

ABSTRACT

IDENTIFICATION OF E-SERVQUAL DIMENSIONS ON ITTP DIGILIBRARY SERVICE QUALITY

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The use of the internet in the world of education can be a very profitable progress if used properly. Ease and progress in the world of education can also be felt with the emergence of digital libraries or digital libraries. The digital library is already available at Institut Teknologi Telkom Purwokerto (ITTP) with the website dlibrary.ittelkom-pwt.ac.id. Measurement of variables that affect service quality is needed to become a recommendation for libraries in the context of providing services. Measurement is done by identifying e-servqual dimensions that have a significant effect on service quality. All seven e-servqual dimensions consisting of efficiency, system availability, fulfilment, privacy, responsiveness, compensation and contact are measured in relation to service quality using multiple linear regression analysis. The sample studied was ITTP students using the digilibrary website. The research collected data by distributing questionnaires through social media, such as Instagram and WhatsApp. Questionnaire data collected consisted of 122 students. The research was carried out through the research instrument testing phase, namely validity and reliability tests. Furthermore, the data that has been collected is tested for Normality, Heteroscedasticity and Multicollinearity or the classical assumption test as a condition in carrying out multiple linear regression analysis. The results of the data show that the e-servqual variable has an effect of 21.069% on service quality with 3 variables namely efficiency, compensation and contact which are considered to have a significant effect on the quality of websites digilibrary ITTP.

Keyword: E-Servqual, Quality Service, Website, ITTP Digital Library