

ABSTRACT

This research aims to know the Effects of Service Performance for Customers Experience at the Faculty of Economics, University Library Tanjungpura.

Samples using nonprobability sampling technique. which amounts to 97 respondents. Data collection method used is keusioner, interviews, and documentation. Data were analyzed with multiple linear regression with SPSS 16.0 for Windows.

Service performance consisting of personnel (X1) and X2 facility jointly affect the customer experience at the Library of the Faculty of Economics, University of Tanjungpura. Service performance consisting of personnel (X1) and X2 facility partially affect the customer experience at the Library of the Faculty of Economics, University of Tanjungpura. Factors that have the greatest influence is variable X1 personnel. Figures adjusted R square indicates the value of 0.456. That is, 45.6% of Customer Experience dependent variable (Y) can be explained by the independent variables Personnel (X1) and facilities (X2), while 54.4% is explained by other variables that are not used in the study.

Keywords: Service performance, customer experience

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Service Performance terhadap *Customers Experience* pada Perpustakaan Fakultas Ekonomi Universitas Tanjungpura.

Sampel menggunakan teknik *nonprobability sampling*. yang berjumlah 97 orang responden. Metode pengumpulan data yang digunakan adalah keusioner, wawancara, dan dokumentasi. Data dianalisis dengan regresi linear berganda dengan bantuan software SPSS 16.0 *for windows*.

Service performance yang terdiri dari personil (X1) dan fasilitas X2 secara bersama-sama berpengaruh terhadap *customer experience* pada Perpustakaan Fakutas Ekonomi Universitas Tanjungpura. *Service performance* yang terdiri dari personil (X1) dan fasilitas X2 secara parsial berpengaruh terhadap *customer experience* pada Perpustakaan Fakutas Ekonomi Universitas Tanjungpura. Faktor yang memiliki pengaruh terbesar adalah variabel Personil X1. Angka *adjusted R square* menunjukkan nilai 0,456. Artinya, 45,6% variabel dependen *Costumer Experience* (Y) dapat dijelaskan oleh variabel independen Personil (X1) dan Fasilitas (X2), sedangkan 54,4% dijelaskan oleh variabel lain yang tidak digunakan dalam penelitian.

Kata Kunci : *Service performance, customer experience*