

ABSTRAK

Fahmi Abdul Aziz, NIM. 3402210393. “Pengaruh Teknologi Digital terhadap Kualitas Layanan (Suatu Studi Pada Pemustaka Dinas Perpustakaan dan Kearsipan Kabupaten Ciamis)”. Dibawah bimbingan Ibu Elin Herlina, S.Pd., M.M. 3112770081 (Pembimbing I) dan Bapak Toto, S.E., M.M. 3112770081 (Pembimbing II).

Penelitian ini didasari oleh kondisi di mana kualitas layanan pada pemustaka di Dinas Perpustakaan dan Kearsipan Kabupaten Ciamis, belum mencapai tingkat optimal, salah satunya karena teknologi digital yang masih rendah. Rumusan masalah dalam penelitian ini 1) Bagaimana penerapan teknologi digital pada Dinas Perpustakaan dan Kearsipan Kabupaten Ciamis? 2) Bagaimana kualitas pelayanan pada Dinas Perpustakaan dan Kearsipan Kabupaten Ciamis? 3) Bagaimana pengaruh teknologi digital terhadap kualitas pelayanan pemustaka pada Dinas Perpustakaan dan Kearsipan Kabupaten Ciamis? Penelitian ini bertujuan untuk menganalisis 1) Bagaimana penerapan teknologi digital pada Dinas Perpustakaan dan Kearsipan Kabupaten Ciamis? 2) Bagaimana kualitas pelayanan pada Dinas Perpustakaan dan Kearsipan Kabupaten Ciamis? 3) Bagaimana pengaruh teknologi digital terhadap kualitas pelayanan pemustaka pada Dinas Perpustakaan dan Kearsipan Kabupaten Ciamis? Penelitian menggunakan metode deskriptif kuantitatif, dengan data dikumpulkan melalui kuesioner, dan analisis dilakukan menggunakan Korelasi *person product moment* Korelasi Sederhana, Uji Koefisien Determinasi, dan Uji Signifikan (Uji t). Berdasarkan hasil penelitian mengenai Teknologi Digital di Dinas Perpustakaan dan Kearsipan Kabupaten Ciamis. Aspek-aspek seperti pemanfaatan fasilitas internet, e-book, jurnal elektronik, media sosial, serta desain dan keandalan website memperoleh skor tinggi. Hal ini menunjukkan bahwa teknologi digital di Dinas Perpustakaan dan Kearsipan Kabupaten Ciamis sudah memadai, mudah diakses, dan efektif dalam mendukung kebutuhan informasi pemustaka. Kualitas layanan di Dinas Perpustakaan dan Kearsipan Kabupaten Ciamis secara keseluruhan dinilai sangat baik oleh para pemustaka. Pemustaka merasa bahwa layanan perpustakaan digital selalu memberikan informasi yang akurat dan dapat dipercaya, serta jarang mengalami kesalahan saat menggunakan layanan tersebut. Perlengkapan dan peralatan di perpustakaan dianggap memadai, dan ketersediaan teknologi digital seperti komputer dan jaringan internet juga mendapat penilaian memuaskan. Secara keseluruhan, analisis menunjukkan bahwa terdapat hubungan yang kuat dan positif antara Teknologi Digital (X) dan Kualitas Layanan (Y) di perpustakaan. Uji signifikansi menunjukkan bahwa hubungan tersebut sangat signifikan secara statistik, sehingga dapat disimpulkan bahwa peningkatan penggunaan teknologi digital secara nyata berkontribusi dalam meningkatkan kualitas layanan yang diterima pemustaka, memperkuat pentingnya integrasi teknologi digital dalam pengembangan layanan perpustakaan.

Kata Kunci: Teknologi Digital dan Kualitas Layanan.

ABSTRACT

Fahmi Abdul Aziz, NIM. 3402210393. "The Influence of Digital Technology on Service Quality (A Study on Library Users at the Ciamis Regency Library and Archival Service Office)." Under the supervision of Mrs. Elin Herlina, S.Pd., M.M. 3112770081 (Supervisor I) and Mr. Toto, S.E., M.M. 3112770081 (Supervisor II).

This research is based on the condition where service quality for library users at the Ciamis Regency Library and Archival Service Office has not yet reached an optimal level, one of which is due to the still low adoption of digital technology. This study aims to analyze: 1) How is the implementation of digital technology at the Ciamis Regency Library and Archival Service Office? 2) How is the service quality at the Ciamis Regency Library and Archival Service Office? 3) How does digital technology influence the service quality for library users at the Ciamis Regency Library and Archival Service Office? The research employs a descriptive quantitative method, with data collected through questionnaires, and analysis conducted using Pearson Product Moment Simple Correlation, Coefficient of Determination Test, and Significance Test (t-test). Based on the research findings regarding digital technology at the Ciamis Regency Library and Archival Service Office, aspects such as the utilization of internet facilities, e-books, electronic journals, social media, as well as website design and reliability, received high scores. This indicates that digital technology at the Ciamis Regency Library and Archival Service Office is already adequate, easily accessible, and effective in supporting library users' information needs. Service quality at the Ciamis Regency Library and Archival Service Office is overall rated as very good by library users. Users feel that the library's digital services consistently provide accurate and reliable information, with rare errors during service usage. Library equipment and facilities are considered adequate, and the availability of digital technology such as computers and internet networks also receives satisfactory ratings. Overall, the analysis shows a strong and positive relationship between Digital Technology (X) and Service Quality (Y) at the library. The significance test indicates that this relationship is highly statistically significant, allowing the conclusion that increased use of digital technology makes a real contribution to enhancing the service quality received by library users, reinforcing the importance of digital technology integration in library service development.

Thus, this research affirms the critical role of digital technology as a highly effective service strategy in improving service quality.

Keywords: Digital Technology and Service Quality.