

ABSTRAK

Perkembangan teknologi informasi mendorong transformasi layanan publik, termasuk di sektor perpustakaan daerah. Pemerintah Kota Yogyakarta melalui Dinas Perpustakaan dan Kearsipan meluncurkan aplikasi *e-Library* YK pada tahun 2021 untuk mendukung literasi digital masyarakat. Meskipun telah berjalan lebih dari tiga tahun, aplikasi ini belum pernah dievaluasi secara sistematis terkait kualitas layanannya. Beberapa permasalahan yang dirasakan pengguna mencakup fitur pencarian yang kurang efisien, keterbatasan jumlah salinan *e-book*, kebijakan peminjaman yang tidak fleksibel, serta fitur bantuan yang belum optimal. Kondisi ini menunjukkan perlunya evaluasi kualitas layanan berbasis persepsi pengguna agar aplikasi dapat memberikan manfaat yang maksimal.

Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan instrumen kuesioner berbasis model *e-GovQual*. Model ini terdiri dari enam dimensi, yaitu *Ease of Use*, *Trust*, *Functionality of the Interaction Environment*, *Reliability*, *Content and Appearance of Information*, serta *Citizen Support*. Data diperoleh melalui penyebaran kuesioner kepada 286 responden pengguna aktif aplikasi *e-Library* YK. Instrumen diuji validitas menggunakan teknik *Pearson Product Moment* dan reliabilitas menggunakan *Cronbach's Alpha* dengan hasil reliabilitas keseluruhan sebesar 0.919, yang termasuk kategori sangat baik. Data dianalisis menggunakan statistik deskriptif dengan bantuan *software* SPSS versi 25 untuk menghitung skor rata-rata tiap atribut dan dimensi.

Hasil penelitian menunjukkan bahwa skor rata-rata tingkat kepuasan pengguna terhadap aplikasi *e-Library* YK secara keseluruhan adalah 3.87, yang berada pada kategori puas. Dimensi dengan skor rata-rata tertinggi adalah *Ease of Use*, sedangkan dimensi dengan skor terendah adalah *Functionality of the Interaction Environment*. Beberapa atribut seperti fitur pencarian, riwayat pencarian, alur layanan, transparansi privasi, serta fitur bantuan tercatat berada di bawah nilai rata-rata dimensi. Berdasarkan temuan ini, penelitian menyusun rekomendasi strategis bagi pengelola, antara lain peningkatan fitur pencarian dengan *auto suggestion* dan sistem rekomendasi, penguatan kebijakan privasi melalui *consent form* dan kontrol akses, perbaikan kebijakan peminjaman dengan opsi perpanjangan otomatis, penambahan stok *e-book* pada judul populer, serta integrasi *help center* atau *chatbot* interaktif di dalam aplikasi. Penelitian ini memberikan kontribusi praktis bagi pengembangan aplikasi *e-Library* YK dan kontribusi akademis dalam memperluas kajian penerapan model *e-GovQual* pada layanan perpustakaan digital pemerintah daerah.

Kata Kunci: *e-GovQual*, *e-Library* YK, kepuasan pengguna, kualitas layanan, perpustakaan digital

ABSTRACT

The development of information technology has driven the transformation of public services, including in the regional library sector. The Yogyakarta City Government, through the Department of Library and Archives, launched the e-Library YK application in 2021 to support digital literacy among the community. Although the application has been operating for more than three years, it has not been systematically evaluated in terms of service quality. Several issues reported by users include an inefficient search feature, limited e-book copies, inflexible borrowing policies, and suboptimal help features. These conditions indicate the need for a user perception-based service quality evaluation to ensure the application provides maximum benefits.

This study employs a descriptive quantitative approach using a questionnaire instrument based on the e-GovQual model. The model consists of six dimensions: Ease of Use, Trust, Functionality of the Interaction Environment, Reliability, Content and Appearance of Information, and Citizen Support. Data were collected from 286 active users of the e-Library YK application. The instrument was tested for validity using the Pearson Product Moment technique and for reliability using Cronbach's Alpha, yielding an overall reliability score of 0.919, which falls into the "very good" category. The data were analyzed using descriptive statistics with SPSS version 25 to calculate the mean score of each attribute and dimension.

The results show that the overall average user satisfaction score for the e-Library YK application is 3.87, which is categorized as "satisfied." The dimension with the highest average score is Ease of Use, while the lowest is Functionality of the Interaction Environment. Several attributes such as the search feature, search history, service flow, privacy transparency, and help features were found to be below the average score of their respective dimensions. Based on these findings, this study provides several strategic recommendations for the application administrators, including improving the search feature with auto-suggestion and recommendation systems, strengthening privacy policies through consent forms and access control, revising borrowing policies with automatic extension options, increasing the number of e-book copies for popular titles, and integrating a help center or interactive chatbot within the application.

This study offers practical contributions to the development of the e-Library YK application and academic contributions by expanding the application of the e-GovQual model in evaluating digital government library services.

Keywords: *e-GovQual, e-Library YK, user satisfaction, service quality, digital library*