

ABSTRACT

THE PERCEPTION OF USERS IN BADAN PERPUSTAKAAN, ARSIP, DAN DOKUMENTASI DAERAH (BPAD) LAMPUNG SERVICE

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Library is a repository of many books that provide benefits for society as a mean to increase knowledge and information. So is the case with Badan Perpustakaan, Arsip dan Dokumentasi Daerah (BPAD) Lampung. BPAD is a regional library in Lampung Province as one of the government agencies that directly serve the needs of the community about the information with the aim of Lampung cultured, intelligent, progressive, independent, and aware of the information. However, the presence of BPAD is lack public attention because it can be seen from the lack of users during working hours. The lack of visitors during working hours is become a question whether it is caused by a lack satisfactory service or not. Therefore this research aims to know the perception of users in BPAD Lampung service, with reference to the five dimensions in determining service quality, namely reliability, responsiveness, assurance, empathy, and tangibles.

This research used qualitative method, which is explained in description and used an accidental sampling technique, which carried out toward people or things that happened there or encountered. The informants in this research were the users whom at that time were in BPAD. The number of informants in this research totaling six persons.

The results indicate that the perception of users to the friendliness of the librarians was good enough, which two informants said there were several librarians BPAD less friendly and less smiles to users. The Perception of users to the interest of librarians was good, because the librarians always helped the users who had difficulty in finding a book. The perception of users about the way of communication with the users was good enough because the librarians rarely to made a communication with the users. The Perception of users toward the cleanliness and comfort of the room is good because all informants felt very comfortable and happy while reading or looking for a book in BPAD. The perception of users toward the equipment in BPAD was good enough because the users wanted that BPAD use computerized system to facilitate the book searching.