

# Effectiveness of Mobile Library Service Program on Car Free Day in East Java

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**Abstract:** *The mobile library comes to providing information that is needed by the community. The presence of mobile libraries in the middle of the car free day is not merely providing services needed by the community, but the mobile library also has a goal to be achieved to be effective. The mobile library has the goal of getting as many people as possible to read and obtain information thus people become smart and innovative. This study used the theory of the effectiveness of Richard M. Steers to determine the effectiveness of mobile library service programs and the role of factors in the effectiveness of mobile libraries in five cities, namely Surabaya, Mojokerto, Gresik, Lamongan, and Kediri. Sampling method used is a multistage random sampling. This study used quantitative approach with descriptive method. The results showed that the effectiveness of mobile library service is considered quite effective in the area of car free day. In addition, the results of the research also indicate that there are supporting factors that play a role in the effectiveness of mobile library service programs such as organizational characteristics, environmental characteristics, worker characteristics and management policies and practices, where these factors are quite effective to influence the mobile library service program in the car free day.*

**Keywords:** Effectiveness, factors, mobile library, car free day

## I. INTRODUCTION

The presence of mobile libraries in the midst of community activities is not solely providing services. The presence of mobile libraries in the midst of community activities aims to try as many people as possible to read and obtain information thus people become smart and innovative. As explained by Steers (1985) that in order to achieve its objectives, the organization must be able to obtain and use its resources efficiently. One of the mobile library resources that can support the achievement of goals is librarians. However, the research conducted by Arisman (2012) shows that mobile library staffs do not know what the purpose of the mobile library is and staffs do not understand the tasks and activities that can be done in the mobile library. In addition, one of the purposes of the mobile library that needs to be realized is to educate the public in the area of car free day. As explained by Firmansyah (2014), the presence of information technology can increase the librarians' convenience to work and help educate their people. Ambarwati (2015) also explained that mobile library services need to be developed by adding other strategies such as providing internet services, wifi areas, and providing digital collections.

The presence of technology information in the mobile library can be a means for librarians and the community in the car free day area to learn more information. Learning facilities in mobile libraries in the area of car free day are not only obtained from information technology, but also mobile library collections also need to be considered since they can increase people's reading interest. In the research conducted by Maulana (2017) about the perceptions of users of mobile library services related to the role of mobile libraries in fostering public interest in reading, it was declared good with a score of 3.8%. But the fact in Hartwan's (2014) research states that library materials on the mobile library need to be added, this is due to the enthusiasm of the community in reading and utilizing a very large mobile library. Like the data found by Sabirin (2017) where there was an increase in lending collections in the GayoLues mobile library in Banda Aceh from May to June by 37% from the previous 12%. But the collections desired by the public cannot be immediately fulfilled by the mobile library. In addition to providing collection materials, a good management policy for the mobile library can also be realized by providing infrastructure to support reading activities in mobile library places free car day. But the research conducted by Rakib (2017) explained that there was a lack of facilities such as the provision of chairs, reading tents and the determination of inappropriate service posts caused the limited capacity of users.

The presence of mobile libraries in the car free day area is a new colour for people who are doing activities in the area. As explained by Prasetyo (2017) that where car free day is a trend that is mushrooming in various cities. The presence of the mobile library here is an interesting thing where the mobile library will be present only to participate in the car free day trend or to attend for the purpose and the main tasks of the mobile library. One of the main tasks of the mobile library is to increase public interest in reading. But unfortunately in East Java it was categorized as a low reading interest. This is evidenced from the 2015 BPS data where the percentage of population aged 10 years and over who read newspapers / magazines as much as 6-7 times during the past week for East Java Province is included in the second lowest category of 26.73% in Java Island where the highest is DKI Jakarta at 37.49%. Not surprisingly, there are currently many mobile libraries found in areas that are crowded with people, one of which is car free day. However, research conducted by Ramadhani (2016) explained that some people stated that the existence of mobile libraries in a car free day is something that is not important or not suitable.

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So the presence of the mobile library in car free day activities is effective or not, thus this study demonstrates the effectiveness of the mobile library in the car free day area and also identifies the supporting factors play a role in the effectiveness of mobile library service programs in the car free day area.

## II. LITERATURE REVIEW

### Effectiveness of Mobile Library Services Program

Effectiveness is defined by Steers (1985) as an ability of an organization to obtain and use resources owned efficiently to achieve its objectives. Measurements of effectiveness are explained in three measures of effectiveness according to Steers (1985) which explain that the measure of the effectiveness or failure of a program includes the following: First, the ability to adapt is the ability of the organization to adjust to its environment. Self-adjustment can be done by changing the standard operating procedures when the environment changes, so that the organization can survive in its environment. Second is productivity, which refers to the ability of the organization to produce products or carry out tasks by utilizing the resources they have in order to achieve their goals. Third, job satisfaction is the level of satisfaction of a person that they get a reward that is worth the effort they have made while in the organization. Fourth, the ability to profit is the ability of the organization to make a profit. Fifth, the search for resources is the ability of the organization to obtain resources that will be used enough to realize the achievement of organizational goals.

According to Steers (1985) there are organizational conditions so that it can be said to be effective, among them, every organization must be able to foster and maintain a number of skilled workers, organizations must be able to have achieved and reliable roles of their employees, and effective organizations also demand that their employees form spontaneous behaviour and initiative.

### Supporting Factors Role in the Effectiveness of Mobile Library Service Programs

According to Steers (1985) in a system perspective, we can identify four main categories of effectiveness supporter, namely organizational characteristics, environmental characteristics, worker characteristics, and management practice policies. First, organizational characteristics are internal organization conditions such as structure and technology. Structure is a way of an organization in arranging individuals in it so that the realization of control decentralization, job specialization, interaction between individuals, and so on. Technology is a mechanism of variation in technical knowledge that used to support the activities to achieve the goal. Second, the characteristics of the environment are how organizations and employees are responsive to a dynamic environment. Third, the characteristics of workers are the ability of employees to understand, know, and carry out their duties correctly. Fourth, management practice policies are how management functions are applied. Managers must pay attention to all components of the organization to achieve its objectives.

## III. METHODOLOGY

This study uses a quantitative approach with descriptive methods. The locations considered in this study are the mobile library on the car free day in Gresik, Lamongan, Surabaya, Mojokerto and Kediri, East Java. The participants of this study are 100 among the 42951 library visitors around Gresik, Surabaya, Lamongan, Mojokerto, and Kediri in East Java. There are about 20 respondents represented by each region. The sampling technique used is a phased sample which is a multistage random sampling, because the coverage of the population is very broad, namely East Java. Single table by means of theoretical interpretations is used to process the collected data. The primary data are collected from direct interviews. The questionnaires are distributed to the respondents according to the sampling technique, which are 100 visitors to the mobile library on car free day activities in Gresik, Lamongan, Surabaya, Mojokerto, and Kediri, East Java. In this study, SPSS is used to process the survey data. A single frequency table is used to describe the data obtained from the results of the questionnaires. The secondary data is a standard processed data served as an evidence to support this current study, which obtained from Denpasar City Library and Archives Service Data Bank and also the East Java Province Dynamic Data for the Second Quarter. The effectiveness is determined by the mean of each statement item. The interval formula is the fraction of range of regions over a number of classes and the result is shown in Table 1.

**Table. 1 Effectiveness Assessment**

Scale	Effectiveness Assessment
1.00 - 1.75	Strongly Disagree
1.76 - 2.51	Disagree
2.52 - 3.27	Agree
3.28 - 4.03	Strongly agree

## IV. RESULT AND DISCUSSION

The data obtained from this study are quantitative data which are presented in the form of frequency tables that illustrate the effectiveness of mobile library service programs in are car free day in East Java involving adaptability, productivity, job satisfaction, profitability, and resource search. Supporting factors for the effectiveness of mobile library service programs in are car free day in East Java that concern organizational characteristics, environmental characteristics, worker characteristics, and management practice policies.

The characteristics of respondents covered in this study are gender, age, and occupation of respondents. In Table 2 shows that the number of female respondents is 71%, which is higher than the male respondents which contribute by 29%. The respondents are mostly in the range of age above 36 years with a percentage of 29.0%. The respondents aged less than 15 years with a percentage of 27.0%, respondents aged between 26 to 36 years with a percentage of 25.0%, and the respondents aged between 15 to 25 years with a percentage of 19.0%.

Besides that, most of the respondents are students with a percentage of 33.0%, private sector with a percentage of 26.0%, housewives with a percentage of 21.0%, college students with a percentage of 8.0%, civil servants with a

percentage of 7.0%, entrepreneurs with a percentage of 4.0%, and 1.0% of the respondent worked outside the available job choice.

**Table. 2 Characteristics of respondents**

Characteristics	Details	Percentage (%)
Gender	Male	29
	Female	71
Age	Below 15 years	27
	15 to 25 years	19
	26 to 36 years	25
	Above 36 years	29
Occupation	Student	33
	College student	8
	Civil servants	7
	Private	26
	Entrepreneur	4
	Housewife	21
	Others	1

### Measures of Effectiveness

In this measure of effectiveness, data will be presented on adaptability, productivity, job satisfaction, profitability, and search for mobile library service program resources in car free days in East Java. The variables can be seen as follows:

#### Section 1. Ability to Adjust

This section presents the data on adaptability that are carried out by mobile libraries in the East Java car free day area. Table 3 shows that the collections provided by the mobile library are numerous and complete according to the information needs of the user with a percentage of 52.0% stated strongly agree and 48.0% agreed. The collection provided by the mobile library is always new according to the information needs of the user with a percentage of

53.0% agreeing and 47.0% strongly agree. The collection provided by the mobile library has a variety of types according to the information needs of the user with a percentage of 80.0% agreed and 20.0% strongly agree. The mobile library has educational activities (Storytelling, Book Surgery, and Watching Films) that are in accordance with the needs of the user with a percentage of 62%, disagreeing, 29% agree, 8.0% strongly agree and 1.0% strongly disagrees. The mobile library is good enough to attract the interest of visiting people in the car free day area by holding educational activities with 64.0% expressing disagreement, 30.0 % agree and 6.0% strongly disagree. Section 1 founds that data on the assessment of effectiveness with the adaptive ability variable with a mean of 2.01 which is considered as quite effective.

**Table. 3 The ability to adjust that is carried out by mobile libraries in the East Java car free day area.**

Statement item	Total Score	Average	Assessment
<b>A. Availability of collections to meet changing community information needs</b>			
1. Collections provided by the mobile library are numerous and complete according to the user's information needs	148	1.48	Very effective
2. Collections provided by mobile libraries are always new according to user information needs	153	1.53	Very effective
3. Collections provided by mobile libraries have varied types according to user information needs	180	1.80	Effective enough
<b>B. The existence of educational activities to attract interest in community visits in the Car Free Day area</b>			
1. The mobile library has educational activities (Storytelling, Book Surgery, Watching Films) that are suitable for the user's needs	256	2.56	Ineffective
2. The mobile library is quite good at attracting the interest of visiting people in the car free day area by organizing educational activities	276	2.76	Ineffective
Total	1008	10.08	
Mean	2.01		
Assessment	Effective enough		

### Section 2 Productivity

This section presents the data on the productivity of mobile libraries in the car free day area in East Java. Table 4 shows that the existence of educational activities (Storytelling, Book Surgery, Watching Films) conducted by mobile libraries in the area of Car Free Day with a percentage of 79.0% expressing disagreement, 12.0% agreed and 9.0% stated strongly disagree. The educational activities (Storytelling, Book Surgery, Watching Films) have been done in the area of Car Free Day with a percentage of 72.0% stated disagree, 18.0 % agreed and 10.0% stated strongly disagree. The existence of competitions (composing

competition, fairytale reading competition) conducted by mobile libraries in the area of Car Free Day with a percentage of 74.0% expressing disagreement, 15.0% agreed and 11.0% stated strongly disagree. The competitions (composing competition, fairy tale reading contest) have been carried out in the Car Free Day area with 73.0% disagreeing, 17.0 % agreed and 10.0% stated strongly disagree. Section 2 founds that data on the effectiveness assessment with productivity variables found a mean of 2.94 which included in the ineffective category.

**Table. 4 The productivity of mobile libraries in the car free day area in East Java**

Statement item	Total Score	Average	Assessment
<b>A. Activities carried out by mobile libraries to increase public reading interest</b>			
1. Educational activities (Storytelling, Book Surgery, Film Watching) conducted by the mobile library in the Car Free Day area	<b>297</b>	<b>2.97</b>	<b>Ineffective</b>
2. Educational activities (Storytelling, Book Surgery, Watching Movies) are suitable to be done in the Car Free Day area	<b>292</b>	<b>2.92</b>	<b>Ineffective</b>
<b>B. Competition activities conducted by mobile libraries to increase public interest in reading</b>			
1. There are competitions (composing competitions, fairytale reading competitions) conducted by mobile libraries in the Car Free Day area	<b>296</b>	<b>2.96</b>	<b>Ineffective</b>
2. Contests (composing competitions, fairytale reading competitions) are appropriate to be done in the Car Free Day area	<b>293</b>	<b>2.93</b>	<b>Ineffective</b>
Total	<b>1178</b>	<b>11.78</b>	
Mean	<b>2.94</b>		
<b>Assessment</b>	<b>Ineffective</b>		

### Section 3 Job Satisfaction

This section presents the data on job satisfaction that the mobile library has conducted in the car free day area in East Java. Table 5 shows that users are very happy to come in the mobile library because they are always treated well by librarians with a percentage of 45.0% agreeing, 34.0% agree strongly and 21.0% said they did not agree. The users agree and are very happy to come in the mobile library because librarians provide the required information quickly and precisely with a percentage of 50.0%, 37.0% stated no agree, 11.0% stated strongly agree and 2.0% stated strongly disagree. The users are very happy to come to the mobile library because the collections provided by the number and variety that have many results with a percentage of 60.0% agree, 23.0% agree strongly and 17.0% said they did not agree.

The users are very happy to come to the mobile library because the collection, provided is easy to find and neatly arranged on the shelf with a percentage of 58.0% agreed, 27.0% stated disagree and 15.0% stated strongly agree. The users are very happy to come to the mobile library because there is free wifi that I can use as much as I have with a percentage of 67.0% stated disagree, 23.0% stated very disagree, and 10.0% agree. The users are very happy to come to the mobile library because there are chairs, tables, and reading tents that are very comfortable to read with a percentage of 61.0% who say they disagree, 24.0% stated strongly disagree and 15.0% agreed. This section founds that data on the effectiveness assessment with job satisfaction variables found a mean of 2.40 which included in the category of quite effective.

**Table. 5 The job satisfaction of the mobile library has conducted in the car free day area in East Java.**

Statement item	Total Score	Average	Assessment
<b>A. Assuming users of mobile library services in the Car Free Day area</b>			
1. Users are very happy to come to the mobile library because they are always treated well by librarians	<b>187</b>	<b>1.87</b>	<b>Very effective</b>
2. Users are very happy to come to the mobile library because librarians provide the information needed quickly and precisely	<b>230</b>	<b>2.30</b>	<b>Effective enough</b>
<b>B. Assumption of users of mobile library collections in the Car Free Day area</b>			



1. Users are very happy to come to the mobile library because of the large number and variety of collections provided	194	1.94	Very effective
2. Users are very happy to come to the mobile library because the collection provided is easy to find and arranged neatly on a shelf	212	2.12	Effective enough
<b>C. User's perception of mobile library facilities and infrastructure in the Car Free Day area</b>			
1. Users are very happy to come to the mobile library because there is free wifi that I can use to my heart's content	313	3.13	Ineffective
2. Users are very happy to come to the mobile library because there are chairs, tables and reading tents that are very comfortable to read	309	3.09	Ineffective
Total	1445	14.45	
Mean	2.40		
Assessment	Effective enough		

#### Section 4 Profitability

This section presents the data on the ability to profit from the mobile library in the car free day area in East Java. Table 6 shows that users feel happy to come to Car Free Day because obtaining new knowledge from reading collections provided by mobile libraries with a percentage of 75.0% agreeing and 25.0% states strongly agree.

The users feel happy to come to Car Free Day because they can share and discuss with mobile library librarians with a percentage of 65.0% agreeing, 29.0% stated very agree and 6.0% said they did not agree.

The users feel happy to come to Car Free Day because they can search for information with free internet provided the mobile library with a percentage of 59.0% expressing disagreement, 25.0 % stated strongly disagree and 16.0% agreed. This section founds that in the assessment of effectiveness with profitability variables found a mean of 2.20 which is included in the category of quite effective.

**Table. 6 The ability to profit from the mobile library in the car free day area in East Java**

Statement item	Total Score	Average	Assessment
<b>A. The impression of the people who participated in Car Free Day with the presence of a mobile library</b>			
1. Users feel happy to come to Car Free Day because they gain new knowledge from reading collections provided by mobile libraries	175	1.75	Effective enough
2. Users feel happy to come to Car Free Day because they can share and discuss with mobile library librarians	177	1.77	Effective enough
3. Users feel happy to come to Car Free Day because they can find information with free internet provided by the mobile library	309	3.09	Effective enough
Total	661	6.61	
Mean	2.20		
Assessment	Effective enough		

#### Section 5 Resource Search

This section presents the data in the search for resources in mobile libraries in the East Java car free day area. Table 8 shows that the collection provided by the mobile library is in accordance with the information needs with a percentage of 63.0% agreeing, 34.0% agree strongly and 3.0% stated disagree. The collection provided by the mobile library is sufficient to meet the information needs with a percentage of 58.0% agreeing, 31.0% agree strongly and 11.0% said they did not agree. The mobile library librarians have performed the service appropriately appropriate with a percentage of 70.0% agreeing and 30.0% stated strongly agree. The mobile library librarians have extensive knowledge so that they can provide appropriate services and up to date with a percentage of 72.0% agreeing and 28.0% agree strongly. The mobile libraries have provided facilities and infrastructure (tables, chairs, reading tents, shelves, catalogs) that are suitable to support mobile library service activities with a percentage of 66.0% disagreeing, 18.0% agreed and 16.0% stated strongly disagree.

The Mobile Library has provided facilities and infrastructure (tables, chairs, reading tents, shelves, catalogs) that are sufficient to support mobile library service activities with a percentage of 60.0% disagreeing, 29.0% agreed and 11.0% stated strongly disagree. This section founds that data on the effectiveness assessment with resource search variables found a mean of 1.27 which is included in the very effective category.

Table. 8 The search for resources in mobile libraries in the East Java car free day area

Statement item	Total Score	Average	Assessment
<b>A. Suitability of Collections with Users' Community Needs</b>			
1. Collections provided by mobile libraries are in accordance with user information needs	169	1.69	Very effective
2. The collections provided by the mobile library are sufficient to meet the user's information needs	180	1.80	Effective enough
<b>B. Accuracy of Librarians in Conducting Mobile Library Services</b>			
1. The mobile library librarian has performed the service appropriately	170	1.70	Very effective
2. Mobile library librarians have extensive knowledge so that they can provide appropriate and up-to-date services	172	1.72	Very effective
<b>C. The existence of facilities and infrastructure to support mobile library activities</b>			
1. The Mobile Library has provided facilities and infrastructure (tables, chairs, tents, shelves, catalogs) that are suitable to support mobile library service activities.	298	2.98	Ineffective
2. The Mobile Library has provided facilities and infrastructure (tables, chairs, reading tents, shelves, catalogs) that are sufficient to support mobile library service activities.	282	2.82	Ineffective
Total	1271	12.71	
Mean	1.27		
Assessment	Very effective		

Thus, the average overall assessment of effectiveness measures includes adaptability, productivity, job satisfaction, profitability, and resource searches indicated a total average of 10.08, 11.78, 14.45, 6.61 and 12.71 respectively. The effectiveness measures of the five measured variables indicated that the overall average of 2.31, which is quite effective. .

#### Supporting factors play a role in effectiveness

In the part of the supporting factors in this effectiveness data will be presented with supporting factors that play a role in effectiveness, such as organizational characteristics, environmental characteristics, worker characteristics, and management practice policies on mobile library service programs in East Java's car free day.

#### Section 1 Organizational Characteristics

This section presents the data on the characteristics of mobile library organizations in the car free day area in East

Java. Table 9 shows that users get information quickly from librarians who find information through the internet with a percentage of 71.0% stated disagree, 15.0% stated strongly disagree and 14.0% agreed. The librarians doing online sharing services with social media with a percentage of 75.0% stating disagree, 18.0% agree and 7.0% stated strongly disagree. The librarians are quite good at accepting criticism and suggestions for improving the quality of mobile library services with a percentage of 59.0% agreeing, 31.0% stated disagree and 10.0% stated strongly agree. The librarians are good enough in conducting discussions / sharing to improve the quality of mobile library services with a percentage of 52.0% agreeing, 36.0% stated disagree and 12.0% stated strongly agree. This section founds that data on the assessment of the supporting factors of effectiveness with organizational characteristics variables found a mean of 2.42 which is included in the category of quite effective.

Table. 9 The characteristics of mobile library organizations in the car free day area in East Java

Statement item	Total score	Average	Assessment
<b>A. Collaboration of librarians with supporting technology to realize services that are in accordance with the needs of the community</b>			
1. Users get information quickly from librarians who find information through the internet	234	2.34	Effective enough
2. Librarians often do online sharing with social media (Facebook, Line, Whatsapp, Twitter, Instagram)	289	2.89	Ineffective
<b>B. Librarian interactions with users to support mobile library services</b>			
1. Librarians are quite good at accepting criticism and suggestions for improving the quality of mobile library services	221	2.21	Effective enough
2. Librarians are quite good at conducting discussions / sharing to improve the quality of mobile library services	224	2.24	Effective enough
Total	968	9.68	
Mean	2.42		
Assessment	Effective enough		

## Section 2 Environmental Characteristics

This section presents the data on the characteristics of the mobile library environment in the car free day area in East Java. Table 10 shows that mobile libraries right in choosing locations that are easily accessible in the Car Free Day area with a percentage of 56.0% agreeing, 36.0% agree strongly, 5.0% stated strongly disagree and 3.0% said they did not agree. The mobile library right in providing a comfortable and safe location to read in the Car Free Day area with a percentage of 48.0% agreeing, 42.0% stated very agree and 10.0% said they did not agree. The right library in providing

locations far from noise in the area of Car Free Day with a percentage of 72.0% stating disagree, 17.0% stated that they agree and 11.0% agreed. The mobile library right in providing shaded and clean reading facilities in the Car Free Day area with a percentage of 57.0% agreeing, 31.0% stated strongly agree and 12.0% said they did not agree. This section founds that data on the assessment of the supporting factors of effectiveness with environmental characteristics variables found a mean of 2.01 which is included in the category of quite effective.

**Table. 10 The characteristics of the mobile library environment in the car free day area in East Java**

Statement item	Total Score	Average	Assessment
<b>A. The way the mobile library chooses locations in Car Free Day to support mobile library service activities</b>			
1. The Mobile Library is right in choosing an easily accessible location in the Car Free Day area	177	1.77	Effective enough
2. The Mobile Library is right in providing a convenient and safe location to read in the Car Free Day area	168	1.68	Very effective
3. The Mobile Library is right in providing locations far from noise in the Car Free Day area	306	3.06	Ineffective
4. The Mobile Library is right in providing shady and clean reading facilities in the Car Free Day area	181	1.81	Effective enough
Total	1007	10.07	
Mean	2.01		
Assessment	Effective enough		

## Section 3 Characteristics of Workers

This section presents the data on the characteristics of workers in the mobile library in the East Java car free day area. Table 11 shows that librarians provide socialization of the importance of reading to the community of mobile library users in a car free day with a percentage of 63.0% stated disagree, 23.0% agreed and 14.0% stated strongly disagree. The librarians have promoted books as interesting reading material with a percentage of 71.0% expressing disagreement, 18.0% agreeing and 11.0% stated strongly disagree. The librarians are quite good at attracting interest in visiting the community by way of attractive, polite, and friendly with a percentage of 58.0% agreeing, 25.0% say no agree and 17.0% stated strongly agree. The librarians are quite innovative in organizing activities to attract the interest

of visiting the community with a percentage of 70.0% agreeing, 20.0% agree strongly and 10.0% expressing disapproval. The librarians doing services in accordance with the task of mobile library librarians with a percentage of 70.0% agreed, 24.0% stated strongly agree and 6.0% said they did not agree. The librarians listen to user complaints to improve the quality of mobile library services with a percentage of 70.0% agreed, 25.0% stated strongly agree and 5.0% said they did not agree. This section founds that data on the assessment of the effectiveness of supporting factors with variable characteristics of workers found a mean of 2.24 which is included in the category of quite effective.

**Table. 11 The characteristics of workers in the mobile library in the East Java car free day area.**

Statement item	Total Score	Average	Assessment
<b>A. The way librarians support the implementation of mobile library activities is to increase public reading interest</b>			
1. Librarian librarians have provided information on the importance of reading to each visitor	291	2.91	Ineffective
2. Librarians have promoted books as interesting reading material	293	2.93	Ineffective
<b>B. The way librarians support mobile libraries to attract interest in visiting communities on Car Free Day</b>			
1. Librarians are quite good at attracting interest in visiting people by looking attractive, polite and friendly	208	2.08	Effective enough

2. Librarians are quite innovative in organizing activities to attract community visits	<b>190</b>	<b>1.90</b>	<b>Effective enough</b>
<b>C. The way librarians support mobile library services on Car Free Day</b>			
1. Librarians perform services in accordance with the duties of mobile library librarians	<b>182</b>	<b>1.82</b>	<b>Effective enough</b>
2. Librarians listen to user complaints to improve the quality of mobile library services	<b>180</b>	<b>1.80</b>	<b>Effective enough</b>
Total	<b>1344</b>	<b>13.44</b>	
Mean	<b>2.24</b>		
<b>Assessment</b>	<b>Effective enough</b>		

#### **Section 4 Management Policies and Practices**

This section presents the data on management policies and practices in mobile libraries in the East Java car free day area. Table 12 shows that users know of the existence of a mobile library in Car Free Day from newspaper and online news with a percentage of 53.0% agreeing, 40.0% agree strongly and 7.0% said they did not agree. The users know of the existence of a mobile library on Car Free Day from promotions carried out by governors / mayors / regents with a percentage of 57.0% agreeing, 37.0% stated strongly agree and 6.0% said they did not agree.

The user knows the existence of a mobile library service flow that is always indicated by librarians with a percentage

of 63.0% agreeing, 27.0% stated strongly agree and 10.0% said they did not agree. The user is aware of the existence of a mobile library discipline which is always indicated by librarians with a percentage of 52.0% agreeing, 27.0% stated disagree and 21.0% stated strongly agree. This section founds that data on the assessment of the supporting factors of effectiveness with the policy variables and management practices found a mean of 1.81 which included in the category of quite effective

**Table. 12 The management policies and practices in mobile libraries in the East Java car free day area.**

<b>Statement item</b>	<b>Total Score</b>	<b>Average</b>	<b>Assessment</b>
<b>A. Library library campaigns conducted by mobile libraries in the community in collaboration with various parties to support the promotion of mobile libraries</b>			
1. Users know about the mobile library on Car Free Day from newspaper and online news	<b>167</b>	<b>1.67</b>	<b>Very effective</b>
2. Users know of the existence of a mobile library on Car Free Day from promotions carried out by the governor / mayor / regent	<b>169</b>	<b>1.69</b>	<b>Very effective</b>
<b>B. The existence of mobile library procedures to support mobile library services</b>			
1. Users are aware of the flow of mobile library services that are always indicated by librarians	<b>183</b>	<b>1.83</b>	<b>Effective enough</b>
2. Users are aware of the existence of a mobile library order that is always indicated by librarians	<b>206</b>	<b>2.06</b>	<b>Effective enough</b>
Total	<b>725</b>	<b>7.25</b>	
Mean	<b>1.81</b>		
<b>Assessment</b>	<b>Effective enough</b>		

Thus, the average overall assessment of the supporting factors of effectiveness includes organizational characteristics, environmental characteristics, worker characteristics, and management practice policies indicated by total average of 9.68, 10.07, 13.44 and 7.25 respectively. The effectiveness supporting factors of the four variables that have been measured found that the overall average of 2.12 is quite effective.

#### **Effectiveness of Mobile Library Services Program**

Steers (1985) explains that adaptability is the ability of an organization to adjust to its environment. The variable

adaptability found an average of 2.01 with a fairly effective category. In other words the mobile library is quite effective in adjusting to its environment in several ways that have been made such as providing collections and holding educational activities for the community.



Productivity is the ability of the organization to produce products or carry out tasks by utilizing the resources they have to achieve their goals. In the productivity variable found an average of 2.94 in the ineffective category. In other words, mobile libraries are not effective in producing products in the form of educational activities or competitions so they were not able to achieve the purpose of mobile libraries to foster public reading interest and educate the public.

The third measurement of effectiveness is job satisfaction, namely the level of satisfaction of a person that they get a reward that is worth the effort that has been made while in the organization.

The variable job satisfaction found an average of 2.40 with a fairly effective category. In other words, the mobile library has been able to provide rewards in the form of services, collections and facilities and infrastructure needed by the community and in accordance with the expectations of the community when they are in the mobile library.

Profers' ability according to Steers (1985) is the organization's ability to earn income or profit. The profitability variable is found to be an average of 2.20 with a fairly effective category. In other words, the mobile library has been quite effective in obtaining income or profits in the form of positive impressions and images from the community so that people want to visit the mobile library.

The last measurement of effectiveness is the search for resources, namely the ability of the organization to obtain resources which will be used enough to realize the achievement of organizational goals. The resource search variables found an average of 1.27 in the very effective category. In other words, mobile libraries have been very effective in obtaining resources such as collections, librarian human resources, and infrastructure used to achieve the achievement of mobile library goals.

### **Supporting Factors Role in the Effectiveness of Mobile Library Service Programs**

The characteristics of the organization according to Steers (1985) are internal organizational conditions such as structure and technology. Structure is a way of an organization in arranging individuals in it for the realization of decentralization of control, work specialization, interaction between individuals and so on. Technology is a mechanism of variation in technical knowledge that is used to support activities towards the goal. The organizational characteristics variable found an average of 2.42 with a fairly effective category. In other words, as stated by Steers, that if the relationship between structure and technology is harmonious (both can work together), workers will have fewer problems in achieving organizational goals. So from that organizational characteristics are effective enough to be a supporting factor that plays a role in effectiveness.

According to Steers (1985) the environmental characteristics are how organizations and employees are responsive to a dynamic environment. The variable environmental characteristics found an average of 2.01 with a fairly effective category. So from that environmental characteristics are effective enough to be a supporting factor that plays a role in effectiveness.

The characteristics of workers are the ability of employees to understand, know, and carry out their duties correctly. The variable worker characteristics found an average of 2.24 in the category is quite effective. So from that the characteristics of workers are effective enough to be a supporting factor that plays a role in effectiveness.

Management policies and practices are how management functions are implemented. The policy and practice variables management found an average of 1.81 in the quite effective category. So from that management policies and practices are effective enough to be a supporting factor that plays a role in effectiveness.

### **V. CONCLUSION**

Based on the findings and data analysis, the measure of the effectiveness of the mobile library service program is the ability to adapt from the mobile library is considered quite effective. Second, productivity of mobile libraries is considered ineffective. Third, job satisfaction from the mobile library is considered quite effective. Fourth, the ability to profit from the mobile library is considered quite effective. The last is the search for mobile library resources is considered very effective. So it was concluded that the mobile library was said to be quite effective in the car free day area. This is in accordance with what was conveyed by Steers (1985) that effectiveness is an ability of the organization to obtain and use resources that are owned efficiently to achieve its objectives. Thus, it is in accordance with what the mobile library does, namely maximizing the resources it has to achieve its goal of trying as many people as possible to read and obtain information so as to create a smart and innovative society.

There are also supporting factors that play a role in the first effectiveness, namely the characteristics of mobile library organizations are considered quite effective. Second, the characteristics of the mobile library environment in the car free day area are considered to be quite effective. Third, the characteristics of mobile library workers are considered to be quite effective. The last is that the policies and practices of mobile library management are considered quite effective. It can be said that these supporting factors have been quite effective in supporting the effectiveness of mobile library services. In accordance with what Steers (1985) said that a more effective organization is an organization that successfully adjusts the structure, technology, work effort, and policies to help achieve goals effectively. So from that the mobile library is quite effective because of the supporting factors that play a role in achieving the purpose of mobile library.

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