

ABSTRACT

The Influence of Inter-Personal Communication between student reading room Service to Reading Room User Satisfaction in FISIP Lampung University

(Study on Student Reading Room Users FISIP Lampung University)

By

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The obtained formulation of the research problem is "How much influence of interpersonal communication in the service of the student reading room to reading room users satisfaction in FISIP Lampung University". The purpose of research is to analyze and determine how much influence of interpersonal communication conducted by reading room service staff FISIP Unila to the satisfaction of student reading room users in FISIP Unila. The type of this research is descriptive research that is intended to carefully measure of certain social phenomenon. And this study used quantitative research method, the number of samples are 60 respondents, the data was collected using questionnaire.

Data processing techniques in this study was done through the stages of editing, coding, and tabulating, while the data analysis techniques which is using multiple linear regression with SPSS 16.0 for Windows. The result revealed that there is influence of the use of effective interpersonal communication in the reading room of service quality to user satisfaction FISIP Unila reading room of 85.4%. Accepted hypothesis proven by $T_{hitung} 8.384 > 1.676$ T_{tabel} .

Keywords: Inter-Personal Communication, reading room service, user satisfaction