Dinamika Pendidikan

Students' Satisfaction on Library Services at Faculty of Economics, Semarang State University

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Abstract

This research aims to know the factors that determine the students' satisfaction and to know the most dominant factor in determining their satisfaction of the library's services at the Economics Faculty, Semarang State University. The data were collected by using questionnaire, documentation, and interview and then the data were analyzed by using factor analysis and descriptive percentage. Findings showe that 28 analyzed variables are reduced to 23 variables. They are grouped into eight new factors that determined the students' satisfaction of 62.668%. Meanwhile, 37.332% are influenced by other factors that are not defined in this model. The convenience and the main products factor is 17.971%, the interaction factor is 8.878%, the cleanliness factor is 7.830%, the neatness factor is 6.731%, the means of support factor is 6.348%, the technical performance factor is 5.597%, the building area factor is 4.918% and the complementary product factor is 4.396%.

How to Cite

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INTRODUCTION

The existence of a library can be said to be the heart of higher education because almost all academic activities on campus, whether learning activities, research, or community service that is often known as Tri Dharma Perguruan Tinggi, requires library facilities. The library services unit is not intended as an institution that wants to achieve profit objectives, but rather it prioritizes service to its users. The library will support the academic success and future (Walter, 2011).

Srinadi (2008) stated that the determinants of students' satisfaction on faculty service are tangibles, reliability, responsiveness, assurance, and empathy if the priority scale is needed in order to improve the service quality, then the reliability factor must first be improved, because it gives dominant influence in determining the students' satisfaction to the service of FMIPA UNUD as an educational institution. The quality indicators that shape the reliability factor include: (1) staff / employee professionalism; (2) staff / employee friendliness; (3) convenience in service; (4) courtesy of staff; (5) clarity of information by staff, and (6) accuracy.

User service as one of the main activities in the library is the spearhead of the success of a library, because the service is an activity directly related to the library users. A library will be considered good if it provides the best service, and it will be considered bad if it provides the poor one. Therefore, it requires careful planning and excellent service in order to create the users' satisfaction. Cook, et al (2001) stated that the service section identifies that a consumer or user has a critique of the quality of the library service. Prastowo (2012) suggested that "... the purpose of the excellent library service is to provide services that can provide satisfaction and focus to the customer".

Yulista (2015) stated that there are five service quality dimensions as the indicator of this research those are dimensions of physical evidence, reliability, responsiveness, assurance, and empathy. All the five indicators have a negative value in which the value of perception is lower than the value of expectations. It means that the school has not been able to meet the educational services in accordance with the students' expectations as a customer while in the analysis of IPA (Importance performance analysis), there are four quadrants in the value. Qudrant A is a high priority for improvement. In quadrant A the high priority is the attribute of classroom cleanliness and the provision of library books

The use of libraries varies between academic and non-academic schools. In terms of pedagogical factors, libraries often produce low usage values, but it will be seen that in some subjects the "reading" students will seem more, which is measured in terms of borrowing books and accessing electronic resources, in achieving better value (Goodall, 2011). The existence of synergy between employees and librarians will improve the library services. The competency development can be done through courses related to library services (Hoffman, 2011).

In Widodo's research result (2015), there is a positive influence either partially or simultaneously of the library service and social environment to the students' interest of reading at the Faculty of Economics, Semarang State University. Satisfaction is the level of feeling in which a person expresses the comparative results of the desired (and expected) product performance (Lupiyoadi & Hamdani, 2009). The performance of service companies is in the form of physical evidence and service process, and also on the library services. Physical evidence of libraries is in the form of facilities and infrastructure such as buildings, book collections, desk supplies, chairs, bookshelves, computers and others that appear directly by the eye. The service process focuses more on the service procedure, the reliability of the employees in serving, the attention of the employee in serving and the things whose physical evidence does not appear clearly.

One of the factors that determine the customers' satisfaction is customer perception about service quality that focuses on five service dimensions (Rangkuti, 2006). The five service dimensions are expressed by Parasuraman, Zeithaml and Berry (cited Jasfar, 2005) as follows: reliability, responsiveness, assurance, empathy, and tangible (physical evidence).

Rangkuti (2006) described more that besides influenced by the perception of service quality, customer satisfaction is also determined by the quality of product, price, and factors that are temporary situation. Apparently there are a lot of factors that determine the customers' satisfaction, therefore, it needs special attention from the existing service providers so that when customers feel satisfied it will bring benefits for the service company, among others, the customers will recommend to others, so the corporate image will be good in the eyes of the community, and the most important thing is that the customers are willing to come back again.

As one of the university libraries, the library at the Faculty of Economics UNNES

should also evaluate the quality of its services and adapt it to the needs of the users whether students, lecturers, or the general public. The library at the Faculty of Economics UNNES offers two types of services those are the circulation services for search services, lending, return of books and the reference services for reading the final project references, thesis and research reports that should not be borrowed but should only be read in the library area

The two types of services are in fact not satisfactory to the users. The result of observations is made by looking directly at the situation in the library and by interviewing with the library visitors, which note that there are some users giving complaints. The users' complaints include the inaccuracy of time of opening and closing the libraries, the few and old text book collections, the lack of collection layout such as textbook collections and thesis reference collections, the computer searching that often gets error and the students often queue for long because there is only one unit computer; since January 2014 the students are prohibited to bring laptops inside the library area and the room is too dark although the lights are on so the searching of collection is often disturbed.

This is supported by the library visitor presence at the Faculty of Economics UNNES in 2010-2013 as follows Table 1.

Table 1 shows that based on the online presence, there has been fluctuation of the library visitor arrivals during 2010 to 2013. This can be seen that from 2010 to 2011 it has increased. During 2011 to 2012 it has decreased, which is due to the website error presence and the improvement phase. In 2013 it has decreased again, whereas based on the statistical data of UNNES, the number of students enrolled in the Faculty of Economics has increased every year. The recorded number of students at the Faculty of Economics in a row during 2010-2013 is as follows: 3,345 students, 3,575 students, 3,715 students, and 4,070 students. This is inversely proportional to the number of visitors of the library of the Faculty of Economics that has decreased every year.

As a prospective teacher, the students need to show the attitude of professionalism, one of which is realized by creating an academic attitude utilizing the library. The purpose of this research is (1) to know the factors that influence the students' satisfaction, and (2) to know the most dominant factor that influence the satisfaction of the students of the economic education to the library service of Faculty of Economics, Semarang State University.

Table 1. The Number of Visitors at Library of FE UNNES 2010 – 2013

Month	In 2010	In 2011	In 2012	In 2013
January	1118	1289	Website error	485
February	926	1014	Website error	422
March	2007	2183	Website error	1012
April	1637	1475	Website error	818
May	1266	1161	Recovery	810
June	1100	462	Recovery	585
July	794	1246	717	717
August	959	984	564	667
September	725	2002	2505	1322
October	1403	1810	1728	734
November	1212	1568	1558	824
December	1131	1733	1167	888
Total	14278	16927	8239	9284

Source: Annual Report of Library of FE UNNES

METHODS

This research is proven andconducted to get truth or to prove the truth to an object of problem by collecting data through questionnaire to the research subject that is the students of the Economic Education as the active users of the library of the Faculty of Economics University of Semarang. The research uses quantitative research.

The population in this research is the students of Department of Economic Education the year of 2010-2013, which consist of three study programsthose are Education of Accounting, Education of Cooperative, and Education of Office Administration amounted to 1510 students.

The sampling technique used in this research is incidental sampling. Incidental sampling is a sample determination technique based on chance, in which anyone who accidentally / incidentally meets a researcher can be used as a sample if viewed as a person who is considered suitable as a source of data (Sugiyono: 2009). In addition, the number of samples taken is adjusted to the requirements of sufficiency of samples treated to use Factor Analysis that is four or five times of the number of attributes / variables

analyzed (Supranto, 2004), which obtained 140 students.

The methods of data collection in this researchare the methods of documentation, questionnaires, and interviews. Documentation method is used to complement data on the numbers of library members, collections, visitors, book borrowers, and furniture / equipment in the library of the Faculty of Economics UNNES and other matters relating to this research. The questionnaire in this research is the closed one that has provided the answers so that the respondents just selectand answer directly. This method is used to collect data from the respondents about the determinants of students' satisfaction with the library services at the Faculty of Economics UNNES. The method of interview is used to find out the problems that exist then used to dig deeper, recheck, and synchronize the results of research on factors causing the students' dissatisfaction in the library of the Faculty of Economics UNNES.

The variables in this researchare formed by the development of the statement of experts. In its development it covers the activities of library services of Faculty of Economics UNNES those are the circulation service and reference service so that it obtains 28 variables as follows: Quantity of lecture book collection (X1); Current collection of lecture books (X2); Quantity of journal collection (X3); Current reference collection (X4); Reference search computer condition (X5); Visitor presence computer condition (X6); Collection placement (X7); Lighting of room (X8); Cleanliness of library room (X9); Tidiness of library room (X10); Quantity of reading room (X11); Quantity of visitor bag storage (X12); Collection rack lane placement (X13); Coloring of walls of room (X14); Air conditioning facilities (X15); Air circulation (X16); Area of library room (X17); Certainty of service schedule (X18); Service with modern technology (X19); Clear limits on lending rates (X20); Clarity of book return deadline information (X21); Refund late fee (X22); Library rules (X23); Security of library room environment (X24); Terms of service (X25); Employee's hospitality in service (X26); Employee's tidiness in appearance (X27); Responsiveness of user complaints (X28)

The test of the research instrument includes validity test. There are 28 items given to 30 respondents, three of which are invalid then omitted, and there is also reliability test. Methods of data analysis using factor analysis include Kaiser Mayer Olkin (KMO), Anti-image Matrices (MSA), Communalities, Total VarianceExplained, Rotated Component Matrix, and Descriptive Percentage Analysis.

RESULT AND DISCUSSION

Result of Research

Descriptive analysis of this percentage aims to reduce a lot of data / variables that become fewer. This analysis is conducted to uncover the factors that determine the satisfaction of the Economics Education students toward the services at the Library of Faculty of Economics UNNES. The analysis is carried out until no item factor is killed.

Table 2. Factor Analysis Step I

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.634
Bartlett's Test of Sphericity	Approx. Chi-Square	882.789
	Df	300
	Sig.	.000

KMO is the index number used to test the accuracy of factor analysis, which shows that the value of KMO of 0.634 numbers shows greater than 0.5 so it can be said the results of this analysis is appropriate to use. After the KMO requirements have been fulfilled, the next step is to look at which factor items are eligible for the factor analyzed. The procedure is if the MSA value > 0.5, the factor item is feasible for the factor analysis. If there is more than one variable with a correlation value < 0.5, the variable is the smallest variable (issued one by one). The results of Anti-Image-Matrices at step I have four factors < 0.5 those are (X_2), (X_4), (X_{18}) and (X_{19}). The variable that must be issued is the variable with the smallest value that is the current collection of lecture books (X2) of 0.426.

Table 3. Factor Analysis Step II

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.647
Bartlett's Test of Sphericity	Approx. Chi-Square	832.210
	Df	276
	Sig.	.000

The results of retesting step II does not include factor (X2) KMO value of 0.647; the number shows greater than 0.5, so it can be said that the results of this analysis is appropriate to use. From the results of Anti-Image Matrices at step

II there are three factors < 0.5 those are (X_4), (X_{18}) and (X_{19}). The variable that must be issued is the variable with the smallest value that is the circulation service with modern technology (X_{19}), therefore, it needs to be analyzed again without using factor (X_{19}) of 0,454.

Table 4. KMO and Bartlett's Test Step III

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.671
Bartlett's Test of Sphericity	Approx. Chi-Square	726.325
	Df	253
	Sig.	.000

The results of retesting step III does not include factor (X_{19}) KMO value of 0.671. The number shows greater than 0.5, so it can be said the results of this analysis is appropriately used. Anti-Image Matrices table shows that the data has good value because all variables are > 0.5, so it can be said that the variables are qualified in factor analysis, then the next process is extraction.

Communalites in the extraction column illustrate the magnitude of the percentage variant of a variable that can be explained by the factors to be formed. The greater the value of communalites is, the stronger the relationship with the factors will be formed. Communalities are essentially the number of variants in percentages. At variable X_1 the number is 0.554. This means that about 55.4% of the variance of this variable can be explained by the factors to be formed. Likewise for the next variable, provided that the greater the communalities of a variable is, the more closely related to the factors will be formed.

TotalVariance Explained is used to determine the number of factors that are formed. The factors formed must have an eigenvalue with value ≥ 1. The result of Total Variance Explained (TVE) shows the value of eigenvalue with value > 1 as many as eight factors that will form new factors. Factor 1 is able to explain 17.971% of variation, factor 2 is able to explain 8.876% of variation, factor 3 is able to explain 7.830% of variation, factor 4 is able to explain 6.731% of variation, factor 5 is able to explain 6.348% of variation, factor 6 is able to explain 5.597% of variation, factor 7 is able to explain 4.918% of variation, and factor 8 is able to explain 4.396% of variation. The eight factors are able to explain 62.668% of variation.

Rotated Component Matrix shows the distribution of variables that have been extracted into factors that have been formed based on its loading factor. The result of Rotated Component Matrix shows which variables come in or correlate strongly with factor 1, factor 2, factor 3, factor 4, factor 5, factor 6, factor 7 or factor 8. These factors determine the students' satisfaction of the Economic Education on the library service at the Faculty of Economics UNNES. Furthermore, these factors are named. Giving a new name for each factor is subjective. Sometimes the variable that has the highest factor loading value is used to name the factor.

The descriptive analysis of this percentage aims to describe each variable in each factor to be more easily understood. Leisure Factor and Product of Core Service consist of six variables those are the quantity of lecture book collection, the quantity of storage place of visitor bag, the placement of collection row lane, the library discipline, the environment security library room, and the easy service requirement.

The convenience factor and core service products are in good criteria with an average score of 2.76. This is indicated by 57.14% of respondents who statethat the comfort factor and core service products are in good condition. The description of each variable of this factor, in more detail described as follows: the results of descriptive analysis of the first variable, the quantity of the collection of lecture books with good criteria with the average score of 2.51. However, the number is also close to the interval score category less, that is 1.75 - 2.50. This is because the number of books in the library is still very small and incomplete for the size of the library level faculty.

The result of descriptive analysis of the second variable, the quantity variable of bag storage with less good criterion with average score 2.28. This is because the bag storage is small so not all visitors can put bags in it. It is often found thatthe visitors' bagsare lying on the floor because the bag storage is full. The result of descriptive analysis of third variable, variable of collection lane occupancy with good criterion with average score 2.85. This is because the placement of rack lane collection in the Faculty of Economics UNNES library has adjusted the condition of the room and the existing space so that the distance between the lanes and lighting does not interfere with the visitors' activity. The results of descriptive analysis of the fourth variable, the variable discipline library with good criteria with an average score of 3.01. This is because the order that prevailed in the library of Faculty of Economics UNNES does not interfere with the interests of visitors onhaving information. Prohibition of operating a laptop in the library area does not

Table 5. Giving Names to New Factors

Forming Variables	Factor Naming
Quantity of lecture book collection (X1)	Leisure and Core Services Products
Quantity of visitor bag storage (X12)	
Collection rack lane placement (X13)	
Library rules (X23)	
Security environment library room (X24)	
Terms of service (X25)	
Staff friendliness in service (X26)	Interaction Elements
Neat looking employee (X27)	
Responsiveness to user complaints (X28)	
Room lighting (X8)	Cleanliness
Cleanliness of library space (X9)	
Collection placement (X7)	Neatness
Tidy library space (X10)	
Staining room wall (X14)	
Cooling facility (X15)	Supporting Facilities
Air Circulation (X16)	
Certainty of service schedule (X18)	Technical Performance
Clarity of book lending limit (X20)	
Clarity of book return deadline information (X21)	
Quantity of reading room (X11)	Building Area
Extensive library space (X17)	
Quantity of journal collection (X3)	Complementary Products
Current collection of references (X4)	

Table 6. Results of Descriptive Analysis of Convenience and Core Service Product

Score Interval	Criteria	Number		Average
		Frequency	Percentage	
>3.25 to 4	SB	17	12.14%	
>2.50 to 3.25	B	80	57.14%	2.76
>1.75 to 2.50	K	41	29.29%	
1 to 1.75	TB	2	1.43%	
Total		140	100%	Good

hinder the visitors' searching for information.

The results of descriptive analysis of the fifth variable, the security variable of the library environment isin good criteria with an average score of 2.89. This is because the security of the library environment is associated with the goods brought by the visitors and the security of the collection is protected from damage or theft, although there is no security system such as CCTV, metal detector and barcode sensors book. The result of descriptive analysis of the sixth variable, the service requirement variable is in good crite-

ria with the average score of 3.05. This is because the requirements of circulation services (borrowing and returning books) and reference services are easy to meet with the visitors, not convoluted or confusing.

The Interaction Element Factor consists of three variables those are the employee's friendliness in service, the employee's tidiness, the responsiveness of solution to the users' complaint.

Factor of interaction elements is in good criteria with average score of 3.08. This is indicated by 54.28% of respondents who state that the

library staff of the Faculty of Economics serves the visitors well. The description of each variable of this factor, in more detail described as follows: the results of descriptive analysis of the first variable, the employee's hospitality variable in the service is in good criteria with the average score of 2.99. This is because the employees serves employees friendly, have good manners, and good words. The descriptive analysis results of the second variable, the clarity of employee variables in appearance is in very good criteria with the average score 3.32. This is because the employees always dress neatly, wear neatly clean clothes, clean and wear matching color match. The result of descriptive analysis of the third variable, the variable responsiveness of the respondents is in good criteria with the average score of 2.94. This is because the employees are good enough in providing solutions to the users' complaints because they are alert in handling the visitors' complaints and immediately provide the solution as good as possible. Hygiene factor consists of two variables those are room lighting and library space.

Hygiene factor is in good criteria with an average score of 2.93. It is shown by 40.71% of respondents who state that the cleanliness of the library room is good. The description of each variable of this factor, in more detail described as follows. The result of descriptive analysis of first variable, variable of room lighting is in good criterion with average score 2.76. This is because the lighting room is sufficient so as not to interfere with the activities of library visitors such as reading or in the search collection. The result of descriptive analysis of second variable, the variable of cleanliness of library room is in good criterion with average score of 3.11. This is because the library floor / walls, library furniture, library collections are not dusty and not grooved.

The tidiness factor consists of three variables those are the placement of the collection, the tidiness of library space, and the coloring of the walls of the room.

The tidiness factor of the library room is in good criteria with the average score of 2.85. This is indicated by 48.57% of respondents who state that the existing collection is neatly arranged. The description of each variable of this factor, in more detail described as follows. The results of the first variable descriptive analysis, variable collection placement is in good criteria with the average score of 3.03. This is because the collections are placed according to the classification shelf. The result of the descriptive analysis of the second variable, variable of tidiness of library room is in good criterion with average score of 2.89.

This is because the layout of the reading room, the layout of the rack collection, the placement of library facilities and the placement of the circulation table and others are arranged well. The result of descriptive analysis of the third variable, the color of the library wall is in good criteria with the average score of 2.65. This is because the wall color is bright (white and yellow). The supporting facilities factor consists of two variables those are cooling and air circulation facilities.

The supporting factor is in good criterion with average score 2.74. This is indicated by 43.57% of respondents who state that the library cooling is adequate and functioning well. The description of each variable of this factor, in more detail described as follows. The results of the first variable descriptive analysis, cooling facility variables is in good criteria with an average score of 2.58. This is because the existing AC is evenly distributed in every corner of the room. The descriptive analysis result of second variable, cooling facility in good criteria with average score of 2.90. This is because the library is far from the trash and the ventilation holes.

Technical Performance Factor consists of three variables those are accuracy of service schedule, clarity of lending amount of book, and clarity of return deadline information.

The technical performance factor is in good criteria with an average score of 2.86. This is indicated by 40.00% of respondents who state that the technical performance factor is in good criteria because the borrowing system and return of books are clear. The description of each variable of this factor, in more detail described as follows. The result of descriptive analysis of first variable, variable of certainty of service schedule is in good criterion with average score 2.58. This is because the library is open on schedule. The descriptive analysis result of second variable, clarity variable amount of book lending are in good criteria with average score 2.85. This is because the limit on the amount of book lending in the library is clearly informed. The result of descriptive analysis of the third variable, the clarity variable of the information limit of the return of the book in the criteria well with the average score of 3.14. This is because on the lending sheet, the date back on the stamp clearly, not tilted, not stacked so that the borrower is not confused.

The Building Area Factor consists of two variables those are the quantity of reading room and library space.

The building area factor is in good criterion with average score 2.53. This is shown by 29.29% of respondents who state that the buil-

Table 6. Results of Descriptive Analysis of Interaction Element

Score Interval	Criteria	Number		Average
		Frequency	Percentage	
>3.25 s/d 4	SB	51	36.43%	3.08
>2.50 s/d 3.25	B	76	54.28%	
>1.75 s/d 2.50	K	9	6.43%	
1 s/d 1.75	TB	4	2.86%	
Total		140	100%	Good

Table 7. Result of Descriptive Analysis of Cleanliness

Score Interval	Criteria	Number		Average
		Frequency	Percentage	
>3.25 s/d 4	SB	31	22.14%	
>2.50 s/d 3.25	B	57	40.71%	2.93
>1.75 s/d 2.50	K	51	36.43%	
1 s/d 1.75	TB	1	0.72%	
Total		140	100%	Good

Table 8. Result of Descriptive Analysis of Tidiness

Score Interval	Criteria	Number		Average
		Frequency	Percentage	
>3.25 s/d 4	SB	39	27.86%	
>2.50 s/d 3.25	B	68	48.57%	2.85
>1.75 s/d 2.50	K	26	18.57%	
1 s/d 1.75	TB	7	5.00%	
Total		140	100%	Good

Table 9. Result of Descriptive Analysis of Supporting Factor

Score Interval	Criteria	Number		Average
		Frequency	Percentage	
>3.25 s/d 4	SB	17	12.14%	
>2.50 s/d 3.25	B	61	43.57%	2.74
>1.75 s/d 2.50	K	56	40.00%	
1 s/d 1.75	TB	6	4.29%	
Total		140	100%	Good

Table 10. Result of Descriptive Analysis of Technical Performance

Score Interval	Criteria	Number		Average
		Frequency	Percentage	
>3.25 s/d 4	SB	43	30.71%	
>2.50 s/d 3.25	B	56	40.00%	2.86
>1.75 s/d 2.50	K	37	26.43%	
1 s/d 1.75	TB	4	2.86%	
Total		140	100%	Good

ding area is good enough. However, 56.43% of respondents state that the building area is still inadequate because for the faculty library which number of students increases every year the size is still narrow. The description of each variable of this factor, in more detail described as follows. The result of descriptive analysis of first variable, variable quantity of reading room is in good criterion with average score of 2.49. This is because the number of available reading seats is still not sufficient for the visitors. It is often seen that the visitors sit on the floor. The result of descriptive analysis of second variable, space library width variable is in good criterion with average score 2.57. This is because the library space is sufficient and able to accommodate all activities and accommodate all the furniture.

Complementary Product Factor consists of two variables those are the quantity of journal collection and contemporary reference collection, which can be seen in the following Table 12.

The complementary product factor is in good criteria with an average score of 2.90. This is indicated by 33.57% of respondents who state that the complementary product factor is in good criteria. The description of each variable of this factor, in more detail described as follows. The result of descriptive analysis of first variable, variable of quantity of journal collection is in good criterion with average score of 2.54. This is because the number of journal collections is enough to meet the needs of visitors. The result of descriptive analysis of second variable, contemporary reference collection variable is in good criterion

with average score 3.26. This is because the reference collection includes thesis, final assignment and all-new KKL reports.

Discussion

Of the 23 variables analyzed using factor analysis, there are eight new factors that have an influence of 62.668% toward the satisfaction of the students of the Economics Education in the library service of the Faculty of Economics UNNES. These factors are convenience and core service product factor, interaction element factor, hygiene factor, tidiness factor, supporting facility factor, technical performance factor, building area factor, and complementary product factor.

The convenience factor and the core service product, the variable with the lowest average score is the quantity variable of the visitor bag storage. The researcher observed that the library of Faculty of Economics UNNES only has one visitor storage area of 1.5 × 2m that consists of tweve open locker box, while based on the annual report book of library of Faculty of Economics UNNES 2010-2013, the period average of visitors is less than 54 people every day so that not all ofthe visitors who come at the same time can put the bag in the open locker. Other variables included in the less good category is the quantity of lecture book collection. The results of interviews to librarians stated that the collection of libraries held by libraries of Faculty of Economics UNNES so far from the purchase of the library, very little from donations or grants of others, only about 5%. Reinforced by the annual report book

Table 11. Result of Descriptive Analysis of Building Area

Score Interval	Criteria	Number		Average
		Frequency	Percentage	
>3.25 s/d 4	SB	12	8.57%	
>2.50 s/d 3.25	B	41	29.29%	2.53
>1.75 s/d 2.50	K	79	56.43%	
1 s/d 1.75	TB	8	5.71%	
Total		140	100%	Good

Table 12. Result of Descriptive Analysis of Complementary Product Factor

Score Interval	Criteria	Number		Average
		Frequency	Percentage	
>3.25 s/d 4	SB	36	25.71%	
>2.50 s/d 3.25	B	47	33.57%	2.90
>1.75 s/d 2.50	K	55	39.29%	
1 s/d 1.75	TB	2	1.43%	
Total		140	100%	Good

library of Faculty of Economics UNNES period 2010-2013, the number of collection of lectures book for four years only increased 110 titles of books a total of 481 copies while each year the number of students has increased from year to year.

The interaction element factor, the variable that has the lowest average score is the employee's friendliness variable. The result of unstructured interviews to some library visitors can be concluded that the library staff in service is enough to be friendly, look neat and polite in speech. The hygiene factor, the variable that has the lowest average score is the lighting variable. The results of observations of researchers show lighting in the library area is still not sufficient, so that the visitors often find difficulty in finding books. Unstructured interview results to some library visitors can be concluded that the lighting of the room is too dark for the shelves of the book while it is bright enough for the reading area.

The tidiness factor, the variable that has the lowest average score is the coloring variable of the library wall. White color on the walls of the library room included in the light color category is perfect for the room used for eye activities such as reading. The supporting factor, the variable with the lowest average score is the cooling facility variable. Air Conditioner (AC) in the library room is sufficient for the end. The room feels cool evenly. The technical performance factor, the variable with the lowest average score is the service schedule certainty variable. The results of unstructured interviews to some library visitors stated that the library is often closed without any clear information, no announcements in the library area.

Building area factor, the variable having lowest average score is variable quantity of reading room. Based on the observations of the library area of approximately 80m^2 if the average of the visitors is 54 people per day then it is certainly the activity of the library is not smooth and the room is crowded so many visitors are found to sit on the floor. The complementary product factors, the variable that has the lowest average score is the quantity of journal collection. Based on the annual report of the library of Faculty of Economics UNNES period 2010-2013, the number of journals for four years did not experience the addition of 213 titles (213 copies). This is because the Faculty of Economics already has its own journal stock exchange institutions so that the focus of the journal is handled by the institution.

CONCLUSION

The result of factor analysis from 23 variables analyzed got eight new factors that have influence on the satisfaction of the students' of the Economic Education in the library service of the Faculty of Economics UNNES of 62.668%. These factors are (1) the convenience and core service product factor of 17.971%, (2) the interaction element factor of 8.878%, (3) the cleanliness factor of 7.830%, (4) the neat factor of 6.731% (6) the technical performance factor of 5.597%, (7) the building area factor of 4.918, and (8) the complementary factor of 4.396%. The biggest factor that has an influence on the Economic Education students' satisfaction on the library service of Faculty of Economics UNNES is the convenience and core service product factor of 17.971%. Suggestions that can be given in this research are: (1) procurement of lecture book to make the collection have increasing number, varied and up to date. (2) improving the storage of the visitors' bag, either by changing the shelf to the locker type for safer or by increasing the number of shelves so that no bags are found on the floor. (3) adding tables and reading chairs so that each visitor can read comfortably so that no visitors read on the floor. (4) installing an information board in front of the library door explaining the opening time / closing of the library in detail.

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