ABSTRACT

HETY SETIAWATI. Analysis Factors That Influence the Success of Perpustakaan Elektronik Keliling (Pusteling) Using an Analytic Hierarchy Process (AHP) Method. Under direction of AGUS BUONO and SULISTYO BASUKI.

The research object is Perpustakaan Elektronik Keliling (Pusteling) or Electronic Mobile Library service, that is a mobile library service operated by National Library of Indonesia. Pusteling is a mobile library bus aimed to introduce and promote the utilization of information technology and communication to public especially among students. The goals are to determine the factors that affect the Pusteling service’s success and failures (if any) and how far those factors influenced it. The factors identified by internal and external factors. The data that are collected from the questionnaires were processed using an Analytic Hierarchy Process (AHP) method. Based on these results, from the four priority criterias that affect Pusteling, the first results Institution has the highest percentage (29.3%) of the global weight, the second, third and fourth are Social criteria (29.2%), Pusteling Technology (24.8%) and Region criteria (16.7%). Its indicated the institutional component must be supported by a good social and technology to revamping Pusteling, with that Pusteling region operational can develop more widely with the result that users were more increased.

Keywords: Perpustakaan Elektronik Keliling (Pusteling), mobile library service, Analytic Hierarchy Process (AHP).