

## The Influence of Interpersonal Communication and Service Quality on Library Satisfaction at Universitas Negeri Medan

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### Abstract

**Background:** This research uses an effective understanding of interpersonal communication and finds out what influences library users to visit the library at Universitas Negeri Medan.

**Objective:** The purpose of this study was to analyze the effect of interpersonal communication and service quality on library satisfaction at Universitas Negeri Medan.

**Methods:** This data collection technique is through observation and documentation. This data analysis technique uses thematic analysis. In providing services, librarians must foster positive, transparent, and interpersonal relationships by providing services that make librarians very happy when visiting the library. Communication is one of the most important factors in working between humans and other people in the work environment, for example, between employees in the same position or employees in different positions. The purpose of this research is to obtain information or feedback and improve user-friendly services, which is a form of collaboration between users and librarians to understand the purpose and objectives.

**Results:** The results of this study prove that the most important thing is the positive influence of positive service to visitors and the quality of service to the accuracy of consumers can be well received.

**Conclusion:** Based on the results of the research, a desktop-based information system application can be produced that can handle library services, among others, such as membership registration services, loans, returns, storage, library catalogue services, and compensation services.

**Keywords:** Interpersonal Communication, Librarian, Information, User, Library

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## INTRODUCTION

In the process of library services, librarians and users need to communicate with each other, both in terms of information provision and their attitudes and actions. Interpersonal communication is a process of achieving goals. Librarians can convey their messages through interpersonal communication, which sometimes needs to be received or understood by librarians.

At Universitas Negeri Medan (Unimed), librarians and users need more communication skills to build good relationships. Therefore, their communication does not go well and is not effective. Librarians have difficulty communicating information. Although

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libraries provide services, they must create good, clear and friendly communication between people. For example, a user borrows a book from the librarian. The librarian is not friendly and does not smile at the user.

Interpersonal communication encourages everyone to communicate well in their daily activities. Therefore, interpersonal skills are the most important skills that everyone should have. Communication is one of the most important and complex functions in human life, and it can occur in everything from a person's actions to the communication of other people, both close and unknown, influencing a person. Communication is very important for human life, so let us pay more attention to it. A librarian must be able to communicate well with others.

Interpersonal communication occurs when someone conveys information or messages to another person for understanding or feedback. The purpose of interpersonal communication is to improve excellent service, which is characterized by synergistic cooperation between users and librarians to understand the goals and intentions of both. This is the reason for interpersonal communication's importance.

Libraries play an important role in improving the quality of teaching because they support learning. In other words, libraries are essential because we find very different information in different formats. A library is an institution that maintains a professional collection of written, printed, and recorded works to meet the educational, research, preservation, information, and entertainment needs of readers.

A college library is a type of library that exists in a university, academy, college, or institute. College libraries do many things besides teaching, providing information, and conducting research. The visitation rate of library members is one of the factors that determine how successfully the library performs its functions.

The library must be able to provide services to its visitors. The availability of services can affect the number of visits to the library, and every library is competing to improve services for its members. In addition to the convenience provided by the library, the library must be able to provide various information for users to fulfil their information needs.

A librarian is a person who offers and carries out library activities based on library knowledge, documents, and training to provide services to the public in accordance with the mission of the sponsoring organization, the library. The library's mission is to provide services to the public or library users based on information received from training and information received from the library.

Therefore, to improve services, librarians must be able to communicate well with library service users. This is because librarians often use library services and interact directly with each other in daily life. Library staff's communication skills are very important for library service users. They allow library staff to interpret and understand the intentions and goals of library service users and provide excellent service to library service users.

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## METHODS

In this study, the descriptive qualitative research method is used. Descriptive research is research conducted to describe a phenomenon that occurs today using scientific procedures to answer problems. From the same source, it is also stated that the nature of descriptive research is to describe and photograph all problems that are the centre of attention of researchers and then present them as they are. This research method also uses literature studies found in previous research.

## FINDINGS AND DISCUSSION

Based on the research conducted on the results of interpersonal communication and service quality towards library satisfaction at Universitas Negeri Medan, based on the three problems raised, it can be formulated as follows.

### Communication and Service Quality Towards Library Satisfaction

As an educational institution, Universitas Negeri Medan (UNIMED) has a library that is one of the important facilities for students, lecturers, and the general public. Therefore, the quality of communication and service provided by the UNIMED library can affect user satisfaction.

The following are some of the things that can affect user satisfaction with communication and the quality of UNIMED library services:

1. Effective communication: UNIMED Library should have staff who can communicate well and effectively with users. Library staff should be able to understand users' needs and requests and provide clear and accurate information.
2. Service quality: UNIMED Library should provide good, friendly service to users. Library staff should be ready to help users find information, borrow books, and provide solutions if problems occur.
3. Availability of book collection: UNIMED Library must have a complete and up-to-date book collection to meet users' needs. The library must continue to update the collection in accordance with the development of science and technology.
4. Comfortable facilities: The UNIMED Library should provide comfortable facilities such as a quiet reading room, ergonomic seating, and cool air conditioning. These can make users feel comfortable and more productive when studying or doing research.
5. Ease of access: The UNIMED Library should be easily accessible and have flexible opening hours to facilitate users' access to library facilities. The library should also be easily accessible by public transportation and have opening hours that suit library users' schedules.

By considering the factors above, UNIMED library can improve communication and service quality to increase user satisfaction. This can help improve UNIMED's reputation as a quality educational institution and provide the best service to the community.

## **Librarians in Improving Service Quality**

Librarians' efforts in improving services related to attitudes and behaviour can be shown by providing excellent service to visitors who visit or contact the library. How librarians respond to library users' needs affects library users' satisfaction. A good attitude will make your users m Librarian competence is a skill that librarians have.

The professional skills of librarians have a great influence on the quality of library services. This can be seen as an information processing system. This means that we want all library members (users) to be able to obtain more information in a better and more timely manner. The information received allows each librarian member to do his/her work more purposefully. In general, information is needed by different positions in the library. Government librarians need information to make policies in their libraries and resolve conflicts that arise in the library.

In this case, the librarian, in his function as an information provider, aims to provide information and explanations in the form of opinions about everything needed in visiting the library at the State University of Medan. The relationship between the dimensions of service reliability is very important for work dynamics. Credibility is a quality or characteristic of librarians who perform well in their work. Reliability in service delivery is defined as reliability in providing services in accordance with the existing level of knowledge, reliability in mastering the applicable field of work, reliability in mastering the field of work based on proven professional experience, and reliability. Moreover, it arises from reliability. This relates to work technology.

## **The Effect of Non-Verbal Communication in Library Services**

The influence of non-verbal communication in library services at Universitas Negeri Medan (UNIMED) is one important aspect that needs more attention. Non-verbal communication includes various forms, such as body language, facial expressions, eye contact, and voice intonation. (Suratmi, 2021). In the context of library services, these elements have a significant role in building a good relationship between librarians and users, as well as increasing user satisfaction with the services provided. (Suratmi, 2021).

Non-verbal communication often complements verbal communication, helping to convey messages more clearly and effectively. In the UNIMED library, interactions between librarians and users cannot always be measured only by the words spoken. Friendly facial expressions and smiles from librarians can create a more pleasant atmosphere for visitors. Sufficient eye contact gives the impression of attention and seriousness in serving the library's information needs. (Suratmi, 2021).

Body language, such as an open posture and friendly hand gestures, can reinforce the message. For example, when librarians give instructions on how to find books or use library facilities, hand gestures that help explain certain directions or steps can make it easier for users to understand the instructions. Conversely, closed body language, such as crossing your arms or avoiding eye contact, can create an impression of unfriendliness or indifference, which in turn can reduce the level of satisfaction of the users. (Putri & Dewiyani, 2021).

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Voice intonation is also part of nonverbal communication that should not be ignored (Prabowo, 2019). A friendly and polite tone of voice can create a more positive interaction, while a flat or rude tone of voice can create a negative impression. In situations where librarians have to convey complex information or provide solutions to problems faced by users, the right voice intonation can help reduce confusion and improve understanding. (Putri & Dewiyani, 2021).

In addition, librarians' physical appearance and tidiness are influential forms of nonverbal communication. Librarians who look neat and professional can give a good impression and increase library users' trust in the services provided. Attention to these aspects is important in the UNIMED library because the library is one of the main facilities for supporting academic and research activities. (Putri & Dewiyani, 2021).

The influence of non-verbal communication in library services at UNIMED can also be seen in the way librarians handle complaints or problems submitted by users. An empathetic attitude shown through body language and facial expressions can make users feel more valued and cared for. (Putri & Dewiyani, 2021). This can have a positive impact on users' perceptions of the quality of library services, which in turn increases their level of satisfaction.

To optimize the positive influence of non-verbal communication, training and skill development for librarians is required. Training programs that involve simulations and hands-on practice in interacting with users can help librarians understand the importance of non-verbal communication and how to apply it effectively. (Suratmi, 2021). Thus, UNIMED library can continue to improve the quality of its services, making non-verbal communication one of the keys to creating a library environment that is friendly and professional and supports the academic and research activities of the users.

## Use of Technology in Improving Service Quality

The use of technology to improve the quality of library services at Universitas Negeri Medan (UNIMED) is an important step in meeting users' information needs more efficiently and effectively. Information and communication technology has significantly changed the way libraries operate, providing easier and faster access to information resources. (Soetedjo & Sidik, 2019).

### 1. Library Management System

A Library Management System (LMS) is software designed to manage various aspects of library operations. LMS allows librarians to manage book collections, journals, and other resources more efficiently. With LMS, the process of borrowing and returning books can be automated, reducing human error and speeding up service. In addition, the LMS also provides an online catalogue feature that allows users to search and order books from anywhere and anytime. (Soetedjo & Sidik, 2019).

### 2. Online Public Access Catalog (OPAC)

The Online Catalog is an integral part of the LMS that allows users to access the library catalogue via the Internet. OPAC provides a user-friendly interface where users can search for

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books, articles, and other resources based on various criteria such as title, author, or subject. With OPAC, users can check the real-time availability of books, make reservations, and update their membership information.

### 3. Library Mobile App

Library mobile applications provide more flexible and easier access to users. Through this application, users can access the library catalogue, read e-books, check their loan status, and receive notifications about book returns. The mobile application can also provide a barcode scanning feature, which allows users to scan book barcodes to get detailed information or borrow books directly.

### 4. E-Resources and Online Database Services

Modern libraries provide physical books as well as various e-resources, such as e-books, e-journals, and online databases. At UNIMED, users can access various digital resources, including academic journals, research reports, and other publications. This e-resources service allows users to access wider and more up-to-date information without having to come directly to the library.

### 5. Automated Self-Service Stations

Automated self-service stations are devices that allow users to borrow and return books independently. These stations are equipped with RFID (Radio et al.) or barcode technology to facilitate the transaction process. With self-service stations, users can save time and reduce queues at the librarian's service desk.

### 6. Technology-based Security System

Technology-based security systems such as RFID and CCTV protect library collections from loss or theft. RFID enables real-time book tracking, while CCTV helps monitor library activities. These security systems safeguard the collection and create a safe environment for users.

### 7. Information Portal and Online Services

Library information portals provide integrated access to a wide range of online services, including access to catalogues, e-resources, research guides, and reference services. The portal may also provide discussion forums, Q&A services with librarians, and online tutorials that assist users in finding and using information resources.

### 8. Augmented Reality (AR) and Virtual Reality (VR) Technology

AR and VR technologies can enhance the user experience of exploring the library and its resources. For example, users can use AR apps to get additional information about a book or author by scanning the book cover. VR can be used to create a virtual tour of the library, helping users who cannot come in person still access library services. (Sukrianto & Oktarina, 2019).

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The use of technology in library services at UNIMED can improve efficiency, accessibility, and overall service quality. By implementing various technologies such as LMS, OPAC, mobile applications, e-resources, self-service stations, technology-based security systems, online information portals, and AR/VR technology, the library can better meet the information needs of users. Technology not only helps librarians in managing collections and services but also provides a better and more satisfying experience for users. Thus, the UNIMED library can continue to develop as a modern information centre that is responsive to technological developments and the needs of the academic community.

## **The Role of Librarian Training and Development in Improving Services**

Librarian training and development is an important element in improving the quality of library services at Universitas Negeri Medan (UNIMED). Competent and well-trained librarians can provide better, effective, and responsive services to library users' needs. (Dharma et al., 2022). There are several types of skills and abilities training that librarians can train and learn, especially in the UNIMED library. These trainings are:

### **1. Improved Communication Skills**

Communication training is one of the key aspects of librarian development. Good communication skills, both verbal and nonverbal, are essential to convey information clearly and effectively. (Yuliana & Mardiyana, 2021). This training includes active listening techniques, speaking clearly, and appropriate use of body language. Librarians who have good communication skills can better understand the needs of the users, provide accurate information, and create a friendly and professional service environment.

### **2. Information Technology Mastery**

In the digital era, librarians must master information technology. Training in the use of library management systems (LMS), online catalogues (OPAC), and mobile library applications is important to ensure that librarians can make the most of technology. (Rohmah et al., 2019). In addition, training on e-resources, online databases, and the use of other library software enables librarians to provide more efficient services and wider access to users. Mastery of technology also helps librarians perform administrative tasks and manage collections more effectively.

### **3. Continuous Professional Development**

Continuous training and professional development are important to ensure that librarians are always updated with the latest trends and best practices in the library field. These development programs can include workshops, seminars, conferences, and advanced courses. Librarians who continue to develop their knowledge and skills can provide services that are more innovative and relevant to the times. At UNIMED, the continuous professional development program helps librarians remain competent and adapt to the changing needs of the users.

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#### 4. Improved Management and Organizational Skills

Management and organizational skills are essential for librarians, especially in managing collections, organizing library activities, and providing services to users. Training in this area includes collection management, human resource management, and library service program planning. Librarians who have good management skills can organize the library more efficiently, increase productivity, and ensure that all aspects of library services run smoothly.

#### 5. Customer Service Training

Excellent service is the key to increasing user satisfaction. Excellent service training includes techniques for dealing with patrons, handling complaints, and providing services that exceed expectations. Librarians who are trained in excellent service can create a positive experience for patrons, build good relationships, and increase patron loyalty to the library. Effective training in this area results in a friendly, responsive, and professional attitude.

#### 6. Improved Research and Referencing Skills

Research and reference training enables librarians to better assist users in information seeking. These skills include the ability to navigate various information sources, assist users in conducting research, and provide appropriate references. Librarians trained in research and reference skills can help users find relevant information more quickly and accurately, improving the quality of research and learning in the academic environment.

#### 7. Soft Skills Development

Soft skills such as adaptability, teamwork, and problem-solving are also important in improving library services. Soft skills training helps librarians be more flexible, cooperative, and proactive in dealing with daily challenges in the library. The ability to cooperate with coworkers and handle difficult situations calmly and effectively is the result of developing good soft skills (Rahmadanita, 2022).

Librarian training and development plays a vital role in improving the quality of library services at UNIMED. By improving communication skills, technology mastery, continuous professional development, management skills, excellent service, research and reference skills, and soft skills, librarians can provide better services and meet the needs of users more effectively. (Soetedjo & Sidik, 2019). Structured and continuous training and development programs ensure that librarians are always ready to face new challenges and continue to contribute to improving the quality of library services. (Dharma et al., 2022). Thus, the UNIMED library can continue to develop as an excellent information centre and support the academic and research activities of the users.

## CONCLUSIONS

The results of this study prove that the most important thing is the positive influence of positive service to visitors and the quality of service to the accuracy of consumers can be well received. Based on the results of the research, a desktop-based information system application can be produced that can handle library services, among others, such as membership

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registration services, loans, returns, storage, library catalogue services, and compensation services. With this information system application, library work can be computerized so that the problems that arise can be resolved properly. Things that must be applied to librarians include maintaining good manners, increasing knowledge, and building trust in the library, which consists of several components, including communication, security, comfort, competition, and courtesy. In order for the information sent and received to work as desired, effective communication is needed. Herein lies the importance of building communication between librarians and users.

## **AUTHOR CONTRIBUTIONS**

[Afriadi Amin]: Writing the original draft, review and editing, supervision. [Abdul Karim Batubara]: Writing the original draft, review and editing, supervision. [Muslih Fathurrahman]: Writing the original draft, review and editing, supervision. [Hanny Chairany Suyono]: Writing the original draft, review and editing, supervision. [Mayranda Adellia]: Writing the original draft, review and editing, supervision. [Wilda Afriyani]: Writing the original draft, review and editing, supervision.

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The authors declare no conflict of interest.

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