

## INTISARI

Tuntutan konsumen dan persaingan yang semakin ketat maka mendorong pelaku bisnis untuk semakin memperhatikan kualitas layanan penting kepuasan pelanggan. Menurut Parasuraman, konsep Kualitas Layanan ini dapat dikelompokkan menjadi 5 dimensi yaitu *Tangibles*, *Reliability*, *Responsivness*, *Assurance*, dan *Empathy*. Penelitian ini dilakukan di Perpustakaan UBAYA dengan jumlah responden sebanyak 100 orang dengan cara pengambilan sampel *cluster sampling*. Identitas responden dan deskripsi jawaban responden diuji dan diolah dengan menggunakan analisa SPSS. Program SPSS yang digunakan adalah *IBM SPSS Statistics version 20.0*. Hasil penelitian atau studi ini menunjukkan bahwa dimensi *Reliabilty* memperoleh nilai mean paling tinggi dibandingkan dengan dimensi yang lainnya. Hal ini dapat dijelaskan bahwa mahasiswa puas dengan layanan yang ada di perpustakaan UBAYA karena staff perpustakaan menyediakan layanan sesuai dengan yang dijanjikan.

Kata Kunci: Kualitas layanan, Kualitas Layanan Perpustakaan, Perpustakaan

## ABSTRACT

*Pursuits of consumers and competition which bitter, it make businessman to pay attention with their service quality. According to the Parasuraman, The Quality's concepts of service can be grouped into five dimensions includes: tangibles, reliability, responsiveness, assurance and emphathy. This research was conducted at UBAYA's Library with the numbers off respondents were 100 people, the method 's name took of the sample is cluster sampling. The identity of the respondents and their answers are tested and processed using the SPSS Analysis. The Program of SPSS which is used IBM SPSS Statistics Version 20.0. The results of study and this method are indicated that reliability dimension got the highest mean point if compared with others dimension. It can be explained that collage are satisfied with the service in UBAYA's library. Because the library's staffs have the requirement services that they promise before.*

*Key Words: Service Quality, Library Service Quality, Library*