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The Effect Of Service Quality On Student Visit Interest To The Library Of Uin Mahmud Yunus Batusangkar

Tri Yuliani¹,

¹Jurusan Ilmu Perpustakaan dan Informasi Islam, Fakultas Ushuluddin, Adab dan Dakwah UIN Mahmud Yunus Batusangkar,

¹triyuliani@iainbatusangkar.ac.id,

Abstract

This study deals with the effect of service quality on the interest of students visiting the library of UIN Mahmud Yunus Batusangkar. The purpose of this study was to see whether there was a significant effect of service quality on student interest in visiting the library. This type of research is survey research with a quantitative approach. The instrument used to collect data is a closed questionnaire with a Likert scale. Alternative answers are "strongly agree, agree, undecided, disagree and strongly disagree". Analysis of the data used is simple regression. The results of this study indicate that there is a significant effect between service quality on student visitation interest where the results of statistical calculations show that 27.4% and 72.6% of other factors. This means that the quality of service has a positive influence on the interest in student visits, which is 27.4%, then the interest in student visits is influenced by other factors.

Keywords: Library Service Quality, Visiting Interests, Libraries

Abstrak

Penelitian ini berhubungan dengan pengaruh kualitas layanan terhadap minat kunjungan mahasiswa ke perpustakaan UIN Mahmud Yunus Batusangkar. Tujuan dari penelitian ini adalah untuk melihat apakah terdapat pengaruh yang signifikan kualitas layanan terhadap minat kunjungan mahasiswa ke perpustakaan. Jenis penelitian ini adalah penelitian survei dengan pendekatan kuantitatif. Instrumen yang digunakan untuk mengumpulkan data adalah angket tertutup dengan skala Likert. Alternatif jawabannya adalah "sangat setuju, setuju, ragu-ragu, tidak setuju dan sangat tidak setuju". Analisis data yang digunakan adalah regresi sederhana. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh yang signifikan antara kualitas layanan terhadap minat kunjungan mahasiswa dimana hasil hitungan statistiknya menunjukkan bahwa 27,4% dan 72,6% dari faktor lain. Artinya kualitas layanan memberikan pengaruh positif terhadap minat kunjungan mahasiswa adalah 27,4%, selanjutnya minat kunjungan mahasiswa diberikan pengaruh oleh faktor lain.

Kata kunci: Kualitas Layanan Perpustakaan, Minat Kunjungan, Perpustakaan

1. Introduction

At this time the library is more known than in the past by the public, unlike in the past when people only thought that the library was only a pile of ancient books that were preserved by someone to be their display. In line with that, thanks to the support of various development programs organized by the government, both physical and non-physical, it is essentially a form of effort to improve the quality of the Indonesian people who are prepared to face the wave of globalization developments in the following years. Likewise, development in the field of education as one of the forms of the national goals of the Indonesian nation as stated in the fourth paragraph of the Preamble of the 1945 Constitution, namely "to educate the life of the nation". To realize this goal, the government builds various educational support facilities, which can be utilized and can be used by all groups as supporters or support for education and the objectives stated in the preamble of the Constitution, and one of them is a library. The library as it exists and is currently developing has been used as a center for information, a source of knowledge, research, recreation, preservation of the nation's cultural treasures, as well as providing various other services. This has existed for a long time and continues to process naturally, pointing to a condition and a significant level of improvement even though it has not satisfied all parties.

Sutarno (2006:1) states that the library in principle has three main activities, namely first, to collect (to collect) all information that is in accordance with the field of activity and mission of the organization and the community it serves. Second, to preserve, maintain, and care for the entire library collection, so that it remains in good condition, intact, suitable for use, and not easily damaged either due to use or due to age (to preserve). Third, provide and present information to be ready for use and to make available all collections collected in the library for use by users. According to Rahayuningsih (2007:4) User service is one of the main activities. Other activities carried out by the library are collection development, collection processing, collection maintenance, promotion and others. UIN Mahmud Yunus Batusangkar Library is one type of university library. The university library is essentially a work unit that is an integral part of a parent university institution. The library unit along with other work units must play an active role in assisting universities in implementing the Tri Dharma of Higher Education, namely Education and Teaching, Research and Community Service to achieve the goals set by the relevant universities.

Based on the observation of initial data visits to the library obtained as follows:

Data on Visitors to the UIN Mahmud Yunus Batusangkar Library for 3 consecutive months



Library services are one part that is quite vital in a library, because services are the main thing to meet the needs of library users (users). In fact, one of the keys to success in a library lies in how the library provides quality services to its users so that it has an impact on student visits to the library, as well as students of UIN MY Batusangkar. So based on the above the author is interested in conducting a study on "The Influence of Service Quality on Interest in Visiting Students to the Library of UIN MY Batusangkar" with the formulation of the problem related to how much influence the quality of service has on the interest of student visits to the library?

Understanding College Libraries

According to Sutarno, a library is a room, part of a building, or the building itself, which contains collections of books, which are arranged and arranged in such a way that they are easy to find and use when needed by readers (2003:7). According to Sumardji in Safrudin Aziz, a library is a collection consisting of written, printed or other graphic materials, such as films, slides, vinyl records, tape recorders in a room or building that are organized and organized with a certain system, which can also be used for study, research, reading purposes. and so on (2014:16).

The library is still a place for lifelong learning for the community at a low cost and access to information extends to the archipelago with online internet media. Therefore, judging from the various kinds of information presented by the library, there is no reason for people to be retarded, stupid, and have stupid human resources. According to Law No. 43 of 2007 the library is an institution that manages professional collections of written, printed, and/or recorded works with a standard system to meet the educational, research, preservation, information, and recreational needs of the users.

The library is a work unit of a certain agency or institution that manages library materials, both in the form of books and non-book materials which are arranged systematically according to certain rules so that they can be used as a source of information by each user. From some of the opinions of the experts above, the writer can understand that the library is part of a building or a building that stands in an agency or institution that has a very important role as a supporter, containing various collections both in print and digital form that can be utilized by all. groups and most importantly to meet the needs of the users.

Definition of Library Service Quality

a. Definition of Quality

According to Fransisca Rahayuningsih (2015: 1) quality is a fixed price when a company or institution wants to focus on

improving quality. The term service quality consists of two words, namely quality and service. Quality has many definitions because it has many criteria and is very dependent on the context.

According to Fatmawati (2013, p. 51) The quality of library services is the satisfaction obtained by each user after comparing the services received with the suitability of the desired service. Based on this explanation, a service quality is the most important thing that must be prioritized by the library in providing a service in the form of services to users in order to meet the expectations or demands of users, and to find out that the services provided have a quality, namely by conducting surveys to users using the following dimensions: service quality dimensions.

According to Parasuraman, Zeithaml, and Berry in Nawawi and Puspitowati (2015: 323) the dimensions of service quality consist of five dimensions including:

- a) *Tangibles* (Physical evidence) which relates to physical facilities, equipment and facilities and infrastructure provided as well as the main components of service quality.
- b) *Reliability*(reliability) which relates 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 accurately.
- d) *Assurance* (Guarantee) which includes employee courtesy, safety and employee knowledge.
- e) *Empathy* (empathy) that is dealing with employees who are able to understand customer problems and resolve complaints.

a. Definition of Library Services

According to Dian Sinaga in Prastowo (2011: 32) "Library service is an effort on the part of

school librarians to provide opportunities for library users in optimally utilizing library materials and other school library facilities". The library services are actually more focused on services for readers. His view is that reader service is an activity of providing services to school library visitors in using books and other library materials. In general, library services can be interpreted as an activity or activity in providing services to library visitors without distinguishing social, economic, belief or other status.

Services are all activities aimed at preparing all facilities (physical and non-physical) to facilitate the acquisition of information or library materials needed by students as library users. There are three main elements of service, namely waiters (librarian and/or librarian teachers), facilities (library materials, library facilities and infrastructure), and students (users). The services in the library include locker services, circulation services, reference services, information retrieval services, the latest collection information services, collection services, and guidance services.

Sistem Layanan Perpustakaan

According to Rahayuningsih (2007:93) so that services can be carried out properly in accordance with the conditions of the library, it is necessary to have a clear service system. There are two user service systems, namely:

1. Open system

An open system is a service system that allows users to enter the collection room to select and pick the desired collection from the library's collections.

- a. Profit
 - Save energy, because the officer does not need to pick up the collection to be borrowed because the user can immediately pick it up on the shelf.
 - Giving satisfaction to users because they can choose a collection that suits their needs directly to the collection line.

- It is possible to choose another suitable title, if you do not find the collection you are looking for.
- 4) Reduce the possibility of misunderstanding between users and officers.
- b. Loss
 - 1) Requires extra effort to restore and correct misplaced collections
 - 2) Collections will be damaged faster because they are often handled
 - 3) Requires a relatively large space, for setting the shelves so that users are free to choose collections.
 - 4) The arrangement of the collection on the shelf becomes easily damaged.
- 2. Closed system

A closed system is a library service system that does not allow users to take the required collections themselves. Users can choose a collection through the catalog, and then the librarian will pick it up.

- a. Profit
- 1) Allows the arrangement of shelves to be narrowed between one another, thus saving space for storing collections.
- The arrangement of the collections on the shelves will be more organized and not easily damaged, because those who take and return are the officers
- 3) The factor of loss and damage to the collection can be minimized.
- b. Loss
- 1) Officers spend a lot of energy serving borrowers.
- Borrowing procedures cannot be fast, because (have to wait for their turn to be served if the queue is long)
- 3) Some collections have never been touched or borrowed
- 4) Loans are often dissatisfied if the collection borrowed is not as desired.

In the library utilization manual, the service system applied at the Batusangkar IAIN Library is of two kinds, namely:

1. Open Service System (Open Access)

This open service system is a service system that allows users of library services to take their own library materials needed in a library collection storage area.

2. Closed Access System

A closed service system is a service system that does not allow library service users to take the library materials they need themselves

Understanding Student Visit Interest

According to Adelina Romauli Haloho (2018:12) Interest is a psychological factor that can determine a person's choice and is a very important factor for a person's progress and success. Someone doing a job with interest, will generally be better.

Then according to Sudirman in Habir (2015: 160) "a person's interest in an object will be more visible if the object is in accordance with the target and is related to the desires and needs of the person concerned". In the Indonesian dictionary "interest is a high tendency of the heart towards something". Then interest relates to feelings of pleasure or liking from someone towards an object. From the description of some of the experts above, the writer can conclude that interest is a tendency of the heart that is owned by a person, whether it is liking or wanting to have something without regard to other things.

In the Big Indonesian Dictionary (1989). Visits can be interpreted as visiting, coming or going to visit or meet. Every library user must have a different frequency of visits in utilizing the collections and services available in the library. In the library, the frequency of visiting is the main factor in the success of a library. In order for the library to be visited and many users come to the library, the library should provide adequate services, facilities, collections and always update optimally.

Visitors who come to the library have various reasons, users will carry out various activities in

the library in accordance with the objectives that have been kept in mind before heading to the library, the purpose of users to the library is only looking for entertainment, there are also those who only enjoy the services provided by the library, and some who seek information to fulfill their information needs

Indicator of Visiting Interest

Based on several definitions described in Interest in Visits, several indicators that show interest in student visits to a library can be expressed, including:

1. High curiosity

2. Adequate environmental conditions

3. Living with the principle that visiting the library is a necessity

2. Metode Penelitian

The method used is survey research with a quantitative approach. This research was conducted at the Library of UIN MY Batusangkar. The population in this study were IAIN Batusangkar students as many as 6714 students with the sample using the Simple Random Sampling technique. According to Sugiyono, it is said to be Simple (Simple) Simple Random Sampling because the sampling of members from the population is carried out randomly without regard to the strata that exist in the population (2014: 152). In this study using a questionnaire as a data collection technique by developing a validated instrument. The distribution of the questionnaire with a Likert scale. Analysis of research data using descriptive analysis with analytical test requirements.

The quality of library services refers to 5 dimensions, namely Tangible (physical evidence), Reliability (Reliability), Responsivennes (responsiveness), Assurance (Assurance), Empathy (empathy). In general, library services can be interpreted as an activity or activity in providing services to library visitors without distinguishing social, economic, belief or other status.

Interest is a high inclination of the heart towards something. Then interest relates to feelings of pleasure or liking from someone towards an object, while according to Slameto in Habir interest is a sense of preference and a sense of interest in an activity, without anyone asking.

From the description above, it can be seen that there is a strong and positive relationship, namely: with the good quality of library services provided by the librarian, it will increase the desire of visitors to visit the library itself.

The framework of thinking is illustrated in the following chart:

Figure 2.1. Framework of thinking



Sumber: Sugiyono (2014:128)

Library services make a big contribution to students. With the library, students will be more creative, innovative, in answering all the challenges that exist in lecture assignments or assignments in their organization. Libraries should be able to create a conducive atmosphere so that students are more motivated and comfortable to always fill their free time in the library, and take advantage of infrastructure, facilities and can also take advantage of the library as its function and benefits.

As has been mandated in the Law of the Republic of Indonesia Number 43 of 2007 concerning Libraries. (1) Library services are carried out in an excellent manner and are oriented to the interests of the users. (2) Every library implements library service procedures based on library national standards. (3) Each library develops library services in accordance with advances in information and communication technology. (4) Library services as referred to in paragraph (1) are developed through the use of library resources to meet the needs of users. (5) Library services are organized in accordance with the national library standards to optimize services to users. (6) Integrated library services are realized through collaboration between libraries. (7) Integrated library services as referred to in paragraph (6) are implemented through telematics networks.

3. Results and Discussion

Library Service Quality

Service quality is defined as the level of excellence expected and control over the level of excellence to meet customer desires. Meanwhile, according to Wickoff in Tjiptono in Afrizawati, (2012: 17) Service quality is not seen from the point of view of the service provider or service provider, but based on the perception of the community (customers) who receive the service. Dian Sinaga in Prastowo, library services are an effort on the part of school librarians to provide opportunities for library users to utilize library materials and other school library facilities optimally (2011:32).

Service Quality which consists of 5 (five) dimensions, namely: Tangibles or physical evidence, Responsiveness or Response, Reliability or Reliability, Assurance or Guarantee, Empathy or concern. In other words, if the service received or perceived is in accordance with what is expected by library users, the quality of service is perceived to be good and satisfying. If the service or service received exceeds user expectations, the service quality is perceived as ideal quality. On the other hand, if the service received is lower than expected, the service quality is perceived as bad. Quality of service must start from user needs and end in user responses. The user's response to the quality of service itself is a comprehensive assessment of a service.

Library Service Quality Results Data



It can be seen that the highest score has a percentage of 55% and the lowest is 4% of 100 students. The results of descriptive statistical analysis obtained 55% which lies in the score range of 88-104 with good criteria. Thus it can be stated that the quality of library services perceived by UIN Mahmud Yunus Batusangkar students is good.

Interested Visit

In simple terms, interest can be interpreted as "a tendency to pay attention and act towards the person, activity or situation that is the object of the interest accompanied by feelings of pleasure. According to Abdul Rahman in these limits there is an understanding that in interest there is a focus on the subject's attention, there is an effort (to: approach / know / possess / master / relate) of the subject which is done with pleasure, there is a pull from the object (2004:262-263).

Visits can be interpreted as visiting, coming or going to visit or meet as individuals who are studying at the tertiary level, both public and private or other institutions that are at the level of universities. Students are considered to have a high level of intelligence, intelligence in thinking and planning in action. Critical thinking and acting quickly and appropriately are traits that tend to be inherent in every student, which are complementary principles.

From the description above, the writer can conclude that interest in visiting is a sense of desire that someone has with a sense of liking without coercion from others to visit/visit a place (library). It can be seen that the highest score has a percentage of 41% and the lowest 7% of 100 students. The results of descriptive statistical analysis obtained 41% which lies in the range of scores 49-55 with good criteria. Thus it can be stated that the interest in visiting IAIN Batusangkar students is good.

The results of the descriptive analysis of the study when described in the form of a bar chart in the following figure:

Student Visit Interest Result Data



The calculation to obtain the correlation index number between service quality (X) and student visit interest (Y) is obtained as follows:

$$N = 100$$

$$\sum X = 9252$$

$$\sum X^{2} = 872768$$

$$(\sum X)^{2} = 85599504$$

$$\sum Y = 4804$$

$$\sum Y^{2} = 233588$$

$$(\sum Y)^{2} = 23078416$$

$$\sum XY = 448247$$

$$r_{xy} = \frac{n \sum X \cdot Y - (\sum X) (\sum Y)}{\sqrt{n \sum X^{2} - (\sum X)^{2} n \sum Y^{2} - (\sum Y)^{2}}}$$

$$r_{xy} = \frac{100(448247) - (9252)x(4804)}{\sqrt{[100(872768) - (9252)^{2][} 100(233588) - (4804)^{2}]}}$$

$$r_{xy} = \frac{44824700 - 44446608}{\sqrt{(87276800 - 85599504)x(23358800 - 23078416)}}$$

$$=$$

The hypothesis:

Ha : There is a significant influence between service quality and interest in student visits to the library at UIN MY Batusangkar (rcount > rtable)

Ho : There is no significant effect between service quality and interest in student visits to the library at UIN MY Batusangkar

Interpretation of product moment (r) then the value of product moment (r) that has been obtained is compared with rtable. Before comparing roount with rtable, we must first look for the degree of freedom (db) or the degree of freedom (df). The degrees of freedom are found by the formula:

df = n-nr

- df = Degree of freedom
- n = Number of cases

nr = Number of correlated variables

- Therefore:
- df = N-nr
- df = 100-2
- df = 98

The db or df gain can be used to find the amount of "r" listed in the Product Moment "r" value table both at a significant level of 5% and a significant level of 1%. In the table, the value of df = 98 can be searched by interpolation as follows:

The value of "r" at a significant level of 5%

df = 48rxy = 0.523 rt = 0.195

To see the magnitude of the influence (coefficient of determination) of the library service variable on the student's reading interest variable, it can be seen from the R square value of the output table Model Summary as follows:

X Effective Contribution Test Results Model Summary^b

Mod el	R	R Square	Adjusted R Square	Std. Error of the
				Estimate
1	,523ª	,274	,267	4,548

a. Predictors: (Constant), KualitasLayanan

b. Dependent Variable: MinatKunjungan

Based on the table 4.10 output above, the value of R square = 0.274, this means that the service quality variable affects the variable interest in student visits by 27.4%. Thus, the remaining

100% - 27.4% = 72.6% is still influenced by other factors or causes outside the variables studied.Both of these variables are at a strong or high

level. In providing a simple interpretation of the

"r" Product Moment (rxy) correlation index number, the following guidelines are generally

used:

Tabel Interval Indeks Korelasi "r" *Product Moment*

Besarnya "r" Product Moment	Interpretasi	
0,00-0,20	There is indeed a correlation between the X variable and the Y variable, but it is so weak or so low that the correlation is ignored (it is assumed that there is no correlation between the X variable and the Y variable).	
0,20-0,40	Between variable X and variable Y there is a weak or low correlation.	
0,40-0,70	Between variable X and variable Y there is a moderate or sufficient correlation.	
0,70-0,90	Between variable X and variable Y there is a strong or high correlation	

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0,90-1,00	Between variable X and variable Y there is a very strong or very high correlation.

Based on the results of the rxy with the rt above, the rxy is 0.523, while the rt at a significant level of 5% is 0.195 and at a significant level of 1% is 0.256. Where rxy is greater than rt at a significant level of 5% and 1%, it can be concluded that the alternative hypothesis (Ha) is accepted, which states that there is a correlation between Service Quality and Student Visiting Interest. While the null hypothesis (H0) is rejected, which states that there is no correlation between Service Quality and Student Visiting Interests at the UIN MY Batusangkar Library. It is known that, between Service Quality and Interest in Student Visits to the Library of UIN MY Batusangkar there is a strong or high correlation so that the correlation can be accepted.

In this section, а discussion of the findings/results of the research described above is carried out, namely, Based on the description of the data presented, the data on the quality of library services was obtained with the highest score of 120 and the lowest score of 54. The findings in this study succeeded in revealing that 100 students as respondents, 12 (12%) students feel that the quality of library services is very good, 55 (55%) students feel good, 29 (29%) students feel it is lacking, and 4 (4%) students feel very less. This proves that the quality of library services is in the good category.

According to Fatmawati (2013, p. 51) The quality of library services is the satisfaction obtained by each user after comparing the services received with the suitability of the desired service. The quality of library services perceived by students is good.

Based on the results of the research and also the theory that service quality is something that is felt by a user when visiting a library, and based on the research the author did at the IAIN Batusangkar library, it is illustrated that the quality of our library services is in a good category, so in other words, service quality given based on 5 dimensions (Tangibles (physical evidence), Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee), Empathy (empathy)) gave a significant influence on student visits to the library IAIN Batusangkar.

Then the data of interest in student visits with the highest score of 60 and the lowest score of 35. The findings in this study succeeded in revealing that 100 students as respondents, 7 (7%) students said very well, 41 (41%) said good, 39 (39%) of students said it was not enough, and 13 (13%) of students said it was very less. This proves that the interest in student visits is in the good category.

According to Adelina Romauli Haloho (2018:12) Interest is a psychological factor that can determine a person's choice and is a very important factor for a person's progress and success. Someone doing a job with interest, will generally be better.

Based on the results of research and theories regarding interest, we can know that interest is something that is very influential in someone's visit, because without interest, we are not necessarily able to do something, just like the research that the author did how the interest in student visits, based on the results of the research. As described above, it can be seen that the highest percentage of interest in visiting IAIN Batusangkar students is 41%, this proves that students are less interested in visiting the library of IAIN Batusangkar.

Research on the effect of service quality on student visits to the library of IAIN Batusangkar can be seen based on the results of hypothesis analysis showing that there is a significant influence between the quality of library services on the interest of student visits to the library of IAIN Batusangkar.

These results were obtained from the correlation calculation that the correlation between the quality of library services and the interest of students visiting the library at IAIN Batusangkar obtained the price of tcount = 0.523 and ttable = 0.195, meaning that tcount is greater than ttable.

Thus tcount > ttable (0.523 > 0.195), then Ha is accepted and Ho is rejected so that it can be stated that "there is a significant influence between the quality of library services on the interest of students visiting the IAIN Batusangkar library".

The results of this study are strengthened by research conducted by Afrizawati on the Effect of Library Service Quality on Reading Interest and Intensity of Student Visits to the Library of the Polytechnic Sriwijaya State **Business** Administration Department. by the library of the Department of Business Administration has a significant effect on the level of student interest in reading and the intensity of student visits to the library of the Department of **Business** Administration. The results of simultaneous testing of the service quality variable have a significant effect on the level of reading interest and intensity of visits so that it can be said that the high level of student interest in reading and the intensity of student visits to the library of the Department of Business Administration are influenced by the five dimensions of service quality. Where the dependent variable is Service Quality and the independent variable (predictors) Reading Interest and is Visit Intensity. Simultaneous testing follows the F distribution, the F test value of the regression results is 177,650 with a significance value of 0.000 or less than 0.05 alpha.

In addition, research conducted by Reihan Zaharani1, Yona Primadesi on the Effect of Library Services on User Satisfaction at the Padang State University Library, the service at the Padang State University Library has a positive influence on user satisfaction. However, the services provided in providing user satisfaction have not been maximized; the atmosphere of the Padang State University Library has not satisfied the visitors when visiting; Padang State University librarians do not guide users when they need information from the librarian. So that the goal of providing satisfaction to the user has not been achieved optimally; there is a positive influence by the user on the services provided by the library.

However, it is not optimal in achieving goals in providing satisfaction to users.

Likewise with the research conducted by M. Tony Nawawi & Ida Puspitowati The Effect of Service Quality and Library Facilities as Predictors on the Satisfaction of the Academic Community of the Faculty of Economics, Tarumanagara University in Jakarta, explained that Based on the results of research and discussions that have been carried out, it can be concluded as follows: Service quality is a positive predictor of the satisfaction of the academic community at the Library of the Faculty Economics, Tarumanagara University of (Hypothesis 1). Library facilities are a positive predictor of the satisfaction of the academic community at the Library of the Faculty of Economics, Tarumanagara University (Hypothesis 2).

4. Conclusion

Based on the results of research on the influence of service quality on the interest of students visiting the library of IAIN Batusangkar, it can be concluded as follows:

- 1. The average value of the library service quality data is 92.52 with the highest score being 120 and the lowest being 54, with a high score percentage of 41% and the lowest 10% from 100 students as respondents. This means that the quality of library services is good.
- 2. The average value of the Student Visiting Interest data is 48.04 with the highest score of 60 and the lowest being 35, with a high score percentage of 41% and the lowest 7% of 100 students as respondents. This means that the interest in student visits is good.
- 3. Based on the results of statistical data processing suggests that the quality of library services has a significant effect on the interest of student visits. This means that the quality of library services is significantly related to interest in visiting.
- The influence given by the quality of library services on the interest of student visits is 27.4% and 72.6% from other factors. This

means that the quality of service has an influence on the interest of student visits as much as 27.4%.

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