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DEMOGRAPHIC CHARACTERISTICS IN THE USABILITY OF THE ISBN ONLINE SERVICE IN INDONESIA

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Abstrak

Sejak tahun 1984 hingga saat ini Perpustakaan Nasional Indonesia telah mengelola *International Standard Book Number* (ISBN). Pada 2017, layanan online ISBN meluncurkan satu akun, atau akses, yang dapat didaftarkan oleh setiap penerbit. Namun demikian, berbagai permasalahan masih saja muncul, di antaranya yaitu/adalah kegunaan di dalam sistem ISBN Online. Dengan mengumpulkan tanggapan dari 757 responden yang bekerja di perusahaan penerbitan, penelitian ini menganalisis hubungan antara karakteristik demografis dan komponen pengalaman pengguna: kegunaan dalam layanan ISBN Online. Studi ini menemukan lima hubungan yang signifikan yaitu (1) jenis kelamin dan desain layanan ISBN Online, (2) jenis kelamin dan kemudahan penggunaan layanan, (3) jenis kelamin dan tingkat kepuasan, (4) usia dan kemudahan penggunaan layanan, dan (5) pengalaman kerja dan pengalaman menggunakan ISBN Online. Di antara faktor demografis, ditemukan bahwa jenis kelamin efektif dalam mengklasifikasikan dan membedakan variabel kegunaan dalam layanan ISBN Online.

Kata kunci: *layanan ISBN online, penerbitan, standar internasional, industri informasi, layanan informasi*

Abstract

From 1984 until the present, the National Library of Indonesia has managed the country's International Standard Book Number (ISBN) system. In 2017, the ISBN online service launched a single account, or access, for which each publisher could register. However, various problems still arise, among them the usability within the ISBN Online system. By collecting responses from 757 respondents who work in publishing companies, this study analyses the relationship between demographic characteristics and a user experience component: usability in the ISBN Online service. The study found five significant relationships such as (1) gender and ISBN Online service design, (2) gender and the service's ease of use, (3) gender and satisfaction level, (4) age and the service's ease of use, and (5) work experience and the experience of using ISBN Online. Among other demographic factors, it found that gender is effective at classifying and differentiating usability variable in the ISBN Online service.

Keywords: *ISBN online service, publishing, international standards, information industry, information services*

I. INTRODUCTION

In Indonesia, the National Library manages the International Standard Book Number (ISBN) system for the country (Wulandari and Gunarti, 2018). In 1984, the implementation of the ISBN system began manually. In 2012, the National Library of Indonesia launched the ISBN Online service, but still provided on-site and e-mail services. However, starting on April 1, 2017, the ISBN service required users to go online and eliminated on-site correspondence, e-mail, and postal services. This was in accordance with the policy of the head of library material for the Directorate of the National Library on Library Material Deposit No. 224/3.1/DBP.05/II.2018.

Various problems still arise. These include issues involving conflicts between publishers' ISBN listings, the validity of ISBNs that authors obtain through publishers, the impact of increasing numbers of individual publishers, and problems with the search process in the ISBN Online service system (Gunarti and Nabawi, 2018). To access the ISBN Online service, each publisher creates an account as a single access point for ISBN Online service. The aim of this single access point is to make it easier for publishing companies to manage their various ISBNs and other data provided by the service by keeping it all in one place.

Therefore, some introductory provisions must be considered for easy access to ISBN Online. Drawing on the usability variable, which is one of the user experiences concepts, this study aims to analyse the relationship between the usability of the ISBN Online service and the demographic characteristics of those who work in Indonesia's publishing industry.

II. LITERATURE REVIEW

The establishment of the International Standard Book Number (ISBN) system began in 1956 in England under the name Standard Book Numbering (SBN). The system was pioneered by the publisher W.H. Smith & Sons Ltd (Simamora and Indah, 2007). In Indonesia, the program to implement the ISBN system began in 1985 with a meeting between representatives of the ISBN and Cataloguing in Publication (CiP) organization and the National Library of Indonesia. The National Library initiated the meeting, the purpose of which was to discuss how to convince publishers, in both private and government sectors, to recognize and take advantage of the ISBN and CiP programs to help book trade and legalization. For example, Lynch (1998, p. 17) stated

that, "ISBN has played a central role in facilitating business communications between booksellers and publishers; it has also been important to libraries in identifying materials."

Subsequently, the National Library of Indonesia asked the ISBN central agency in Berlin for permission to provide ISBN numbering for Indonesia. This request was approved by designating number 979 as a prefix element for Indonesia. In April 1986, the National Library of Indonesia held a meeting with publishers and heads of libraries in the country. As a result of the meeting, the National Library was recognized and established as the national ISBN agency for Indonesia. The agency can disseminate ISBN information through various publications, including the Indonesian National Bibliography (BNI), the ISBN and CiP leaflets, and news magazines (Rahmi et al., 2020).

Previous studies on the ISBN system in Indonesia appear in several works. Simamora and Indah (2007) study regarding publisher satisfaction that was based on a decree by the Minister for Administrative Reform (*Keputusan Menteri Pendayagunaan Aparatur Negara* or *Kepmen PAN*) No. 81/1995, and No. 63/2003. They collected questionnaires based on the SERVQUAL concept from 61 Indonesian publishers that asked about their satisfaction with the quality of services provided by the Indonesian ISBN system. The study found no significant relationship between ISBN and CiP service procedures and publisher satisfaction. It did find, however, a significant relationship between the ISBN and CiP quality services variable and publisher satisfaction.

Nasrullah (2015) analysed the publishers' satisfaction with the quality of the ISBN Online website. The methods used were closed-ended questions on detailed dimensions such as usability, information quality, and interaction quality using the Webqual 4.0 and Importance-Performance Analysis (IPA). The results show that all dimensions have a negative gap; the average gap indicated the overall perception that respondents have of the system scores, lower than the one for "importance." The results also suggest publishers' dissatisfaction with the website's quality, but due to the small number of respondents ($n = 30$), this cannot be used as a basis for generalization (Nasrullah, 2015).

Febrina's (2017) study on the inventory of Frequently Asked Questions (FAQ) services on a single account for ISBN in the National Library of Indonesia shows that the number of online

registrations, or “sign-up” accounts, increased from year to year. This caused an increase in workload for ISBN service officers. The methods used in the study included searching keywords from 26,751 e-mails received in 2017. The keyword “Informasi” (“information” in English) yielded 1,195 e-mails. However, the researchers refiltered and used “Tanya” (“ask” in English) as the keyword, and from 363 e-mails, they chose 189 in which the content was precisely a question. The results identified several topics, such as (1) ISBN requirements, procedures, and mechanisms; (2) provisions and regulations for submitting ISBNs; (3) technical ISBN services; and (4) obligations of Law No. 4 of 1990: Printed and Recorded Works, or, in Indonesian, “Karya Cetak dan Karya Rekam,” abbreviated as KCKR. The results also suggest that the website condition is due to the low reading culture that makes users prefer to ask questions, the appearance of the website is less user-friendly than it could be, less communicative information, among other things. Thus, the study suggests investigating the quality of the ISBN website.

Gunarti and Nabawi (2018) analysed the effectiveness of the Regulation of the Head of the National Library of Indonesia No. 7 in 2016, collecting data from five employees of the ISBN service office and ten publishers. As the number of publishers registered increases from year to year, 17,638 publishers have been recorded in the ISBN database. The findings showed some constraints that the ISBN team faced—for example, incomplete requirements; misuse of ISBN; the development of ISBN descriptions independently, without reporting ISBN usage to the National Library; the neglect of obligations under Law No. 4 of 1990 with regard to providing copies of printed and recorded works; and the problem of Internet instability. The results also showed that the regulation could provide convenience for ISBN service officers in serving publishers, providing legal certainty for publishers in obtaining ISBN services, and supporting the regulation of printed and recorded works (KCKR) in the Sub-directorate of Library Materials Deposit.

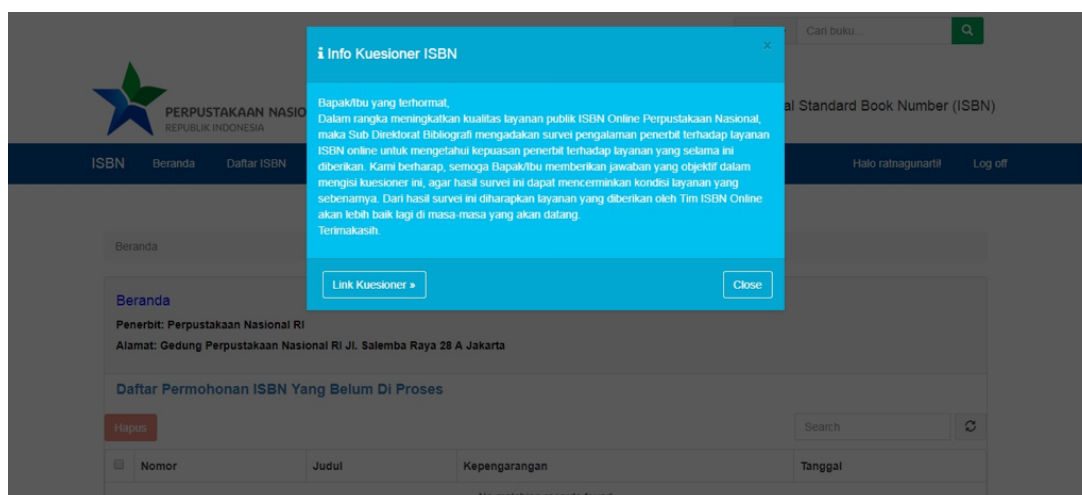


FIGURE 1. DISPLAY OF SURVEY NOTIFICATIONS ON THE ISBN ONLINE SERVICE

The articles that discuss ISBNs in countries other than Indonesia are limited (Kamaku, 2015). The latest study, by Choel (2013), discusses a new approach to access textbook information based on ISBN with augmented reality (AR) technology. Other articles suggest a new type of identifier, called a “Book Object Identifier”, to overcome various ‘matching’ problems related to the ISBN system (Zuccala and Cornacchia, 2016). Previous research also supports current industry practices toward identifying digital book content and requiring comprehensive and unambiguous product identification. This identification is crucial for supply chain efficiency and for publishers’ tradable digital products

(Weissberg, 2008; Burke and Brathwaite, 2011; Egghe and Rousseau, 2011).

We could not find previous studies that looked at the relationship between the demographic characteristics of workers in publishing companies and the usability of the ISBN Online service in Indonesia, which we will discuss in this article.

III. METHODS

This study uses a quantitative approach with a survey design based on “the Library User Experience” by the Imperial College of London Library (Stevenson and

Larose, 2017) and “the Library User Survey” by the Association of Research Libraries (Diamond, 2004). The survey was embedded in the ISBN Online service interface (<https://isbn.perpusnas.go.id/>) and

recorded by Google Form. The survey was open from 30 July to 30 September 2019, and 757 respondents filled it out.

TABLE 1. SIX QUESTIONS ABOUT THE USABILITY OF ISBN ONLINE SERVICE (N = 757)

Variable	Questions	Answer	n	%
Usability	Q1: ISBN Online has an attractive design	Agree	481	63.5
		Neutral	258	34.1
		Disagree	18	2.4
	Q2: ISBN Online is confusing	Agree	39	5.2
		Neutral	206	27.2
		Disagree	512	67.6
	Q3: I would like more help using ISBN Online	Agree	469	62.0
		Neutral	245	32.4
		Disagree	43	5.7
	Q4: The ISBN Online service is easy to use	Highly satisfied	434	57.3
		Satisfied	138	18.2
		No opinion	59	7.8
		Dissatisfied	69	9.1
		Very dissatisfied	57	7.5
	Q5: When using ISBN Online, I am	Highly satisfied	393	51.9
		Satisfied	190	25.1
		No opinion	70	9.2
		Dissatisfied	69	9.1
		Very dissatisfied	35	4.6
	Q6: How was your experience using ISBN Online so far?	Highly satisfied	403	53.2
		Satisfied	178	23.5
		No opinion	74	9.8
		Dissatisfied	67	8.9
		Very dissatisfied	35	4.6

The survey consists of a respondent’s demographic characteristics and 40 questions aimed at publishers in Indonesia. Furthermore, 40 questions are built from two components: user (publisher) experience and added components. Six categories of 30 questions were included in the user experience component, including usability, mobile access, accessing the resources, features and functionality of ISBN Online, information seeking and ISBN’s role, and the search process, consisting of (a) searching in ISBN Online, (b) searching functionality, and (c) refining, sorting and determining relevance. Two categories that added nine questions were included (e.g., print and recorded works law (KCKR) and ISBN team), and one question asked about overall satisfaction. However, this paper uses the usability variable assessed at baseline by six questions (see Table 1). The broader and more comprehensive coverage will be discussed in future work.

Usability questions use two Likert types of questions. In Questions 1 to 3, respondents were

asked to answer *agree*, *neutral*, or *disagree* in response to a statement. In Questions 4 to 6, respondents were asked how confident they were about something, and they were also asked to answer *highly satisfied*, *satisfied*, *no opinion*, *dissatisfied*, or *very dissatisfied* in response to a statement. These questions are presented as the number and percentages of each point on the scale.

Table 2 shows the demographic characteristics of the 757 respondents, such as gender, age, publisher location, work experience with a publisher, year of publisher establishment, and average number of publications per year. The majority of participants were male ($n = 585$, 77.3%). Respondents’ work experience ranged from zero to more than 10 years: 0-2 ($n = 310$), 3-4 ($n = 192$), 5-10 ($n = 186$), and above 10 ($n = 64$). The majority of participants’ age category was 25-34 years old ($n = 319$). Cronbach’s $\alpha = 0.672$ then measured the six questions’ reliability. Taber (2018) shows the range of Cronbach alpha values matched in social research.

IV. RESULTS AND DISCUSSION

A. Demographic differences in the usability of the ISBN Online service

A chi-square test found a significant relationship ($p < 0.05$) between demographic characteristics and the ISBN Online service usability. Chi-square is used to test the relationship between two variables and measure this relationship's significance (Field, 2013).

We divide the table into two. Table 3 describes the ISBN Online service's demographic characteristics

and usability (3 questions with *agree*, *neutral*, and *disagree* answers). In comparison, Table 4 describes the demographic characteristics and the usability of the ISBN Online service (3 questions with *highly satisfied*, *satisfied*, *no opinion*, *dissatisfied*, and *very dissatisfied* answers).

Table 3 describes the relationship between demographic characteristics and the usability of the ISBN Online service. One significant relationship was found between gender and the statement of "ISBN Online has an attractive design."

TABLE 2. DEMOGRAPHIC CHARACTERISTICS AND USABILITY OF ISBN ONLINE SERVICE (1)

		ISBN Online has an attractive design			ISBN Online is confusing			I would like more help using ISBN Online		
		A	N	D	A	N	D	A	N	D
Gender	Female	91	78	3	10	53	109	99	57	16
	Male	390	180	15	29	153	403	370	188	27
		$\chi^2 (2) = 12.626, p = 0.002^*$			$\chi^2 (2) = 1.848, p = 0.397$			$\chi^2 (2) = 5.876, p = 0.053$		
Age	15-24	20	17	1	2	13	23	20	13	5
	25-34	185	125	9	21	98	200	199	103	17
	35-44	183	76	6	11	72	182	170	81	14
	45-54	81	31	1	5	20	88	68	38	7
	55-64	9	7	1	0	2	15	9	8	0
	Above 65	3	2	0	0	1	4	3	2	0
		$\chi^2 (10) = 15.100, p = 0.128$			$\chi^2 (10) = 14.915, p = 0.135$			$\chi^2 (10) = 7.804, p = 0.648$		
Work experience	0-2	195	110	5	15	85	210	201	95	14
	03-Apr	118	68	6	13	57	122	123	58	11
	05-Oct	121	60	5	9	43	134	104	68	14
	Above 10	44	18	2	1	19	44	38	22	4
	Not affiliated	3	2	0	1	2	2	3	2	0
		$\chi^2 (8) = 3.238, p = 0.919$			$\chi^2 (8) = 8.426, p = 0.393$			$\chi^2 (8) = 5.639, p = 0.688$		

A = Agree; N = Neutral; D = Disagree

* $p < 0.05$

A total of 18 respondents consisting of female ($n = 3$) and male ($n = 15$) answered that ISBN Online did not have an attractive appearance. The researchers triangulated the 18 people, both males and females, who expressed suggestions for (1) improving the quality, speed, and time of service; (2) sending notifications of errors in filling out ISBN applications via e-mail; and (3) adding a chat feature so users can ask questions directly about the day of application and working hours.

Table 4 describes the relationship between demographic characteristics and the usability of the ISBN Online service. Four significant relationships were found between (1) gender and the statement "The ISBN Online service is easy to use?" (2) gender and the statement "When using ISBN Online, I am?" (3) age and the statement "The ISBN Online service is easy to use?" and (4) Work experience and the statement of "How was your experience using ISBN Online so far?"

A total of 57 respondents consisting of female ($n = 13$) and male ($n = 44$) answered that the ISBN

Online service was not easy to use. Also, a total of 57 respondents with the age category 15-24 ($n = 1$), 25-34 ($n = 36$), 35-44 ($n = 17$), 45-54 ($n = 2$), and above 65 ($n = 1$) answered that the ISBN Online service was not easy to use. For example, one of the respondents said, “Please add a telephone service because people who call all over Indonesia are often busy with the numbers they like to call” (Female, 25-34), and “Create an Android or iOS mobile application for publisher” (Male, 35-44).

A total of 25 respondents consisting of female ($n = 8$) and male ($n = 27$) answered that they were very

dissatisfied when using ISBN Online. For instance, one of the respondents said, “Please do not take too long to issue an ISBN number” (Female, 25-34).

A total of 35 respondents with work experience (in years) 0-2 ($n = 15$), 3-4 ($n = 11$), 5-10 ($n = 8$), and above 10 ($n = 1$) answered that they were very dissatisfied with their experience using ISBN Online so far. For example, one respondent said, “Publisher guidance may be helpful for the regional level so that they can synergize in programs to improve the quality of reading interest in Indonesia” (Male, 25-34, with 3-4 years working experience).

TABLE 4. DEMOGRAPHIC CHARACTERISTICS AND USABILITY OF ISBN ONLINE SERVICE (2)

		The ISBN Online service is easy to use					When using ISBN Online, I am					How was your experience using ISBN Online so far?				
		HS	S	NO	D	VD	HS	S	NO	D	VD	HS	S	NO	D	VD
Gender	Female	87	29	23	20	13	70	48	26	20	8	82	39	24	20	7
	Male	347	109	36	49	44	323	142	44	49	27	321	139	50	47	28
		$\chi^2(4) = 12.426, p = 0.014^*$					$\chi^2(4) = 15.928, p = 0.003^*$					$\chi^2(4) = 7.422, p = 0.115$				
Age	15-24	21	9	4	3	1	18	12	4	4	0	18	11	6	3	0
	25-34	168	51	28	36	36	154	73	33	40	19	150	75	33	42	19
	35-44	156	58	19	15	17	139	74	25	17	10	149	64	27	13	12
	45-54	79	12	8	12	2	67	27	7	7	5	74	21	7	8	3
	55-64	8	7	0	2	0	12	3	0	1	1	9	6	0	1	1
	Above 65	2	1	0	1	1	3	1	1	0	0	3	1	1	0	0
	$\chi^2(20) = 40.834, p = 0.004^*$					$\chi^2(20) = 21.502, p = 0.368$					$\chi^2(20) = 30.838, p = 0.057$					
Work experience	0-2	169	55	28	30	28	154	76	34	28	18	163	68	39	25	15
	3-4	110	32	18	14	18	96	50	18	19	9	97	48	15	21	11
	5-10	120	34	6	16	10	109	47	8	15	7	111	41	11	15	8
	Above 10	33	16	7	7	1	32	16	9	6	1	31	20	6	6	1
	Not affiliated	2	1	0	2	0	2	1	1	1	0	1	1	3	0	0
		$\chi^2(16) = 24.733, p = 0.075$					$\chi^2(16) = 14.306, p = 0.576$					$\chi^2(9) = 32.582, p = 0.000^*$				

HS = Highly satisfied; S = Satisfied; NO = No opinion; D = Dissatisfied; VD = Very dissatisfied

* $p < 0.05$

B. Discussion

The present study aimed to examine the relationship between the usability of the ISBN Online service and the demographic characteristics of those who work in Indonesia's publishing industry. Since none of the previous studies examined demographic differences in relation to the ISBN Online service usability, this assumption had to be empirically tested.

C. Limitations

Two main limitations deserve mentioning. First, this study is an association study that does not allow causality inferences. Therefore, due to the study design limitation, we cannot consider all the relevant mediators and confounding factors. Our study does not capture other components of user experience such as mobile access, accessing resources, features and functionality of ISBN Online, information seeking and ISBN's role in the search process, consisting of (a) searching in ISBN Online, (b) searching functionality, (c) refining, sorting and determining relevance. These components must be left for future research. Second, there is no guarantee that our sample is representative, even though it is large and includes a wide distribution of demographic variables. We recommend that a similar study be conducted with different time and locus among a representative sample of the population utilizing alternate methodologies. Subsequently, the findings should be compared to ensure validity. We must, therefore, be cautious in our interpretation of the findings. Furthermore, we recommend that a similar study be carried out in additional countries to make a multi-cultural comparison. Despite these limitations, our study provides information about the relationship between ISBN Online service in each gender, age, and work experience level in Indonesia.

V. CONCLUSION

In an environment of tight budgets, increased calls for accountability, and a seismic shift toward electronic information, the move to a single account for each publisher on ISBN Online services prompted the critical analysis and evaluation of the services and resources provided (Diamond, 2004). This paper investigated the relationship between the usability of the ISBN Online service and the demographic characteristics of those who work in Indonesia's publishing industry. The main conclusion of this study is that five significant relationships were found between (1) gender and ISBN Online service design, (2) gender and the service's ease of use, (3) gender

and satisfaction level, (4) age and the service's ease of use, and (5) work experience and the experience of using ISBN Online. This research is useful for evaluating the current ISBN Online service in Indonesia and other countries to design and conduct surveys in the future, oversee design and analysis, and implement a data-analysis plan.

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