

Effect of Total Quality Mangement on Visitor Satisfaction and Its Effect on Service Quality

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Abstract

This study aims to analyze effect of total quality management on visitor satisfaction and its effect on service quality. The population in this study are library employees at Universitas Pattimura, Ambon. The sampling technique used is purposive sampling, with a number of respondents as many as 33 respondents. Data are collected using a questionnaire as the main instrument and a questionnaire using the likert scale to measure respondents' answers. Hypothesis testing using partial least square test. The results show that total quality management has a positive effect on visitor satisfaction at the Library at Universitas Pattimura, Ambon. Visitor satisfaction has a positive effect on service quality at the Library at Universitas Pattimura, Ambon.

Keywords

total quality management;
visitor satisfaction; service
quality



I. Introduction

The progress and use of information technology has been integrated in people's lives so that it can provide convenience in getting the information they need. The shift in the phenomenon that formal education is no longer the only source to obtain information and knowledge places the position of the library as one of the institutions that provide information and knowledge needed by the community.

The library as an information center has a very important role in disseminating knowledge to its users. Libraries as educational institutions and institutions providing information will have good performance if supported by adequate management, so that all institutional activities will lead to efforts to achieve the goals that have been proclaimed. To manage a library, good management skills are needed, so that the direction of activities is in accordance with the desired goals.

In addition, management is also intended so that the elements involved in the library are able to carry out their duties and work properly and correctly. The development of science and information technology causes changes in people's lifestyles. These changes will ultimately affect the demands of the condition of the existence of the library. This has an impact on the quality of a library. The quality and survival of the library is very dependent on the ability of the library in dealing with these changes. With the development of increasingly sophisticated science and technology, libraries get a challenge and opportunity in which to develop their services and increase their power. Competitiveness

in information services. To face these challenges and opportunities, a management concept is needed that can respond to existing changes. Human Resources (HR) is the most important component in a company or organization to run the business it does. Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired (Shah et al, 2020). The development of human resources is a process of changing the human resources who belong to an organization, from one situation to another, which is better to prepare a future responsibility in achieving organizational goals (Werdhiastutie et al, 2020).

All efforts to achieve library goals by utilizing human resources, information, knowledge, systems, funding sources, infrastructure, and other resources by taking into account functions, roles and expertise. In this case, to achieve the library's goals, human and non-human resources need to be managed through a management process. In Government Regulation Number 24 of 2014 concerning the implementation of Law Number 43 of 2007 concerning libraries, explains that in government regulations Chapter VI the fourth part of Article 29 libraries implement a management system that is in accordance with library conditions and follows the development of management systems. It is also explained in Government Regulation Number 24 of 2014 in Chapter I Article 1 Paragraph 10, that the university library is a library which is an integral part of education, research and community service activities and serves as a learning resource center to support the achievement of educational goals in higher education.

Various strategies need to be used, so that higher education institutions are not left behind with other higher education institutions. Many special strategies are carried out, for example the emphasis on developing particular skills, special skills for students to suit the demands of the job market. There are also universities that emphasize research development as an effort towards research university academic strategy. However, what needs to be noted is that one of the main requirements that cannot be ignored by universities in improving academic quality and quality, as well as towards world-class universities is library development.

Libraries have a very important and strategic position, so they are often considered as the heart of higher education and become a benchmark for the quality and progress of a university. Improving the quality of a library is not an option, but has become an obligation for better service. One of the efforts to improve the quality of higher education libraries is to apply the basic concept of total quality management and the importance of total quality management for quality improvement and quality where increasing quality will show our commitment to "service excellence".

The existence of a university library aims to assist universities in implementing the Tri Dharma of higher education, namely education, research and community service. The purpose of university libraries is to meet the information needs of teachers and students, provide reference library materials at all academic levels, provide space for users and provide loan services and provide active information services for users. Based on Law Number 43 of 2007 stated that the purpose of the library is to provide services to users, increase the love of reading, and broaden the horizons and knowledge to educate the nation's life. The users served are all academics such as students, lecturers, and staff.

There are several elements that need to be considered in the implementation of total quality management in university libraries, namely quality planning which is adjusted to the service objectives in the library, then the control method is determined and the improvement program is carried out regularly sustainable. This view was put forward by

Juran, who is known as the Juran Trilogy as outlined in his book Juran, "On Quality by Design" (Hardjosoedarmo, 2005). Total quality management will have a positive impact on all elements in the workplace and with integrated quality management, our work will be directed and we as actors will also feel comfortable with the regularity of quality management. Total quality management is not a program or system, but is a culture that must be built, maintained and improved by all members of the organization, agency or company that is quality oriented and makes quality the Way of Life. systematic approach, practical by prioritizing customer satisfaction/customer satisfaction, this management has characteristics (Arikunto, 2013).

Ratih (2015) research with the title of the research, namely, "Analysis of Total Quality Management Implementation and Its Influence on Consumer Satisfaction and Service Quality". The purpose of this research is to determine the application of total quality management and its effect on customer satisfaction and service quality. The research variable is the independent variable, namely total quality management and the dependent variable, namely consumer satisfaction and service quality. The research method is path analysis. The results showed that total quality management had an influence and contribution to customer satisfaction by 70% and 69.6% to service quality. Sukardi (2016) research with the title of the research, namely, "The Effect of Total Quality Management on Satisfaction at Matahari Department Store at Plaza Mulia Samarinda". The purpose of this study was to determine the effect of the total quality management strategy applied by the company on customer satisfaction. The research variable is the independent variable, namely total quality management and the dependent variable, namely customer satisfaction. The research method is multiple linear regression analysis. The results of his research that total quality management has a significant influence on customer satisfaction at Matahari Department Store.

This study aims to analyze effect of total quality management on visitor satisfaction and its effect on service quality.

II. Review of Literature

2.1 Total Quality Management

The term total quality management or integrated quality management was first born as a response to the emergence of the productivity crisis. This phenomenon first emerged in the industrial world involving industrialized countries, especially in Japan and America in the 1970s and 1980s. At that time there was a flood of Japanese-made goods in the American and Canadian markets. Meanwhile, North America is in a period of high inflation and high unemployment. Analysts suspect that the source of the high unemployment is the productivity crisis. Therefore, the solution is suggested to increase productivity. However, the problem turns out to be not that simple, because the elements that make up productivity which consist of inputs and outputs from processes are of many types (Arikunto, 2013).

Total quality management or integrated quality management is a concept that was originally developed to improve the quality of production in the form of goods and services at a number of companies in Japan. Even though the development of the total quality management concept was introduced in the industrial world after World War II, the basic idea was far developed by Frederick Taylor, who was known as the "Father of Scientific Management" in the 1920s (Arikunto, 2013).

Expert opinions about total quality management are very diverse and include: (1) according to J.Paul Pete and James H. Donnelly: total quality management is an organizational commitment to satisfy customers by continuously improving every business process related to the delivery of goods or services; (2) according to S.P. Robbins: total quality management as the achievement of constant customer satisfaction through continuous improvement of all organizational processes; (3) Grenberg and Baron view total quality management as an organizational strategy about a commitment to improve customer satisfaction by carefully developing techniques to manage output quality; (4) Chase, Aquino, and Jacobs give the meaning of total quality management as managing the entire organization so that it transcends all dimensions of products and services that are important to customers.

2.2 Visitor Satisfaction

In the face of today's competition, to achieve a success, companies are always trying how to get many customers and can outperform competitors, for that every person/company is required to be able to do a better job, which fulfills and satisfies customer needs. According to Irawan (2003), a satisfied customer is a customer who feels he gets value from a supplier, producer or service provider, this value comes from a product, service, system or something that is emotional. Satisfied customers are customers who will share their satisfaction with producers or service providers, even satisfied customers will share their experiences with other customers, so that they will become a reference for the company concerned.

According to Tse and Wilton (1988) in Lupiyoadi (2001) customer satisfaction or dissatisfaction is the customer's response to the evaluation of the perceived discrepancy between previous expectations and the actual performance of the product that is felt after its use. Satisfaction is usually defined as an effort to fulfill something or make something adequate. How to retain customers is to create customer loyalty by providing higher customer satisfaction than competitors, so that loyal customers will be created and profitable for the company, therefore every customer-centered company, customer satisfaction is the main goal their success. Customers who are very satisfied will become regular customers for a long time and they are not very sensitive to price, not only that they will convey their satisfaction with the company to others, just imagine if a company provides poor service to customers, it is certain that these customers will look for other companies and become customers of other companies (competitors) that provide satisfaction to these customers, this will cause a decrease in sales and in turn will reduce profits and even losses. A service is considered to be able to satisfy customers if it can meet customer needs and expectations, especially with the number of competing products, will cause every company to always improve its services.

2.3 Service Quality

According to Chowdhury in Ibrahim, college libraries are libraries that are under the auspices of higher education institutions. The main function of the university library is to support the teaching and learning process and research at the university concerned. Examples of college libraries are university libraries, institute libraries, high school libraries, polytechnic libraries, faculty libraries and department libraries.

Soetminah in Ibrahim explained that the collection of university libraries must include reference books, both general reference books such as the Encyclopedia of Britanica and special reference books such as medical dictionaries, textbooks needed by teaching staff and students for each subject, articles from scientific journals, both printed

and printed or online, university publications either by the university publisher itself or from other university publishers, government publications and student final project reports such as theses, theses, and dissertations.

III. Research Method

Population is a group or collection of objects or objects that will be generalized from the results of research (Octiva et al., 2018; Pandiangan, 2018). The population in this study are library employees at Universitas Pattimura, Ambon.

The sample is part of the population that has characteristics similar to the population itself (Asyraini et al., 2022; Octiva, 2018; Pandiangan, 2015). The sampling technique used is purposive sampling. Purposive sampling (also known as judgment, selective or subjective sampling) is a sampling technique in which researcher relies on his or her own judgment when choosing members of population to participate in the study (Jibril et al., 2022; Pandiangan et al., 2018; Pandiangan, 2022). If the population is large, and the researcher is not able to study everything in the population, for example due to limited funds and time, the researcher can use samples taken from that population. Based on this study, because the total population is not greater than 100 respondents, the authors take 100% of the total population on the library staff at Universitas Pattimura, Ambon, with a number of respondents as many as 33 respondents.

Data are collected using a questionnaire as the main instrument and a questionnaire using the likert scale to measure respondents' answers. Questionnaire is a data collection technique by asking written questions to be answered in writing by the respondents. Questionnaire is a collection of written questions that are used to obtain information from respondents about themselves or things they know (Octiva et al., 2021; Pandiangan et al., 2021; Pandia et al., 2018).

Hypothesis testing using partial least square test. Partial least square is a powerful analytical model because it can be used on any type of data scale (nominal, ordinal, interval, and ratio) as well as more flexible assumption requirements (Pandiangan et al., 2022; Tobing et al., 2018). Partial least squares can also be said as a partial least square approach method for structural equation modeling.

IV. Result and Discussion

4.1 Descriptive Statistics

Descriptive statistical processing includes the mean and standard deviation. The results of the processing explain that most of the respondents' answers regarding total quality management with an average value of 4.595 which means that total quality management is perceived by the library as having a high value. Respondents' answers regarding visitor satisfaction with an average value of 4.313 which means that visitor satisfaction is perceived by the library as having a high value. Respondents' answers regarding service quality with an average value of 4.434 which means that the perceived service quality by the library has a high value.

Table 1. Descriptive Statistics Results

Variable	Observation	Mean	Std. Deviation
Total Quality Management	33	4.595	0.459
Visitor Satisfaction	33	4.313	0.482
Service Quality	33	4.434	0.531

Source: Primary Data Processed (2022)

4.2 Hypothesis 1

The first hypothesis (H_1) states that total quality management has a positive effect on visitor satisfaction. The Table 2 shows that total quality management has a positive effect on visitor satisfaction at the Library at Universitas Pattimura, Ambon. Effect of the construct of total quality management has a positive effect (0.418) and is significant at 0.016 ($2.560 > 1.658$). Then hypothesis 1 is accepted.

Table 2. Results Inner Weight (Total Quality Management)

Latent Variable	Value	T	Pr> t	Critical Ratio	Hypothesis
Total Quality Management	0.418	2.560	0.016	1.809	Accepted

Source: XLSTAT PLS PM 2019 Output

4.3 Hypothesis 2

The second hypothesis (H_2) states that visitor satisfaction has a positive effect on service quality. The Table 3 shows that visitor satisfaction has a positive effect on service quality at the Library at Universitas Pattimura, Ambon. The effect of the visitor satisfaction construct is positive (0.634) and significant at 0.000 ($4.570 > 1.658$). Then hypothesis 2 is accepted.

Table 3. Results Inner Weight (Visitor Satisfaction)

Latent Variable	Value	T	Pr> t	Critical Ratio	Hypothesis
Visitor Satisfaction	0.634	4.570	0.000	3.613	Accepted

Source: XLSTAT PLS PM 2019 Output

V. Conclusion

The results show that total quality management has a positive effect on visitor satisfaction at the Library at Universitas Pattimura, Ambon. Visitor satisfaction has a positive effect on service quality at the Library at Universitas Pattimura, Ambon.

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