User Satisfaction Analysis of Library Services Institute of Business and Information Stikom Surabaya

Rizza Amalia, Putri Puspita Laras and Dyah Puspitasari Srirahayu

Library Studies, Faculty of Vocational Education, Universitas Airlangga, Jalan Airlangga 4-6, Surabaya, Indonesia

Abstract: This study reviews existing services in the Library of the Institute of Business and Information Stikom Surabaya. The purpose of this study is the author wanted to determine the level of user satisfaction with the quality of library services covering dimension Stikom Surabaya effect of service, information of control, library as place. This study uses a quantitative method by distributing questionnaires to 26 respondents drawn from Surabaya Stikom Library visitors, especially students Stikom Surabaya consisting of several courses. The concept of quality of service that is used is LibQual + TM consisting of effect of service, information of control, library as place. The results of this study showed that the quality of service in Surabaya Stikom library of dimension effect of service got a fairly good value, because users are satisfied with the services provided by librarians. But the dimension of control information scored less, it is assessed in terms of user convenience when making payments using RFID fines. And for dimensions library as place scored quite well because most users are comfortable with the atmosphere of a library. The researchers concluded that the quality of service on the library Stikom Surabaya scored quite well. However, the library should further improve the quality of service with respect to some aspects, so that users will be satisfied with library services.

1 INTRODUCTION

College libraries have an obligation to know and meet the information needs of user who are academicians includes students, faculty, and staff at the college. Cited in RLJ (Record and Library Journal) (Hajiri, 2016) that the measure of success of a public service institution can be judged from the user satisfaction in using the facilities and services that exist in these institutions (Suhariono et al., 2022). To meet user satisfaction, the library is now required to be able to follow social change, changes in information needs, and changes in competition. The lawsuit is the obligation of the library in the satisfaction user within the scope of the library itself.

As an institution of higher education, the college library is managed with reference to the interests of the academic society, in actual college libraries should be equipped with various facilities to support the success and goals of the college library program itself (Romadhona et al., 2022). So, the library is expected to meet its needs by providing various resources and provide quality service to meet the needs and expectations of library users. Attention to

user very important for the development of the library, it can affect the level of satisfaction and dissatisfaction user which will also affect subsequent behaviour (Harisanty, 2019).

According to current observations in the field, Surabaya Stikom Library has made efforts and activities to achieve the quality of service for the satisfaction user in need of information. The library collection that is constantly updated, quality facilities also continue to be added to satisfy the users in search of information and ease in terms of access (Hernoko et al., 2022). Quality is an important factor in the success of the user satisfaction of the library services, so we need controlling these qualities to improve services in the Stikom Library Surabaya.

Given that the library is a service-oriented user and a goal of the library itself. Therefore, when the absence of user, the library will have no meaning. Library users would need to get their attention and user satisfaction is the goal of the library. If there is any disappointment in the can by user then it means bad news for a library (Subagyono, Chumaida and Romadhona, 2022).

Service quality is a dynamic condition associated with the product / labour, processes and tasks, and environments that meet or exceed customer expectations or consumers / users. Tastes or expectations of consumers on a product is always changing, so that product quality should also be changed or adjusted (Sunyowati et al., 2022). With the change in product quality proficiency level, the necessary changes or improvement of labour skills, changes in production processes and tasks, as well as the environment changes in a company / organization so that products can meet or exceed customer expectations (Restuti, 2013).

Meanwhile, according to Hutt and Speh in Arai (2004) quality of service consists of three dimensions or major components consisting of: 1) Technical Quality, which consists of; Search Experience quality and quality, 3) Credence quality, 4) Functional quality, and 5) Corporate image.

Gaspersz (2007) states that quality refers basically two fundamental senses, namely: 1) The quality of the product consists of several features, either directly or privilege attractive feature that meets the needs of customers and thereby provide satisfaction for the use of the product; 2) Quality consists of everything that is free from flaws or damage (Romadhona, Subagyono and Agustin, 2022).

Meanwhile, according to Parasuraman, Berry and Zeithaml (1991), there are five groups of characteristics that are used by customers in evaluating quality of service, as follows: 1) Proof of direct / tangibles, 2) Reliability / reliability, 3) Responsiveness / responsiveness, 4) guarantee / assurance, and 5) Empathy / empathy (Romadhona, 2020).

Guided by notions of quality above, it can be concluded that the evaluation of the quality of library services can provide ease of repair services at the library itself (Romadhona, 2022). Of course, the expectations of the evaluation research are the basis of which the library to see the extent of the issues that were good and not. It is as stated by Fidzani that research results can be to revisit the evaluation (re-orientation) of the collections owned, services provided, and activities that can effectively meet the user information needs (Fidzani, 1998).

Research evaluation with LibQual + TM is done as a form of quality control to maintain and improve the quality of service to the user. There are three dimensions in LibQual + TM, which can be an indicator of assessment, namely: the first is the Effect of service, this dimension is the ability, attitude and mentality of the library staff serving user, which include: a) Assurance, i.e., knowledge, insight, ability and friendliness librarian / library staff serving user. With the knowledge, insight, ability and friendliness makes user put trust in the library service, b) Empathy, caring and giving a sense of caring for each individual user, c) Responsiveness, always ready / responsive help user difficulty and is always open to help, and d) Reliability, namely the ability to deliver the promise and expectations in service and keep them appropriately and accurately. The second dimension is the Information Control, this dimension is that concerns about the availability of the collection of adequate strength collections owned, the range of content, ease of access to discover the collection, ease of navigation, timeliness (timeliness), the time taken in getting the information, the absence of barriers in accessing information in times of need, the equipment (equipment), convenience (convenience) and self-reliance (confidence). The third dimension is the library as place, this dimension is a library as a place, is taken from concept tangibles in ServQual,

Begins with an introduction that has been described above it is necessary to identify the problems that arise. This is done to simplify the issues and clarify the direction of research in accordance with the headings set forth above, the writer can formulate the problem as follows: 1) How the assessment or student satisfaction as users or user on library services Stikom Surabaya (using LibQual + TM)? 2) How is the quality of library services in Surabaya Stikom affect student satisfaction?

The purpose of this research is: 1) To determine how the level of user satisfaction in the Surabaya Stikom library use library services, 2) To know what kind of service quality dimensions that affect user satisfaction Stikom Library Surabaya.

The expected benefits of this research are as follows: 1) For the library, the library is expected to assist in improving the quality of library services, so as to improve the quality of library services and the performance of librarians in Surabaya Stikom Library. 2) For the reader, as reference material to discuss the issue of the same research and increase knowledge of the reader about the quality of service in the library. 3) For researchers, this study is useful to increase knowledge and understanding of researchers in the field of library and information science.

2 RESEARCH METHOD

From the questionnaire that has been done so he found some of the data and the information then we describe to gain clarity. Questionnaires itself contains some information which includes personal data, and some questions connected with concept LibQual + TM as a reference in making this research.

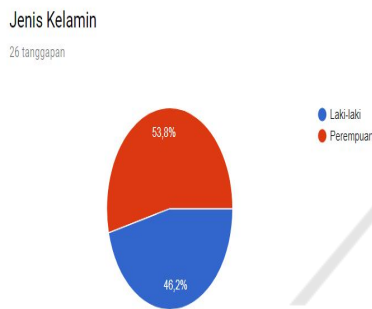## 3 RESULTS AND DISCUSSION

3.1 Gender

Figure 1: Respondent gender.

From the above data the people who responded to the questionnaire of the sexes. Seen that respondents with male sex has a percentage that many i.e. 53.8% followed by the female respondents i.e. 46.2%.
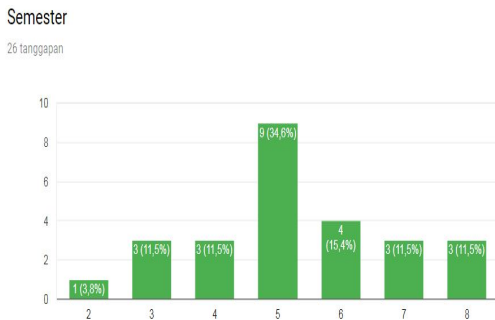
3.2 Semester

Figure 2: Respondent semester.

From the above data the people who responded to the questionnaire most students in the 5th semester and got the highest percentage of around 34, 6% or amounted to 9 respondents. And second semester students received the lowest percentage is about 3.8% or amount to one respondent.
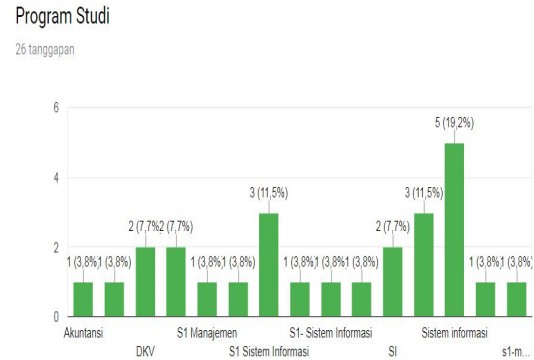
3.3 Study Program

Figure 3: Respondent study program.

From the above data it can be seen that the respondents who filled in a questionnaire on the various study programs. The study program information system gets the highest respondents with a percentage of about 13.3% or amounted to 19 respondents.

3.4 Dimensions Effect of Service

Figure 4: Librarian knowledge.

In the first indicator to the dimensions effect of service, namely Surabaya Stikom Library librarian knowledge in the field according to the diagram above is based on the assessment that the points agreed to receive a percentage of 61.5% and strongly agreed gets a percentage of 34.6%. This indicates that the knowledge of librarians Library Surabaya Stikom already quite good in their field. So that library users responded very well to the background librarians in Surabaya Stikom Library itself as a supplier of information services in the field, librarians also required a variety of special skills that

support the profession. Hence the importance of knowledge or special skills possessed by librarians in serving users or user. To bring user happy feeling to the services provided is the purpose of public service delivery. This assessment can be viewed in terms of librarians in providing services, such as the case when user experiencing difficulties or ignorance about anything related to the library.

Pustakawan berpenampilan sopan dan rapi

26 tanggapan

Figure 5: The appearance of the librarian.

In the second-dimension indicator effect of service, namely librarians dressed polite and tidy according to the diagram above is based on the assessment that the points strongly agree and agree to receive a percentage respectively by 50%. This suggests library user satisfaction level of the appearance or librarian services within the airport users / readers to meet the needs and interests. The result is a balanced percentage above perception of user / reader to the appearance of librarians. In other words, the appearance of the librarian is not problematic and fine to look at. In the Journal of Iqra 'with the title of Librarian Present (Uswatun, 2016) said that librarians in serving visitors/users of the library, are required to look as attractive as possible, because the appearance is the first thing seen by visitors/users of the library. With the appearance of a good start, it will give a good first impression on visitors anyway/users of the library, so that there will be a sense of awe, sympathy, and respect for librarian/library employees. With a bad appearance will give a negative impression. This is due to the appearance of an image of the library in the eyes of the visitors/users of the library. With good looks, image or image library will also be good, and vice versa.

In the third-dimension indicator effect of service, namely librarians serve users with polite and friendly according to the diagram above is based on the assessment that in points agreed by 69.2% and amounted to 30.8% strongly agree. This shows that in serving the library, librarian's performance is good enough. So, the user response to these

Pustakawan melayani pengguna dengan sopan dan ramah

26 tanggapan

Figure 6: The librarian serves politely.

indicators are said to have been successful in maintaining a library of user satisfaction in service. Hospitality in serving and upholding the ethical propriety in speaking words and behaviour have been implemented in the libraries serve students as user. Batubara (2011) said that communication competence librarians are very influential on the success of the library service, especially the librarian in charge of the service. Spitzberg and Hecht (1984) explains that communication competence as the ability to interact, either give an explanation to others, pointing accuracy, clarity, comprehensibility, coherence, effectiveness skills, and suitability (Nashihuddin, 2016).

Pustakawan memberikan pelayanan dengan cepat dan tepat

26 tanggapan

Figure 7: Librarians provide good service.

In the fourth-dimension indicator Effect of service, namely librarians provide services quickly and accurately according to the diagram above is based on the assessment that in points amounted to 69.2% agree and strongly agree in point of 30.8%. This suggests that librarians provide services to users is quite good. So, the response obtained is satisfied users for services provided by the library. The purpose of the library service (Mbonuong, 2013) is to serve the reader to obtain library materials they need, so users know what's in the library and library promotion activities. Services provided by observing user satisfaction is an early stage in the success of the library.

Pustakawan selalu siap membantu apabila ada pengguna yang mengalami kesulitan
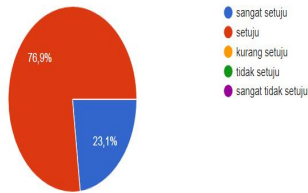
26 tanggapan

Figure 8: The librarian is always ready.

In the fifth-dimension indicator Effect of service, namely librarian is always ready to help if there are users who are experiencing difficulties according to the diagram above is based on the assessment that in points amounted to 76.9% agree and strongly agree in point of 23.1%. This suggests that librarians always help users who are having trouble, so the response given is very good and makes user also good satisfaction. Services are often the benchmark user in assessing the quality of the library, because on the part of librarians directly interact with user. Librarian as the person responsible for the implementation of the service should know about it. Services provided librarians directly proportional to the satisfaction user (Akli, 2012), Therefore if you want to remind the user satisfaction, then the absolute requirement is to improve the quality of service.

3.5 Dimensions of Information of Control

2. Information of Control

Kemudahan penggunaan RFID pada akses masuk perpustakaan
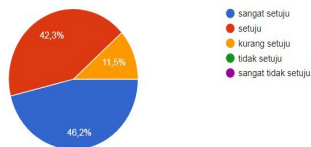26 tanggapan

Figure 9: Ease of use of RFID.

In the first indicator to the dimensions of the control information, i.e., ease of use of RFID at the entrance to the library access according to the diagram above is based on the assessment that in points strongly agree by 46.2%, amounting to 42.3% agreed points and points disagreed by 11.5%. This shows that the use of RFID in libraries access sometimes into trouble, which is where the cards sometimes cannot

be detected. It certainly affected the user satisfaction. Most user who has difficulty in access in the library is a target in improving the quality of services available in the Library Stikom Surabaya. For the library user satisfaction remains stable and continues to improve with offset also by the level of the quality of existing services.

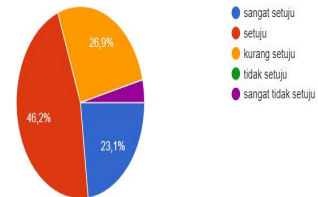Kemudahan pembayaran denda dengan menggunakan RFID

26 tanggapan

Figure 10: Ease of payment of fines with RFID.

On the second indicator in the dimension information of control, namely ease of payment of fines by using RFID according to the diagram above is based on the assessment that the points agreed to acquire the largest percentage of 46.2%, 23.1% agreed points. and many respondents who picked points less agree that gets a percentage of 26.9%. This shows that the use of RFID in the payment responded quite well by user. However, the results followed by a response percentage user where less agreed to the use of RFID in the payment of fines. In Surabaya Stikom Library is the use of RFID is still new, where the status of use is experimental. So often encountered difficulty in use, the response of the new user knows if the fine payment policy using RFID, as well as obstacles in the form of other technical.

Kemudahan adanya peminjaman koleksi secara mandiri
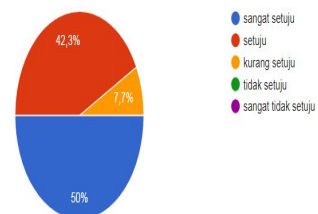
26 tanggapan

Figure 11: Ease of lending independently.

In the third indicator to the dimensions of the control information, i.e., ease their borrowing independently collection according to the diagram above is based on the assessment in points strongly agree that the largest percentage gain in the amount of 50%, followed by points agreed by 42.3% and 7.7

points less amenable%. This shows a good level of satisfaction of respondents in the ease of borrowing a collection of independently. Respondents felt that borrowing independently is not a burden, so that the respondents feel that the quality of the loan service independently in Surabaya Stikom Library has been good enough.
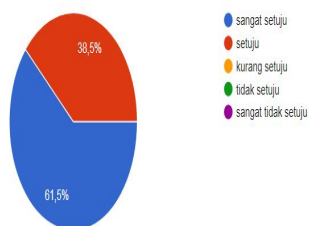

Figure 12: OPAC service is easy to use.

In the fourth indicator on the dimension information of control, which are services online catalogue / OPAC makes search information on the library becomes easier, according to the diagram above is based on ratings users that the points could not agree obtain the highest percentage that is equal to 61.5% and the points agreed by 38.5%. This shows that with the OPAC services make it very easy respondents in search of information. That can lead to a sense of satisfaction with the services of this OPAC. As well as with the online catalogue/OPAC can also increase the number of visitors to the library Stikom Surabaya.
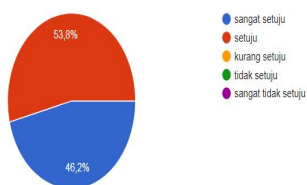

Figure 13: ILT (Integrated Learning Terminal) is useful.

In the fifth-dimension indicator information of control, namely the existence of ILT (Integrated Learning Terminal) in the library means enough to help, according to the diagram above is based on the assessment that the points agreed to acquire the highest percentage by 53.8% and amounted to 46.2% agreed points. This suggests that the presence of ILT (Integrated Learning Terminal) has been very

helpful respondent. So, with this ILT (Integrated Learning Terminal) services, can facilitate user in conducting search for information using the Internet. In Surabaya Stikom library has many users who utilize the services of this ILT (Integrated Learning Terminal) because with this service can help users to surf for free and fast.

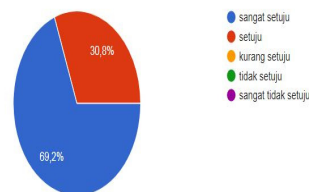## 3.6 Dimension Library as Place

Figure 14: The room is comfortable, clean and beautiful.

In the first indicator to the dimensions of library as place, the library provides a convenient, clean and beautiful, according to the diagram above is based on the assessment that the points could not agree obtain the highest percentage at 69.2% and amounted to 30.8% agreed points. This indicates that the library has been very good in providing a convenient, clean, and beautiful. Libraries were comfortable, clean and beautiful will get a certain satisfaction in the heart of the visitors to always visit the library proved in points strongly agree that getting the highest percentage amount that the library is already thinking about the Surabaya Stikom rooms were comfortable, clean, and beautiful for its users.
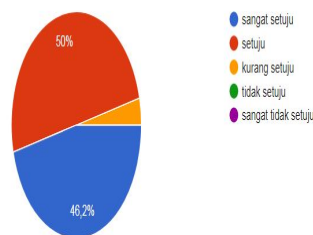

Figure 15: Adequate facilities.

On the second indicator to the dimensions of library as place, i.e., building facilities and physical equipment (shelving, a reading table, chairs, etc.) in the library is sufficient, according to the diagram above is based on ratings users that the points agreed to acquire the highest percentage that is equal to 50% and points strongly agree by 46.2%. This indicates that the library building facilities in Surabaya enough Stikom both of which mean that the library facilities to support the convenience of users. Library facility is one of the factors that influence the satisfaction of the users of the service in the library. If the facility is in the library is lacking, then the user needs unmet that could lead to a decrease in user satisfaction. In Surabaya Stikom libraries already have good facilities and are in accordance with the needs of the users.
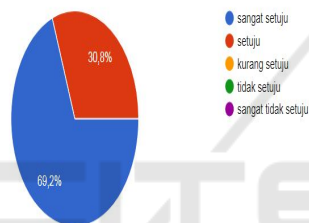

Figure 16: The library is open for discussion.

In the third indicator to the dimensions of library as place, the library is open to activities discussion / study together, according to the diagram above is based on the assessment that the points could not agree obtain the highest percentage amount that is equal to 69.2% and amounted to 30.8% agreed points. This indicates that the library has been very good in its openness to discussion activity / learning together. With the opening of the library for shared learning activities / discussions can increase user satisfaction and increase the number of visitors who visit the library. Because one of the reasons visitors visited the library is to learn together. In Surabaya Stikom library users often take advantage of the room in the library for learning activities or discussions with.
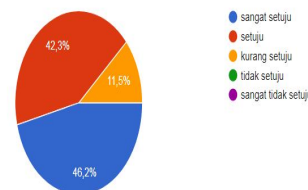

Figure 17: Conducive atmosphere.

In the fourth indicator to the dimensions of library as place, i.e., to conducive subdued atmosphere of the library, according to the diagram above is based on the assessment in points strongly agree that the highest percentage gain in the amount of 46.2%, amounting to 42.3% agreed points and points less agreed at 11.5%. This shows that the atmosphere in the Library Stikom to conducive Surabaya is good enough. To improve the comfort of visitors, the library must pay attention to the state of the atmosphere in the library. Conducive atmosphere will create a sense of comfort that the activities performed by the user can run well. In the library of Surabaya own Stikom conducive environment so that users can carry out activities peacefully without being distracted by the crowd.
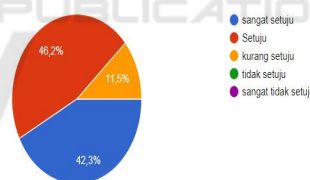

Figure 18: Interesting atmosphere.

In indicator fifth dimension of library as place, the atmosphere of the library invited me to have always been, according to the diagram above is based on ratings users that the points agreed to acquire the number of the highest percentage that is equal to 46.2%, points strongly agreed amounted to 42.3% and points less agreed at 11.5 %. This indicates that most respondents feel at home in the library and have always wanted to visit again. Proven Library Surabaya Stikom already have adequate facilities and supported by a conducive atmosphere so many visitors who always wanted to go back to the library.

As a benchmark in this study, the authors compare with research on user satisfaction from library services that already exists. To know how the

library user satisfaction Stikom Surabaya to the services provided. Therefore, for comparison, the authors use some of the research is on Library Faculty of Economics and Business, University of Mangkurat Banjarmasin, UNP Library Unit and Library and Scientific Information Centre of the Faculty of Economics and Business, University of Padjadjaran.

In the study "Service Quality Analysis Method with LibQual + TM (Studies in the Faculty of Economics and Business Library of the University of Mangkurat Banjarmasin) "(Faidah, 2016) said that the dimensions Effect of service and access to information based on a survey of users still have not reached the satisfied category, ULM FEB libraries still need to improve the performance of the service of access to information also improve the performance of employees in serving the users of the library. While the dimensions of library as place has reached the satisfied category.

In the study "Use of LibQual + TM Method for Measuring Quality of Service in the Library Unit UNP" (Aliza and Ardoni, 2008) said that the dimensions Effect of service, access to information, library as place based on a survey of users still do not feel satisfaction for users, libraries should improve the performance of employees in order to create a satisfactory service to its users.

In the study "Analysis of Quality of Services in Library and Scientific Information Centre Faculty of Economics and Business, University of Padjadjaran" (Mauladhy, Damayani and Rodiah, 2014) said that the dimensions Effect of service, library as place already reached category are satisfied, while access to information is still yet to feel the satisfaction of the users because there are still shortcomings in library services, namely the availability and quality of the collection in the library.

From the brief elaboration of the above, the research has been done on each library generates different data. At the Library Faculty of Economics and Business, University of Mangkurat Banjarmasin found that the users have not felt satisfied with the services provided at the library and the services provided by the librarian is less, so that the user satisfaction obtained satisfied yet reached category. While the UNP Library Unit found the results of the survey that the user is not satisfied with the service at the library, in three dimensions assessed also suggests that visitors feel less satisfied. Another thing with research conducted at Library and Scientific Information Center of the Faculty of Economics and Business, University of Padjadjaran,

Stikom Library Surabaya which is a technical implementation unit of the parent institution, namely the Institute of Business and Information Technology Surabaya in terms of services provided to users of the survey results from the translation of the author get the diagram in each dimension there will be different when compared to studies in other libraries. Many aspects that make the results are different. Such differences may include the performance of employees in serving the library itself user, availability of services and information needed by user. Because user is the main purpose of the library so that the user satisfaction needs to be considered.

4 CONCLUSIONS

On the dimension of the Stikom library the effect of service is good enough, but it should be scaled back. While the dimensions of information of control that the library Stikom should improve on indicators of payment of the fine collection using RFID, because of the survey results indicate that there are some students who declared at one point less agreed by 26.9% with the use of RFID as a means of payment of fines, which means students as user less satisfied in the service. On the dimension of library as place Stikom library is good enough, it's just a library Stikom should further improve and enhance the quality of the indicators to conducive library atmosphere and ambience want to visit again. Because there are some students who stated at one point disagree with 11. 5%, which means that the library is conducive, and the concentration of users is quite disturbing. However, overall, this service is available at the Stikom Surabaya library with a pretty good score.

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