

ABSTRAK

Online Publik Access Catalogue (OPAC) merupakan sistem temu balik informasi yang paling mengedepan saat ini dengan pengaplikasian teknologi telematika, yang ditujukan untuk memberikan pelayanan optimal kepada pengguna perpustakaan. Perpustakaan UNAIR merupakan perpustakaan yang telah menyediakan layanan OPAC. Penelitian ini ditujukan untuk mengetahui faktor-faktor yang mempengaruhi kualitas layanan OPAC di perpustakaan Universitas Airlangga.

Penelitian ini menggunakan pendekatan kuantitatif eksplanatif dengan metode survai. Adapun populasinya adalah sivitas akademika UNAIR yang memanfaatkan layanan OPAC di Perpustakaan UNAIR. Pengambilan sampel menggunakan *Purposive Sampling*. Sebanyak 100 responden diteliti melalui kuesioner dengan kriteria pemakaian OPAC >10 kali.

Berdasarkan hasil regresi diketahui adanya pengaruh dari variabel independen terhadap variabel dependen. Nilai analisa korelasi ganda (R) diketahui makin kuat korelasi/hubungan antar variabel variabel yang ada. Dengan uji simultan didapatkan adanya pengaruh yang signifikan antara variabel independen terhadap variabel dependen dan hal tersebut terbukti. Sedangkan pada uji parsial ditemukan adanya pengaruh yang signifikan pada masing-masing variabel terhadap kualitas layanan OPAC yang terbukti faktor-faktor pada variabel *assurance* dan *tangibles*, sedangkan faktor-faktor pada variabel *reliability*, *responsiveness*, dan *empathy* terbukti tidak signifikan. Sedangkan hipotesis yang menyatakan faktor-faktor dari variabel *reliability* berpengaruh paling dominan terhadap kualitas layanan OPAC tidak terbukti.

Kata Kunci : kualitas layanan, OPAC, layanan perpustakaan

ABSTRACT

Online Public Access Catalogue (OPAC) is a kind of information retrieval system which is very fashionable nowadays. The system employs modern telematics which aims to give excellent and ultimate services to library users. UNAIR'S library is the library which has already provided the OPAC services to its users. This research is dedicated to find out any factors that possibly influence the OPAC services quality to UNAIR'S library.

This research applies the quantitative explanative approach which employs the survey research method. The population of this research is the civitas academic of the university which have used the OPAC services at the library. The research is conducted by applying the *purposive sampling* where 100 respondents which have used the OPAC services for more than 10 times are questioned by questioners.

By applying the regression equation analysis is known that there are apparently influences of the independent variable towards the dependent variables. The value of the double correlations analysis (R) shows that there is strong correlations or relationships among the given variables. On the other hand, by applying the simultaneous test is find out that there is a strong and significant influences among the independent variable to the dependent variables. That is evident and proved, meanwhile by applying the partial test the researcher finds out that there are significant influences for each given variable to the service quality of the OPAC which are declared factor by *assurance* and *tangibles variables*. *On the other hand*, it is evident and significant for the factor *reliability*, *responsiveness*, and *empathy* variables. Meanwhile, that the hypothesis which has declared that factor of *reliability variable* constituting the most influence factor to the OPAC quality services OPAC is not proved (evident).

Key word: quality services, OPAC, bibliographic service