

ABSTRACT

The library is an institution that managing the papers, printing papers and record reference professionally with a standardized system to meet the user needs of education, research, conservation and recreation (UU No.43 of 2007). In the lead role as an information provider, the library's role is very important in a college activities. Library must be able to take a role as a educative, informative and recreative service provider to improve the knowledge in the academic community of the college. In the high education activities, library as an information provider and a knowledge source also played and an important role in supporting the sustainability of tri dharma perguruan tinggi (1) education, (2) research and development, (3) community service, therefore the activities of the library service should be going well so tri dharma perguruan tinggi can be performed well.

This study aimed to measure the existing users satisfaction level on the library's service quality based on the method of LibQUAL and also to determine the effect of each library's service attribute based on the kano model that can be generate the recommendation of which service attributes are in need of improvement based on the satisfaction level and the influence that can be given by each attributes. Based on the calculations, there are only three attributes that can be categorized as good or well performed attributes. In addition, the influence of each attribute is also needed to know to determine the impact of functional and dysfunctional conditions of the level of users satisfaction. Based on the result of the integration method, there exists 19 attributes that need to be improved based on the existing satisfaction level and the influence of each of the attributes.

Keywords: *library, attributes, satisfaction level, influence, Price improvement Kano, LibQUAL.*