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The Influence of Excellent Service on User Satisfaction in the Technical Implementation Unit of the Universitas Negeri Makassar Library

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ABSTRACT

The quality of library services refers to the needs of users. Therefore, good service is a service that can meet the needs and desires of its users. So a good library is a library that is able to provide services to every user quickly, accurately and satisfactorily. The success of a library can be measured using the frequency of borrowing library materials and the level of user satisfaction, therefore the needs and requests of users need to be considered by the library. This research uses quantitative research with a population of 220 users, with a sample of 69 people with an error rate of 10 percent. Data collection was carried out using observation and questionnaires. The data analysis techniques used are descriptive statistics and inferential statistics. The results of this research indicate that the implementation of excellent service in the Universitas Negeri Makassar library is considered sufficient, in terms of aspects of reliability, communication, response and understanding of users. User satisfaction at the Universitas Negeri Makassar library is considered to be poor in terms of ease of obtaining information, speed of obtaining information and information provision services. There is a significant positive effect of implementing excellent service on user satisfaction at the Universitas Negeri Makassar Library Technical Implementation Unit (UPT), namely 55.3 percent.

Keywords: Library, Excellent Service, Users

INTRODUCTION

In the world of libraries, user satisfaction is something that is very important to realize because it is the spearhead of libraries. As stated by (Ismayanti & Masruri, 2023; Soetminah, 2017)"Whether a library is good or not depends on how the service is, because this part of the service is directly related to library users." In any organization, including libraries, they must always pay attention to the quality of user satisfaction because this is the benchmark for a library. Whether an organization is good or bad all depends on its service. A library is a place or institution that stores, manages and provides various types of reading materials and information, such as books, magazines, journals and digital sources.(Abidin, 2021; Bernier, 2019; Ismail, 2016)

Libraries as information centers are very useful in supporting educational activities as the strategic role of libraries is to support educational progress by providing various sources of information ranging from printed collections to other non-printed collections. Differences in views regarding the purpose and function of a library can be seen in the services provided, and will be reflected in how complete the collection owned by the library concerned (Nasaruddin et al., 2024; Tinmaz et al., 2023; Yusuf & Widyawati, 2022). The quality of library services refers to the needs of users. Therefore, good service is a service that can meet the needs and expectations of users. So a good library is a library that can provide services to every user quickly, accurately and satisfactorily (Niswaty et al., 2020a; Nur & Fritantus, 2021). The success of library presentation and services can be measured using the criteria of

frequency or borrowing of library materials and the level of user satisfaction, therefore the needs and requests of users need to be considered by the library.

Libraries provide information services in the form of various services. If, excellent service is implemented in the library environment then it is very appropriate because the library is said to be successful if the collection, facilities and services provided are utilized optimally by users (Ilham et al., 2016; Niswaty et al., 2020b). This is supported by research conducted by Farhan Bukhori (Bukhori, 2018) regarding "Library Satisfaction with the Implementation of Excellent Service at the West Jakarta Administrative City Library and Archives Office" which states that there is an influence between excellent service on user satisfaction. (Kasinem, 2020) with the title "The Influence of Trust and Service Quality on Customer Satisfaction at the Bukit Serelo Lahat Hotel" which obtained the results that service quality has a negative effect on customer satisfaction. From the overall results, it shows that trust has a significant effect on customer satisfaction and service quality has no significant effect on customer satisfaction.

Through the implementation of excellent service, it is hoped that it will be able to support the maximum quality of providing information which in the end can influence user satisfaction. The excellent service provided is very helpful in providing user satisfaction.(Hapsari, 2015) states that "serving users well will make users feel privileged, paying attention to users' needs will also really make users feel satisfied". Both are related to each other, where user satisfaction will depend on providing excellent service. Choosing an excellent service strategy will influence the quality of user visits, which in this case affects user satisfaction.

METHODS

The approach used in this research is a quantitative approach. Quantitative research can be interpreted as a research method that is based on the philosophy of research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses.

This research is a type of associative research, namely to determine the influence or relationship between variables. This research design uses a basic correlational design of two or more scores obtained from each selected sample, one score for each variable studied, and paired scores are then correlated. The resulting correlation coefficient indicates the level or degree of relationship between the two variables. Different studies investigate a number of variables, and some use complex statistical procedures, but the basic design remains the same in all correlational studies.

To obtain the data needed to process the data and answer the problems studied in the research, it is necessary to have a population as the research target. Population is a generalized area consisting of objects/subjects that have certain quantities and characteristics determined by the researcher to be studied and then conclusions drawn. Based on this opinion, the population in this study was all library visitors with an average of 220 visitors, while those selected as the research sample were 69 people. The data collection techniques used were questionnaires and observations, while the data analysis techniques used were descriptive analysis techniques and inferential analysis.

RESULT AND DISCUSSION

To find out how excellent service influences user satisfaction at the Universitas Negeri Makassar Library Technical Implementation Unit (UPT), a questionnaire instrument was used as a data collection technique. Furthermore, in this case the hypothesis test was carried out quantitatively using Statistical Product Standard Solution 25 (SPSS 25) which was considered relevant for data analysis.

To get an idea of the implementation of excellent service and user satisfaction at the Universitas Negeri Makassar Library's Technical Implementation Unit (UPT), these two variables were created, namely frequency and category tables where the two variables were measured using the method of not good, poor, sufficient, good, and very good given to the 69 people who were the research sample.

Excellent service

The average excellent service score is 33.49 with a standard deviation of 7.975. Meanwhile, the average user satisfaction score is 30.59 with a standard deviation of 7.189. For more details, it is explained in table 1:

Table 1: General Description of the Implementation of Excellent Service

No	Class/Interval	Frequency	Category
1	5 – 18	0	Bad
2	19 – 32	20	Less
3	33 – 46	31	Enough
4	47 – 59	10	Good
5	60 – 73	8	Excellent
	Total	69	

From table 1, it can be seen that the application of excellent service in the Universitas Negeri Makassar library when viewed from the average (mean) is in the sufficient category with a frequency of 31, this illustrates that the application of excellent service in the library is categorized as sufficient in terms of indicators, reliability, communication , respond and understand the user. Service is a very important part of the library, so it is very necessary to implement excellent service. Excellent service is providing maximum service by prioritizing customer satisfaction. According to (Brata, 2016; Daryanto & Setyabudi, 2014)"Excellent service is caring for customers by providing the best service to facilitate easy fulfillment of their needs and realize their satisfaction, so that they are always loyal to the organization/company." So to increase satisfaction in the library it is very necessary to implement excellent service.

The research results show that excellent service at the Universitas Negeri Makassar Library Technical Implementation Unit (UPT) is in the adequate category with a frequency of 31 and an average of 33.49, in terms of aspects of reliability, communication, response and understanding of users in the Adequate category. Excellent service in the library can be carried out well, this cannot be separated from improving the quality of existing services in the library with the library's efforts to make improvements and updates to the book collection, facilities and infrastructure in the library. Basically, the implementation of excellent service has a very important role, the more or varied the services provided, the more user satisfaction will be created. Libraries hold two very important elements, namely the services provided and user satisfaction, these two aspects are related to each other. Implementing excellent service will certainly influence user satisfaction, although there are still other aspects that must be considered in providing services in libraries such as facilities and infrastructure.

User Satisfaction

To find out the describe of user satisfaction at the Universitas Negeri Makassar Library, the quality of respondents' answers was also simplified into five categories, namely not good, poor, fair, good and very good.

Table 2: General Description of User Satisfaction

No	Class/Interval	Frequency	Category
1	5 – 18	8	Bad
2	19 – 32	26	Less
3	33 – 46	18	Enough
4	47 – 59	9	Good
5	60 – 73	8	Excellent
	Total	69	

Based on SPSS 25 data, the average value of user satisfaction is 30.59, where the average value after being interpreted in table 2 is in the interval 19-32, which means it is in the poor category. With a standard deviation of 7.189. This illustrates that the quality of user satisfaction in the Universitas Negeri Makassar library is still lacking in terms of the average (mean) aspect of user satisfaction, namely ease of obtaining information, speed of obtaining information, and service providing information with a frequency of 26.

User satisfaction will make people feel like they always want to visit the library if the users get satisfaction and comfort. According to (Harmoko, 2017) "User satisfaction basically includes the difference between expectations and performance or perceived results, the relationship between expectations and performance, if performance is below expectations, it means the user is not satisfied, if performance meets expectations then the user is satisfied, and if performance exceeds expectations then the user is very satisfied or happy." . User satisfaction is very important to support the number of visitors and utilization of service facilities in the library.

User satisfaction at the Universitas Negeri Makassar library's Technical Implementation Unit (UPT) is in the poor category with a frequency of 31 with an average of 30.59 and a standard deviation of 7.189, this can be seen from the ease of obtaining information, speed of obtaining information, and information provision services. The frustration experienced by Universitas Negeri Makassar library users resulted in changes in services. The success of excellent service depends on various aspects, one of the influencing aspects is how librarians provide services to users that make users feel satisfied. Librarians must understand the needs of users, especially regarding complaints or inconvenience to users in experiencing the services provided.

The Influence of Excellent Service on User Satisfaction

This correlation test aims to determine or test the effect of excellent service on user satisfaction at the Universitas Negeri Makassar Library Technical Implementation Unit (UPT). For more details, it will be explained in table 3:

Table 3: Product Moment Correlation Test

		Excellent Service	User Satisfaction
Excellent Service	Pearson Correlation sig. (2-tailed)	1	.743**
			.000
	N	69	69
User Satisfaction	Pearson Correlation	.743**	1
	Sig. (2-tailed)	.000	
	N	69	69

**. Correlation is significant at the 0.01 level (2-tailed).

Table 3 displays the person correlation values to determine the magnitude of the relationship between variables. In this table the correlation value is 0.743. The relationship between the two research variables is in the high category. Simple linear regression analysis was used to measure the strength of the relationship between excellent service and user satisfaction in the Technical Implementation Unit (UPT) of the Universitas Negeri Makassar library. To find out how well the regression model formed by the variables of excellent service and user satisfaction can be seen in table 4:

Table 4: Determination Test Results (R square)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.743[a]	.553	.546	4.844

a. Predictors: (Constant), Excellent Service

The R Square value or coefficient of determination shows how well the model is formed by excellent service and user satisfaction. The coefficient of determination value is 0.553 or 55.3 percent, which means that the excellent service variable has an influence of 55.3 percent on user satisfaction and the other 44.7 percent is influenced by other factors outside of excellent service. This simple linear regression analysis was used to measure the strength of the relationship between excellent service and user satisfaction at the Universitas Negeri Makassar Library Technical Implementation Unit (UPT). Next, determine the level of significance or linearity of the regression.

From the Anova or t test, an t value of 9,1000was obtained, which means Há + 0, so H0 is rejected with a probability of 0.000, because the probability is much smaller than 0.05, so the linear recregi model means it can be used to predict excellent service. Next, to find out the regression equation model obtained, it can be seen in the Unstandardized Coefficient B column, which can be seen in table 5:

Table 5: Regression Equation Model

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.147	2.535		3.214	.002
	Service Excellent	.670	.074	.743	9.100	.000

a. Dependent Variable: User satisfaction

Based on table 5, the regression equation model is Y= 8.147 + 0.670 X. meaning that user satisfaction will increase if excellent service is better, and vice versa. Library services refer to the needs of users. Therefore, good service is a service that can meet the needs and expectations of users. So a good library is a library that can provide services to every user quickly, accurately and satisfactorily. The success of presenting library facilities and services can be measured using the level of user satisfaction. The research results show that excellent service is related to user satisfaction at the Universitas Negeri Makassar Library Technical Implementation Unit (UPT). The effect of excellent service on user satisfaction is 0.743, meaning it is in the high category. This means that there is a positive correlation between excellent service and user satisfaction. In this way, excellent service can increase user satisfaction at the Universitas Negeri Makassar Library Technical Implementation Unit (UPT).

This means that the more varied the excellent service used, the higher the user satisfaction.

The maximum and varied implementation of excellent service in the library will influence user satisfaction which is supported by always providing updates on the quality of the services provided.(Hapsari, 2015) stated that, "serving users well will make users feel privileged, paying attention to users' needs will also really make users feel satisfied". This is in accordance with research results which show a positive influence between excellent service and user satisfaction.

CONCLUSION

Excellent service at the Universitas Negeri Makassar Library UPT is included in the adequate category in terms of adequate 4 indicators in the excellent service variable, namely reliability, communication, response and understanding of users. User satisfaction at the Universitas Negeri Makassar Library UPT is included in the poor category in terms of the lack of 3 indicators in the user satisfaction variable, namely ease of obtaining information, speed of obtaining information and information provision services. There is a significant influence of excellent service on user satisfaction at the Universitas Negeri Makassar Library UPT as shown by the results of a simple linear regression test, rcount = 9,100 > rtable = 0.236 and the significance value obtained is 0.002 <0.05, so Ho is rejected and Ha is accepted. The influence of excellent service on user satisfaction at the Universitas Negeri Makassar Library UPT is 55.3 percent.

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