

ABSTRACT

This research discusses “Interpersonal Communication Quality between librarian and library user to the library’s image in UPT Perpustakaan Universitas Diponegoro. The aim of the research is to know whether there is an effect of interpersonal communication quality between librarian and library user to the library’s image in UPT Perpustakaan Universitas Diponegoro or not. The method used in this study is quantitative by using a sample amount of 100 respondents obtained using the purposive sampling method. The data-collecting technique that used in this research is questionnaire which distributed online via Google Docs Form and distributed directly using the printed questionnaire. Data analysis in this study uses descriptive analysis. The results showed that there was an effect of interpersonal communication quality between librarian and library user and library image in UPT Perpustakaan Universitas Diponegoro. The hypothesis test was conducted by analyzing the results of the Pearson correlation coefficient Product-Moment between interpersonal communication quality between librarian and library user variables with the library image variable. The result obtained was significance value of 0,000 with a great positive relationship rate of 0,674. The H_0 rejection criterion is if a significant value of α is $< 0,05$, then the H_1 is accepted and H_0 is rejected because of the acquired significance value smaller than 0,05. It can be concluded that interpersonal communication quality between librarian and library user affects the library image in UPT Perpustakaan Universitas Diponegoro.

Keywords: *interpersonal communication quality; librarian; library image; UPT Perpustakaan Universitas Diponegoro’s user*