Satisfaction</td>
<td>0.552</td>
<td>0.542</td>
</tr>
</tbody>
</table>

Source: Smart PLS processed by the author

Figure 5. PLS output processed by the author

Research Result

Table 2. Path coefficients

<table>
<thead>
<tr>
<th></th>
<th>Original Sample</th>
<th>Sample M</th>
<th>Standard T</th>
<th>Statistic</th>
<th>P.Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical Facilities</td>
<td>0.552</td>
<td>0.542</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service Quality</td>
<td>0.552</td>
<td>0.542</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction</td>
<td>0.552</td>
<td>0.542</td>
<td></td>
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</tbody>
</table>

Source: Smart PLS processed by the author

**Effect of physical facilities on customer satisfaction**

The effect of physical facilities on customer satisfaction is assessed from the $T$-statistics value of 3.543 (significance 5%), and $P$ value 0.038 < 0.050, then in conclusion, $H_1$ is accepted, meaning that physical facilities have a positive and significant effect on satisfaction customer.

**The influence of service quality on customer satisfaction**

The effect of service quality on customer satisfaction is assessed from the $T$-statistics value of 4.141 (significance 5%), and $P$ value 0.026 < 0.050, then in conclusion, $H_2$ is accepted, meaning that service quality has a positive and significant effect on satisfaction customer.

**The influence of physical facilities and service quality simultaneously on customer satisfaction**

The value of the coefficient of determination of customer satisfaction is 0.552 or 55.2%, meaning that simultaneously the magnitude of the effect of exogenous constructs on endogenous is 55.2% and the remaining 44.8%, influenced by other factors not included in this study.
Conclusion

a. Physical facilities have a positive and significant effect on customer satisfaction.
b. Service quality has a positive and significant effect on customer satisfaction.
c. The coefficient of determination of customer satisfaction is 0.552 or 55.2%, meaning that simultaneously the magnitude of the effect of exogenous constructs on endogenous is 55.2% and the remaining 44.8%, influenced by other factors not included in this study.

Advice Theoretical Advice

Develop other variables that may influence customer satisfaction.

a. The use of research samples needs a larger number, not limited to quota samples, can use a random method so that the research results are more representative
b. Improving the indicators used that are relevant in compiling the questionnaire so that the research results are expected to be useful for management and as a reference and input for further researchers in the field of management.

Advice for Management

a. Managers should always pay attention to physical facilities and the quality of services provided to customers
b. Management should improve other factors such as work discipline and work environment in the UMT library
C. Management can use the results of this study as a reference to improve customer satisfaction

Recommendation

The low simultaneous test results of 55.20 percent means that there are still many other factors that affect customer satisfaction, so the authors recommend increasing or adding research variables.

References

Kotler dan Keller (2012), Manajemen Pemasaran Edisi 12, Erlangga.