THE INFLUENCE OF LIBRARY PERSONNEL SERVICE BEHAVIOR ON THE SATISFACTION OF MAN 2 DELI SERDANG SCHOOL LIBRARIANS

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A B S T R A C T

This research aims to explore the relationship between library staff service behavior and user satisfaction at the MAN 2 Deli Serdang school using a qualitative approach. The research method involves selecting participants through purposive sampling techniques, collecting data through in-depth interviews and participant observation, thematic qualitative data analysis, and interpreting findings to describe the influence of service behavior on user satisfaction. The main findings highlight the importance of responsiveness to user needs, quality of information provided, friendliness, communication skills, and ability to solve problems as factors that influence user satisfaction. Practical implications of these findings include the importance of training and development of library staff to improve service quality and policy development to increase user satisfaction. This research makes an important contribution to the conceptual, practical, and theoretical understanding of the relationship between library staff service behavior and user satisfaction and emphasizes the importance of paying attention to these factors in improving library services in school environments.

A R T I C L E   I N F O

INTRODUCTION

Libraries have a vital role in providing resources that support the learning process in the school environment. In an era where information can be accessed easily through various digital platforms, the role of library staff is not only limited to providing access to reading materials, but also to providing quality services to users. In this context, the service behavior of library staff is an important factor that can influence the level of user satisfaction with the services provided.

The influence of library staff service behavior on user satisfaction is an interesting topic to research, especially in the context of senior high schools (MAN). MAN 2 Deli Serdang as an educational institution that has a school library is an interesting object to analyze. A deep understanding of how the behavior of library staff influences the perception and satisfaction of users in the MAN 2 Deli Serdang school environment can provide valuable insight for the school in improving the quality of library services.

In this context, library staff service behavior covers various aspects, including responsiveness to user needs, ability to provide accurate and relevant information, friendliness, and ability to solve problems faced by users. This behavior can directly influence the user's perception of the quality of services provided, which in turn will influence the level of user satisfaction with the school library.

Research on the influence of library staff service behavior on user satisfaction at the MAN 2 Deli Serdang school has important relevance in the context of improving the quality of education. By understanding the factors that influence user satisfaction with library services, schools can identify areas that need improvement and implement appropriate strategies to improve the quality of the library services provided. Therefore, this research aims to explore the relationship between library staff service behavior and user satisfaction at the MAN 2 Deli Serdang school, with the hope of making a meaningful contribution to the development of library services in the educational environment.

METHOD

This research uses a qualitative approach to explore the relationship between library staff service behavior and user satisfaction at the MAN 2 Deli Serdang school. A qualitative approach was chosen because it allows researchers to understand phenomena in more depth, explore user perceptions, attitudes and experiences in detail, and provide rich context regarding the factors that influence user satisfaction.

The following are details of the qualitative research methods used:

Research Stage	Description
Participation Selection	Selecting a representative sample of participants from the population of users at the MAN 2 Deli Serdang school.
Data collection	Using in-depth interview techniques and participant observation to obtain primary data.
Data analysis	Thematically analyze qualitative data to identify key patterns and themes.
Interpretation of Findings	Interpret the findings and explore the relationship between service behavior and user satisfaction.
Validity and Reliability	Using data triangulation, member checking and other techniques to ensure data validity and data reliability.

Research participants will be selected through purposive sampling technique. Inclusion criteria include active users at the MAN 2 Deli Serdang school library who have used library services for at least the last semester. Participants will be selected from a variety of grade levels and educational backgrounds to ensure balanced representation.

Primary data will be collected through in-depth interviews with selected participants. Interviews will be conducted face-to-face to enable researchers to gain an in-depth understanding of library users' perceptions, experiences and expectations of library services. Apart from that, participatory observation will be carried out to observe the service behavior of library staff and interactions between library staff and users.

The qualitative data collected will be analyzed using a thematic analysis approach. Interview transcriptions and observation notes will be processed to identify patterns, themes and relationships between library staff service behavior and user satisfaction.

The results of the analysis will be interpreted to describe how library staff service behavior influences user satisfaction at MAN 2 Deli Serdang school. Findings will be used to explore the practical and theoretical implications of these relationships.

The validity and reliability of the data will be ensured through the use of data triangulation, namely by comparing findings from interviews with observation data. Additionally, member-checking techniques will be used to ensure that interpretations of findings are consistent with participants' experiences and perspectives.

RESULTS AND DISCUSSION

The results of this research reveal various findings that are relevant to the influence of library staff service behavior on user satisfaction at MAN 2 Deli Serdang school. Based on qualitative data analysis, several main findings can be identified:

1. Responsive to User Needs:

   Participants emphasized the importance of responsiveness of library staff to user needs. They revealed that library staff who were alert and responsive to user questions, requests and problems made the experience of using the library more enjoyable and effective.

2. Quality of Information Provided:

   Librarians stated that the quality of information provided by library staff greatly influenced their satisfaction. Information that is accurate, relevant and clearly provided helps readers meet their informational needs and increases confidence in library services.

3. Friendliness and Communication Skills:

   The friendliness and communication skills of library staff are also considered important by users. Friendly, polite interactions and building good relationships with users make them feel cared for and appreciated, thus increasing their satisfaction with the library.

4. Problem solving:

   The ability of library staff to solve problems or provide assistance when users experience difficulties also has a positive impact on user satisfaction. Fast responses and effective solutions help strengthen users' perceptions of the quality of library services.

5. Relationship between Service Behavior and User Satisfaction:

   Overall, these findings indicate that the service behavior of library staff significantly influences user satisfaction at MAN 2 Deli Serdang school.

Readers who feel well served, appreciated and given satisfactory solutions tend to have a higher level of satisfaction with library services.

These findings provide an in-depth understanding of how library staff service behavior can influence user perceptions and satisfaction in the school environment. The practical implication of these findings is the importance of training and development of library staff in improving communication skills, responsiveness, and ability to solve problems in order to improve the quality of library services and meet library needs more effectively. In addition, this research also provides a basis for developing policies and strategies to increase user satisfaction at the MAN 2 Deli Serdang school and other educational institutions.

Discussion

The discussion in this research discusses in detail the implications of the findings for conceptual, practical and theoretical understanding of the influence of library staff service behavior on user satisfaction at the MAN 2 Deli Serdang school.

1. Contribution to Conceptual Understanding:

   This research provides an important contribution to the conceptual understanding of the relationship between library staff service behavior and user satisfaction. The findings show that factors such as responsiveness to users' needs, quality of information, friendliness, communication skills, and ability to solve problems play a key role in shaping users' perceptions and satisfaction with library services.

2. Practical Implications:

   These findings have significant practical implications for MAN 2 Deli Serdang school library managers and other educational institutions. Library managers can use these findings as a basis for improving the quality of library services by developing training and development programs to improve the skills of library staff in interacting with users, providing relevant information, and solving problems effectively. Apart from that, library managers can also improve monitoring and evaluation systems to ensure that service standards are met consistently.

3. Theoretical Implications:

   Theoretically, this research contributes to the literature on library services and user satisfaction by emphasizing the importance of library staff service behavior in shaping user perceptions and satisfaction. These findings

support theories that emphasize the role of interactions between services and users in shaping user experience and user satisfaction.

4. Research Limitations:

Although this study provides valuable insights, there are several limitations that need to be noted. One of them is the generalization of findings which is limited to the MAN 2 Deli Serdang school context. Future studies could involve broader samples and a variety of contexts to test the generalizability of the findings. In addition, the use of a qualitative approach limits the statistical generalizability of the findings. Follow-up studies with more robust research designs could provide further support for these findings.

5. Recommendations for Further Research:

Based on existing limitations, it is recommended to conduct further research with a stronger research design, including the use of mixed methods to combine the strengths of qualitative and quantitative approaches. In addition, further research can explore other factors that influence user satisfaction, such as physical library facilities, library material collections, and accessibility of digital services.

This discussion underlines the importance of understanding and applying research findings to improve the quality of library services and meet library needs more effectively at the MAN 2 Deli Serdang school and other educational institutions. Thus, this research makes a significant contribution to the development of theory and practice in the field of library services and user satisfaction.

The influence of library staff service behavior on user satisfaction is a phenomenon that involves interactions between library staff and users in the library environment. The behavior of library staff includes various aspects, such as responsiveness to library needs, ability to provide accurate and relevant information, friendliness, communication skills, and ability to solve problems faced by users.

Responsiveness to user needs is one of the main factors influencing user satisfaction. When library staff can respond quickly and efficiently to user questions or requests, users will feel valued and well served, which in turn increases their satisfaction with library services.

Apart from that, the quality of information provided by library staff also influences user satisfaction. Readers expect information that is accurate, relevant, and provided clearly to meet their informational needs. When library staff are able to

provide information that meets these standards, users tend to feel satisfied with the services provided.

Friendliness and communication skills are also important factors in influencing user satisfaction. Friendly, polite interactions and building good relationships with users make them feel comfortable and appreciated when using library services. Apart from that, the ability of library staff to explain information clearly and easily understood also helps increase user satisfaction.

The ability of library staff to solve problems or provide assistance when users experience difficulties also has a significant impact on user satisfaction. When library staff can provide effective solutions and help users overcome the problems they face, users will feel supported and helped, which ultimately increases their satisfaction with library services.

Overall, the service behavior of library staff has a big influence on user satisfaction at school. By improving responsiveness, quality of information, friendliness, communication skills, and problem-solving abilities, libraries can improve user experience and meet patrons' needs more effectively, which in turn will increase patrons' overall satisfaction.

CONCLUSION

The influence of library staff service behavior on user satisfaction at the MAN 2 Deli Serdang school is a complex phenomenon that involves interactions between library staff and users in the library environment. Various factors such as responsiveness to user needs, quality of information, friendliness, communication skills, and ability to solve problems have a significant impact on user satisfaction.

From this research, it can be concluded that the service behavior of library staff plays a key role in shaping user perceptions and satisfaction with library services at the MAN 2 Deli Serdang school. Research participants emphasized the importance of the responsiveness of library staff to library needs, the quality of the information provided, friendliness, communication skills, and the ability to solve problems as factors that influence their experience and satisfaction.

The practical implication of these findings is the importance of training and development of library staff in improving communication skills, responsiveness, and ability to solve problems in order to improve the quality of library services and meet library needs more effectively. Apart from that, this research also provides a basis for

developing policies and strategies to increase user satisfaction at the MAN 2 Deli Serdang school and other educational institutions.

Thus, an in-depth understanding of the influence of library staff service behavior on user satisfaction is very important in improving the quality of library services and improving the user experience in school libraries. Therefore, steps to improve the service behavior of library staff must be a priority for library managers to create a supportive and satisfying library environment for users at MAN 2 Deli Serdang school and other educational institutions.

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