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Dyah Puspita Srirahayu
Library Study Program, Faculty of Vocational Study at Universitas Airlangga, Indonesia,
dyah.srirahayu@vokasi.unair.ac.id

Dessy Harisanty
Library Study Program, Faculty of Vocational Study at Universitas Airlangga, Indonesia,
dessy.harisanty@vokasi.unair.ac.id

Esti Putri Anugrah
Library Study Program, Faculty of Vocational Study at Universitas Airlangga, Indonesia,
estiputri48@gmail.com

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Dyah Puspitasari Srirahayu[1], Dessy Harisanty[2], Esti Putri Anugrah[3]

[1,2,3] Library Study Program, Faculty of Vocational Study at Universitas Airlangga, Indonesia

[1]dyah.srirahayu@vokasi.unair.ac.id, [2]dessy.harisanty@vokasi.unair.ac.id,
[3]estiputri48@gmail.com

ABSTRACT

Libraries have made many efforts to get a good perception among digital natives. Library services have been adapted to digital native needs, because digital natives have different characteristics from previous generations. This study aims to describe the perception of libraries among digital natives. The research method used is descriptive quantitative. As many as 370 digital natives in 25 cities in East Java, were given open questions to express their perceptions of the library. The results of this study are in terms of services, buildings / spaces, collections, atmosphere, librarians and the forms of innovation made by libraries get positive and negative perceptions, so that libraries still need to improve the quality of libraries from various aspects.

Keywords: Perception, Library, Digital native

INTRODUCTION

The library is one of the information institutions in Indonesia which has a legal basis, namely Law No. 43 of 2007 concerning Libraries, and its implementation is regulated in the Republic of Indonesia Regulation No. 24 of 2014 concerning Implementation of Law No. 43 of 2007. According to the law, a library is defined as "the manager of a collection of written works and / or recorded works in a professional manner with a standard system that meets the needs of education, research, preservation, information and recreation for visitors". Libraries to provide services and resources to meet the needs of their users (Huysmans & Oomes, 2013). In addition, libraries have an important role in terms of developing and maintaining libraries by providing free access to various information and developments in new science (Munchen, 2001).

But what happens in the community, the perception library is negative. As libraries are sacred, gloomy places, should be lonely and quiet, and guarded by fierce and capable female librarians, collections are incomplete and outdated (Cross, 2018; Micle, 2013; Pagowsky & Rigby, 2014). This makes the image of the library in the public worse.

Along with the development of technology, information and communication that are increasingly sophisticated, libraries have created a lot of user-oriented innovations, so that users become satisfied when they are in the library. These innovations include fast internet access, creating digital libraries where library collections are not only accessible by having to come to the library, but can be accessed from anywhere, as well as innovations in the form of programs that can reach all segments of society.

The efforts made by the library are not in line with increasing the use of the library. The level of library utilization is still relatively low (Hayuni & Nurizzati, 2017; Sutrino, 20178; Dewi & Desriyani, 20159; Suryantini & Rufaidah, 201410). The level of intensity of library visits is also low, namely only 1% uses the library for information sources, 99% uses the

internet (Zuraida, 201111). Libraries prefer the internet as their main reference source of information compared to libraries even though there is information that is more credible and accurate when compared to the internet (Anindita, 201912). Meanwhile, for use and use as a place of study, visitors prefer cafes when compared to libraries, they consider cafes as their lifestyle (Fauziyah, 201913).

From these problems, the low use and use of libraries by indigenous people has an impact on the low usability of collections owned by libraries, the collections are not used with masks by them. Even though the provision of collections by the library is a form of fulfilling the information needed by the users. According to the results of research conducted by Fransiska (2014) on the usability level of collections in libraries, which shows low results. Of the total collections of 300 collections in a period of one month only 82 collections are used, which are neatly stored on bookshelves, so that only 2.92% of the collections are used

From these problems, this study aims to determine the perception of libraries in the digital community. The original digital generation is a generation that creates a generation that is different from the previous generation. These characteristics include 1). Fredoom; 2). Customization; 3). Scrunity; 4). Integrity; 5). Collaboration; 6). Speed; 7). Innovation; 8). Entertainment (Tapscott, 2013).

RESEARCH METHOD

This research uses descriptive quantitative method, with the aim of describing the perception of libraries among digital natives. This research was conducted on digital natives in the province of East Java, as many as 370 respondents from digital natives in 25 cities / districts in East Java province, from junior high school, high school, undergraduate and postgraduate levels. According to McCrindle (2014), digital native is a generation that is familiar with the title Z generation who was born in 1995-2009. This research is based on digital native experience when using the library, from that experience it can determine how their perception of the library

In exploring digital native experiences in libraries, it is done by giving open questions, from which digital natives can express their perceptions of the library. Open-ended questions for digital natives, such as the following:
1. Mention 3 things about the services in the library?
2. Mention 3 things about the atmosphere in the library?
3. Mention 3 things about the library building / room / building?
4. Mention 3 things about the print collection and digital library?
5. Mention 3 things about librarians in the library?
6. Mention 3 things about the innovation made by the library?

The results of the respondents' answers are then tabulated into tables, so that we can know the digital native perception of the library

RESULT AND DISCUSSION

Table 1 User perceptions of library services

Perception	f	%	Perception	f	%
Information place	138	37%	Provide student textbooks	8	2%
Reading place	39	10%	Complete	6	2%
Many books	39	10%	Inspiration	4	1%

Information searching	36	10%	Books are hard to find	4	1%
Banyak buku	21	6%	Good service	4	1%
Complete collection	19	5%	Collection is easy to find	3	1%
A place to borrow books	15	4%	Many jornals	2	1%
Librarian friendly	13	3%	Information manager	2	1%
Reference	11	3%	Journal access	2	1%
With the times	10	3%	**Total**	370	100%

Based on the table above, it is known that 138 (37%) users perceive that library services are providing information, 39 (10%) users perceive that library services are a place to provide books and many books are served by libraries, while 36 (10%) users perceive that library is a place to find information.

Based on these data, it can be analyzed that the majority of respondents have the perception that libraries are places of information, in other words, libraries are places where information is available for those who need information about anything. This indicates a good thing that some user already perceive that the library is a place of information, not just a place for books. But on the other hand, the perception of respondents in the second and third ranks still thinks that a library is a place that has many books and serves books. It can be said that the library users' perceptions of libraries have not changed much, even the stereotypes of libraries are places where books do not change. They still maintain the perception that a library is synonymous with serving a book, borrowing and returning books.

This means that so far libraries have changed and developed a lot, but in reality not all perceptions of users have changed. There are still many user who have the same perception about libraries from year to year or century to century. The difference in perceptions of users between those who have the perception of libraries is a place of information and a library is a place where books can occur due to differences in the quality of the libraries they have visited. So users will perceive libraries based on their personal experiences when visiting the library. Libraries in Indonesia are also not at the same level of development, some are fast and slow. Therefore, it is very possible that there are differences in the perceptions of users of library services in general. So far, the development of libraries needs to be re-evaluated, promotion has become a concern for libraries when they develop a new service or innovation so that it is hoped that there will be a gradual change in the perception of the library users.

One of the evaluations that need to be carried out by libraries, according to Perera (2005), namely reviewing aspects of meeting user needs is an important aspect of library management. Periodic evaluation of user requirements for existing services and library collections is a management technique necessary for the continuous improvement of the services provided by libraries in any form. Library management staff should be aware of the current requirements of their users. User requirements vary from one library to another as well as over time.

To further minimize negative perceptions of libraries, according to Nkamnebe, Udem, and Nkamnebe, C.B. (2014) libraries must be implanted into users, for example students or

students through ways such as arranging library displays, library exhibitions, library orientation, and the inclusion of the use of libraries as courses in school or university curricula so as to attract user to the library. Because users, for example students or students who are more familiar with the library and its facilities, can use the library more easily (Mohammadi, et al., 2008)

Table 2. User perceptions of the atmosphere of the library

Perception	f	%	Perception	f	%
Comfortable	132	36%	Free wifi	6	2%
Quiet	66	18%	Beautifull	5	1%
Clean	54	15%	Love the library	3	1%
Academic / academic support	30	8%	Hot	3	1%
Dingin	11	3%	Free	3	1%
Develop place	15	4%	No crowds	3	1%
Helped place	9	2%	Not allowed to bring food / drinks	3	1%
Usefull	8	2%	Ordinary	2	1%
Important	7	2%	Many rules	2	1%
Make concentration	7	2%	**Total**	**370**	**100%**

Based on the table above, it is known that the atmosphere in the library is perceived by 132 (36%) users as a place with a comfortable atmosphere, the second place is 66 (18%) the library users perceive that the atmosphere of the library is calm and the third place is 54 (15%) the library users perceive it. it has the atmosphere of a clean place.

The three perceptions are all positive, it can be interpreted that the current atmosphere of the library in the information era and the 21st century is well perceived. The perception of the library users has assumed that the building and library buildings can provide a comfortable, calm and clean atmosphere when the visitors visit any library they have visited. It is different from the perception of the library users about the atmosphere of the library in the 20th century, which each considers the library to be dark, lonely, dirty, dusty, etc. Although there are still some negative perceptions about the atmosphere of the library such as many rules, no eating and drinking and no crowds. However, these negative perceptions were not dominant among the respondents' answers. So it can be emphasized again that the atmosphere of the library in the 21st century has been well received by users and has provided a comfortable, calm and clean atmosphere. The answers of the user in this study regarding their perceptions of the atmosphere of the library are in line with the results of research by Kracker and Pollio (2003) who conducted a phenomenological analysis of library visitors to make three memorable experiences for them related to their visits to the library. Respondents' answers are the first, namely the atmosphere of the library, which is assessed as having an impression of the library atmosphere which includes sight, sound, smell, and temperature in the library. This is combined with the psychology of those who think that the library is beautiful, relaxing, peaceful, and spacious.

Table 3. User perceptions of the building, building and library space

Perception	f	%	Perception	f	%
Learning space	55	15%	Add friend	9	2%
Quiet	45	12%	Needs improvement	9	2%
Neat	34	9%	Needs improvement	9	2%
Easy access	27	7%	What a mess	7	2%
Make use of free time	26	7%	Dark	7	2%
Entertainment / tourist spots	24	6%	Inadequate facilities	7	2%
Interesting	20	5%	Less interesting / monotonous	6	2%
Facilities are adequate	17	5%	Uncomfortable	5	1%
Very nice	14	4%	Good	5	1%
Group place	14	4%	Dusty / dirty	4	1%
Open every day	12	3%	Secure	3	1%
Strategic location	10	3%	The school library is open to the public	3	1%
Great place	10	3%	**Total**	**370**	**100%**

Based on the table above, it is known that the top three perceptions of the building, building and library space are 55 (15%) users perceive the building, building and library room as a place to study or discuss, 45 (12%) perceive the building, building and library space to be silent / lonely / lonely. 34 (9%) visitors think that the building, building and library space are neat.

If examined, the perception of the library users towards the building, building and space of the library is quite good which is indicated by the perception that the library is a place of learning and discussion. It is appropriate and the function of the library to be a place for learning and discussion, and not just a place to borrow books. This perception exists and develops because almost all libraries in Indonesia have provided discussion rooms or study spaces, so that users can visit the library to study. If we look at the facts in the field, it is true that the discussion room or study room is one of the most visited library room services and is used by visitors when visiting the library. The activities they do are just reading, relaxing, to discussing and studying individually or in groups. It is not uncommon to find all libraries in Indonesia where the discussion space is busy with visitors. The culture of young people in Indonesia also makes the library discussion room crowded, namely the culture of chatting and hanging out. The development that has been made by libraries in Indonesia by providing study and discussion spaces, is supported by a statement from Marchionini & Pomerantz (2007) that attracts students to quiet library facilities, some academic libraries imitate Barnes & Noble's approach, selling branded donuts to students in the study area . In addition, the reading room with background music is equipped with comfortable sofas and chairs.

To attract students to deserted library facilities, some academic libraries are emulating the Barnes & Noble approach, selling Starbucks donuts and Krispy Kreme donuts to students

in the study area. In addition, the reading room with background music is equipped with luxurious sofas and chairs. This approach is becoming increasingly popular among students (Marchionini & Pomerantz, 2007

On the other hand, the second highest perception of respondents' answers in this study is that the perception of buildings, buildings and spaces is quiet / lonely / lonely. This perception can have both positive and negative meanings. Positive if it means that when they study and discuss in the library they will feel comfortable because it is lonely / quiet so that it makes them concentrate while studying. But it can be interpreted negatively in which the perception of libraries has not changed much because the perception of libraries since the 19-20 century, namely buildings, buildings and library rooms are places that are quiet / lonely / lonely so that visitors are reluctant to visit the library.

But in this research, the perception that buildings, buildings and library rooms are places that are quiet / lonely / lonely are more directed in a positive direction. It can be related to the user' perception of the atmosphere of the library, which is comfortable, calm, and clean, so it can be interpreted that the building, building and library room are comfortable places because they provide a quiet / lonely / lonely atmosphere and are suitable for discussion and learning activities. In addition, libraries are also considered neat so that it emphasizes that the library in terms of buildings, buildings and spaces is in accordance with the expectations of the users.

Table 4. User erceptions in accessing the library's print collection

Perception	f	%	Perception	f	%
Help meet needs	50	14%	The novel collection is lacking	9	3%
Supports lessons	47	13%	Don't know / understand	7	2%
Useful / useful	44	12%	Beautiful	5	1%
Used for refreshing (novels etc.)	42	12%	Additions to collections	5	1%
Good	31	9%	Has a distinctive smell	5	1%
Reference source (reference)	30	8%	Love the print collection	5	1%
Inspirational	20	6%	Real collection	4	1%
Never seen	13	4%	Serial issue	3	1%
Not organized	12	3%	Prefers digital collections	2	1%
Save money	12	3%	**Total**	**370**	**100%**
Monotone	10	3%			

Based on the table above, it is known that the perceptions of user in accessing the top three library print collections are helping to meet needs (50/14%), supporting lessons (47/12%), useful / useful (44/12%), used for refreshing (novels etc.) (42/12%). This perception can be interpreted that they access print collections because they have the perception that the print

collections in the library can meet their needs, what is meant here is their information needs. So they perceive their information needs will be fulfilled when they access the print collections in the library. In addition, the print collections in the library are perceived by them that can also provide support or support their learning in learning some of the lessons they learned during school which are useful in completing assignments or adding insight into related subjects.

On the other hand, they also perceive that the printed collection in the library can also provide recreational access if they access it. Access to the recreation is a collection of novels or teenagers. The facts in the field have indeed been proven if there are enough user who recommend and ask the library to hold novel-type books as their light reading material to fill their spare time. This has been acquired by the library by adding a collection of novel types and the results give the perception that users come to the library and access the library's print collection because they want to get recreational access, namely the novel collection, because not all users can buy new novels in bookstores, let alone some novels in the library. bookstores are quite expensive if purchased privately or individually.

This indicates that the print collection in the library is good because it can fulfill both formal and informal information needs, fulfill their needs in supporting their learning during school, and can provide them with recreational needs in the form of a printed collection of novel types. The library collection is good and growing thanks to the library collection development policy that is running well. In other words, the library collection development policy runs effectively and in accordance with the requests of users to meet all their needs.

Table 5. User perceptions in accessing the library's digital collection

Perception	f	%	Perception	f	%
More modern	47	13%	Difficult to understand	5	1%
Easy to access	35	9%	simple	5	1%
Fast	33	9%	Secure	5	1%
Comfortable	26	7%	e-resource	4	1%
Sophisticated	23	6%	Disappointing	4	1%
Less complete	20	5%	Easy to download	4	1%
Communicative	14	4%	Access online	4	1%
Easy to use	13	3%	Complicated	4	1%
Helpful	12	3%	Digilib access is rare	3	1%
No digital collections	11	3%	Rarely used	3	1%
Lots of information	11	3%	Large	3	1%
Want to try	11	3%	Not maximal	3	1%
Modern	10	3%	Less varied	2	1%
Do not use	8	2%	Luamayn	2	1%
Quite complete	8	2%	Need to socialize usage	2	1%
Delicious	7	2%	Expensive	2	1%
orderly	6	2%	Difficult to download	2	1%
Find information	5	1%	**Jumlah**	**370**	**100%**

Based on the table above, it is known that 47 (13%) users chose "more modern", 35 (9%) users chose "easy access", and 33 (9%) users chose "fast". This means that users have a good perception when they take advantage of the library's digital collection. They make use of the library's digital collection because they perceive that accessing digital collections is more modern. It is more modern because the current library not only provides print collections but also digital collections.

Digital collections also vary, starting from e-journals, e-books, e-magazines, etc. In line with the perception of the library users, this digital collection can be accessed easily because the library also provides equipment to access and read it, such as computers in each or several service rooms whose function is not only as OPAC but can also be used to access digital collections. The equipment provided is not as complete as those in foreign libraries that generally provide digital equipment such as kindlers and tablet PCs. In Indonesia, especially the use of digital equipment such as kindlers and tablet PCs is not very salable for use, because Indonesians are more comfortable and practical to use smartphones or laptops and PCs to access anything including accessing and reading digital collections. The library's digital collection is also quickly accessed, because it is supported by reliable internet facilities, although internet facilities in libraries are quite often encountered having problems. However, if it is only for accessing digital collections that are not large in size, it is very sufficient and helpful for downloading so that they are easy to read.

Table 6. User perceptions of librarians

Positif Perception			Negative Perception		
Perception	F	%	Perception	F	%
Friendly	50	12%	Too Silent	43	12%
Good	30	8%	It's a little fierce	35	9%
Help	40	11%	Old process	33	9%
Polite	35	9%	Less cheerful	31	8%
Always smile	33	9%	Judes	28	8%
Assertive	24	6%	Glare	26	7%
Discipline	15	4%	Ignorant	23	6%
Informative	14	4%	Impatient	22	6%
Patient	13	3%	Creepy	19	5%
Very nice	11	3%	Not nimble	19	5%
Fast service	10	3%	Less Friendly	18	5%
Responsive	10	3%	Service is not good	18	5%
Great fun	9	2%	Unsightly	15	4%
Broad insight	9	2%	The explanation is less clear	14	4%
To be responsible	8	2%	Not smiling less	12	3%
No Perception	6	2%	Not on time	6	2%
Deft	6	2%	Lack of knowledge	5	1%
Attention	6	2%	Lack of respect	3	1%
Communicative	6	2%	Less Interactive	3	1%

				Total	370	100%
Not arrogant	4	1%				
Careful	4	1%				
Detailed explanation	4	1%				
Total	**370**	**100%**				

Based on the data from the table above, it is known that the perception of librarians has the highest positive perception, namely friendly with 44 choices (12%). The perception of librarians is that librarians are friendly because currently librarians are mobile to get around and are available in every library service. So that when users experience problems or want to ask questions, there is always a librarian who is ready to serve and answer in a friendly manner. The second biggest perception is that librarians help, because currently librarians are no longer just serving the circulation or technical handling of collections but are more directed at serving the library users. Helping by serving and answering the constraints and questions of visitors is one of the most memorable tasks for users.

In addition, librarians are also required to become information experts, so that if users need assistance in finding and finding information, the librarian is ready to help with these problems appropriately, friendly and politely. Likewise, Posey's (2009) statement that libraries are not only a place to store books but a place to provide access to information, the role of librarians has changed from being an information specialist to a customer service provider. Smiling, greeting, and greeting are one of the principles that are also applied by librarians in the work culture in the library. It is evident from the third largest perception, namely polite and smiling (9%). Librarians are currently promoting a friendly attitude characterized by polite and smiling. In addition, this attitude is also supported by the appearance of the librarian, who is currently neatly arranged, polite and attractive. So that users will find librarians quite attractive and not afraid to ask for their help.

Based on the data in the table above, it is known that there are still negative perceptions about librarians by the users. The highest perception is that they are too silent (12%), it is because of the relative viewpoints of users. Librarians can be silent because they are actually on duty in their respective services and not enough users ask questions or ask for help. However, if viewed entirely on the negative side, being too silent can make librarians look indifferent and indifferent to the point that they are deemed not knowing the needs and constraints of visitors when visiting. But on the other hand, the facts in the field, librarians in Indonesia are good enough even though they look or seem silent but balance it with a smile, friendly and neat and attractive appearance. So that the negative perceptions of users towards librarians are still quite balanced and covered. There is a reason why users think that librarians are still too silent. That is because each individual user has their own behavior in regard to librarian. It was stated by Cook (2011) that library users really want independence, and this independence usually involves one of two behavioral strategies. One strategy is to interact with librarians to build information gathering skills. Once users acquire this skill, they go on their own to find what they need as quickly as possible. Another strategy is to get the librarian to ask for full help. Through this strategy, users develop relationships with librarians in the belief that they rely entirely on librarian assistance whenever they need it. Although there are librarians who do behave independently and do not depend on librarians. However, they also

see another aspect, and libraries need that aspect. These aspects according to Wanigasooriya (2007) are librarian politeness, understanding of users' information needs, and willingness to handle service problems.

Table 7. User perceptions of library innovation

Perception	f	%	Perception	f	%
Digital library enhancement	45	12%	Music provided	10	3%
Literacy service program	40	11%	Easy	9	2%
Add to collection	37	10%	More decorated	8	2%
Increase reading space	35	9%	Installed Ac	7	2%
Touring tour	33	9%	Self service	6	2%
Drive thrue service	28	7%	3d virtual service	6	2%
Growing readers' interest in reading	15	4%	Entertainment provided	4	1%
Thematic interior	15	4%	Repair of premises	3	1%
Disability-only services	14	4%	More up to date	3	1%
Library café	14	4%	Librarians are more friendly	3	1%
Register online attendance	13	3%	Drinking is provided	3	1%
Expansion of the wifi area	12	3%	Deploying the library	2	1%
Most active user reward	11	3%	**Total**	370	100%

The table above shows the user perceptions of the innovations made by the library. They have the perception that libraries make the most innovations regarding the development of libraries that provide digital library services (12%), have literacy programs (11%) and add collections (10%). The availability of digital libraries as a library innovation has indeed been developing for a long time and gradually. With the digital library, users can easily access library services without having to physically visit the library. For example, users can borrow digital collections in digital libraries, users can get reference information from digital libraries, can download e-resources in digital libraries, etc. Moreover, after the Covid-19 pandemic, digital libraries have become a service that users are looking at to use immediately, because they cannot physically visit libraries so that digital libraries are the right choice to be accessed anywhere and anytime online. According to the Association of Research Libraries (1995) identify common elements of virtual libraries: (1) digital libraries are not a single entity; (2) digital libraries require technology to connect many resources; (3) the relationship between many digital libraries and information services is transparent to end users. Digital libraries are the innovation services that are most perceived by user, because according to data disclosed by Kelley & Orr (2003) that the largest percentage of library visitors indicate that when they are outside campus, the most useful and frequently accessed service is electronic resource services.

Literacy service programs are also perceived by user as an innovation that is often carried out by libraries. So far, literacy programs in Indonesia have become the main focus. This is because it is in line with government orders and guidelines to improve literacy in Indonesian society, starting from school age to parents. Literacy programs that have been implemented are many and quite good, for example the programs being implemented are literacy for school students, to information literacy or digital literacy education to the community in an area. This is done to help people have literacy knowledge and it is useful if they access information, especially on the internet which is flooded with information, so that it is sufficient to distinguish between genuine and false information if someone is not equipped with information literacy skills.

Adding to a collection is perceived as an innovation which is also mostly done by libraries. The impact is quite pronounced, as evidenced by the perceptions of users towards print and digital collections which consider that library collections are diverse. Now libraries pay more attention to their collections, always developing the quality of their collections. Develop it by adding to the collection genre, and adding to the types of collections, namely not only print but also digital.

CONCLUSION

From the research results that have been previously described, namely in terms of services, buildings / spaces, collections, atmosphere, librarians and the forms of innovation carried out by the library get positive and negative perceptions. From the aspect of service, the library is mostly perceived as a place for information and a place to borrow books. From the aspect of atmosphere, the library is perceived as a quiet place that can increase concentration, but there are also those who perceive a place where there are many rules. From the aspect of the building, the library is perceived as a place of learning, but there are also those who perceive that the library is a dirty and dark place. From the aspects of print and digital collections, it is perceived that the collection has met information needs, but digital collections need to be socialized again. From the librarian aspect, it is perceived that there are librarians who are good and fierce. From the aspect of innovation, it is perceived that libraries need to improve the quality of digital libraries. From the results of these studies, therefore libraries need to re-evaluate the quality of library services provided to users.

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