

Excellent Service Strategy in the ITS Library

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Keywords: Excellent Service, College Library, ITS.

Abstract: Excellent service is a concern for customers by providing the best service to facilitate the ease of meeting needs and realize their satisfaction, so that they are always loyal to the organization/ company. To achieve a prime level of service, the library must be able to serve users satisfactorily, both with the skills possessed by librarians and by maximizing supporting facilities that can cause comfort for consumers. The writing of this article uses a qualitative approach method by means of observation, interviews, and literature studies. The result of writing this article is by improving the quality of an excellent service in the library, ITS library has several ways and strategies to meet the needs of its users. One of them is by applying the love service, which is one of the library services that are given sincerely and sincerely to users. If the love service provided can satisfy the user, then the impression and positive value for the library will increase. So, to improve service becomes excellent service that must be improved not only in the library as an institution, but also to librarians as actors of service providers to their librarians.

1 INTRODUCTION

The college library is a major supporting element in the organization of higher education. The library is an integral part of a parent institution that aims to provide information needs for the academic community to implement the Tri Dharma college program, which includes education, research, and community service. At present, the exclusion of a library can be seen from the number of visitors who come to utilize library services (Hallberg & Sipos, 2010 ; Wilson, 2018 ; Xi *et al.*, 2018 ; Harisanty, 2019). This is the ideal and main goal of each library. Service and support to customers can be meaningful as a form of service that provides satisfaction to its users, it is always close to its so pleasant impression will always be remembered by the user. The service to help set up is what is needed by others. any service excellence service requires or called with excellent service (Sari & Rahmah, 2013).

Excellent service is a concern to customers by providing the best services to facilitate ease of fulfillment and satisfaction realize that they are always loyal to the organization (McGregor, 2008). The most important thing in the excellent service definition must be at least three major issues, namely their attitudes related to the approach to the customer

care, efforts to serve the best course of action, and there is a goal to satisfy customers with standards-oriented services (Barata, 2003).

Excellent service at the library is one of the efforts made by the agency to serve user library as well as possible, to give satisfaction. Waiters prime of the library has been emphasized in the law library number 47 of 2007, concerning library services Article 14 paragraph (1) "excellent library services performed and oriented to the interests user". Excellent service provided by librarians especially those related to attitudes and behavior. Control of attitude and behavior of librarians will determine whether the services provided to us.

Moreover, to achieve the level of service excellence then the library should be able to serve user satisfactorily (Jayasundara, 2015), both with the skills of librarians covering ability, attitude, appearance, attention, action, responsibility, speed, accuracy, friendliness, comfort (Garthwait & Richardson, 2008 ; Helgesen & Nettet, 2011). As well as to maximize the support facilities that include buildings, interior and exterior design as well as tools and equipment capable of causing convenience for consumers (Li *et al.*, 2018). So, to improve the service became excellent service should be improved not only in the library only as an institution but to the

librarian as well as service providers to user perpetrators.

The aim is to provide the excellent service that can meet and satisfy the customer or the society as well as providing focus customer service (Morris, 2008 ; Kaur & Singh, 2011). Thereby also the case with the implementing ITS Library service of love being one excellent service ITS is given in the library as services indispensable for realizing user satisfaction. If the service can satisfy the love given user, the impression and a positive value for the library will increase. So, user prima means it can help user needs, and done in a way that user best so it will feel very satisfied.

2 RESEARCH METHOD

The method used in this research is a case study method with a qualitative approach. According Moleong (2011) that qualitative research is research that aims to understand the phenomenon of what is experienced by the subject of the study such as behavior, perception, motivation, action and more holistically and by way of description in the form of words and language, in a special natural context and by using various natural methods. The research method was chosen so that the data can be explored thoroughly and deeply, so the purpose of this research can be achieved. Observations made directly to ITS Library. Interview directly given librarian ITS Library. A literature study by using books-books and reading are considered essential in accordance with the issues discussed.

3 RESULTS AND DISCUSSION

3.1 Strategy Library Service Excellence in ITS

Libraries are able to provide a service of excellence will have a good image (Majid *et al.*, 2001 ; Heradio *et al.*, 2012). Of imagery is what will give added value to a library as an institution. Libraries that have a good image will menajdi references to other libraries in providing excellent service. This good image will also promote the good name of an institution that houses the library and will take effect with increasing visits acquired by the library.

To improve the quality of a service in a library is not easy, it takes several ways or strategies that must be done by a library to achieve maximum results. There are several methods or prime service strategies

used by the ITS library in improving service quality and can meet the needs of ITS library users.

The first is the increasing number of collections. The improvement in the library collection is mandatory to meet the needs of users so that quality in a service library can be increased. At the ITS library itself is now more focus on increasing the number of electronic-based collection or digital such as E-books and e-journals. Increasing the number of electronic collection is done by the library ITS to follow the demands of the current times and the needs of users, which at the present time there is a change of information retrieval on the behavior of people who prefer instant information, quickly and easily accessed anywhere and it does not escape to digital. The addition of electronic library collections ITS performed by subscribing on several E-book and E-journal. E-book and journals - journals subscribed by the library ITS according to the demand and needs user and as service users. In addition to improving the electronic collection, the library also manages the ITS Scientific work of the academic community of ITS as a final project, thesis, dissertations, and research reports. Given the ITS library is a library of the college, it is important to provide ITS library resources - resources that could be used user as reference material. Each year the library serves acceptance ITS scientific works of academicians of ITS and manage it well. ITS library also manages the work of the academic community ITS Scientific such as thesis, thesis, dissertations, and research reports. Given the ITS library is a library of the college, it is important to provide ITS library resources - resources that could be used user as reference material. Each year the library serves acceptance ITS scientific works of academicians of ITS and manage it well. ITS library also manages the work of the academic community ITS Scientific such as thesis, thesis, dissertations, and research reports. Given the ITS library is a library of the college, it is important to provide ITS library resources - resources that could be used user as reference material. Each year the library serves acceptance ITS scientific works of academicians of ITS and manage it well.

Table 1: ITS Library Collections Year 2017.

No.	Title Collection	Title	Exemplars
1.	Textbook	42.967	98.899
2.	The reference	2.033	2.394
3.	World Bank	534	616
4.	ITS works	1.947	2.280
5.	Final D3 / D4	59.332	59.332
6.	Thesis	9.140	9.143
7.	Dissertation	282	282

Second, Improve infrastructure to library services. Adequate facilities and infrastructure to support for the library service activities run well and smoothly. At the ITS library has been providing various facilities to attract users to visit the library. One of the ITS library facilities that may not have been applied to other libraries is disabled access to the library entrance ITS. This is very helpful with disabilities access the disabled who will visit in the library and is very good if applied across the library so that the library can be utilized by various circles of society. At ITS Library also include Home Theater located on the 4th floor to the icon for the library to attract users ITS. In the ITS library usually play a movie was as much as two times a week and also a home theater can be used by a library user who wants to use the home theater. In addition to disability access and home theater, ITS library also provides facilities and other support services such as the library reading room that is interesting so that users can comfortably when reading in the library, discussion, internet service and a computer, etc.

Third, conducting user education. In the ITS library there are librarian activities that provide information to users about the procedures of library users by providing a direct explanation of the terms and conditions available at the ITS library. In addition, the collections in the ITS library are increasing but the use of collections and facilities provided by the library is still too minimal so that one of the library's objectives is to hold this user educational activity to increase the collection and facilities and services provided by the ITS library. User education activities held in the ITS library include: E-Resources Class, ITS Library Tour and Training and ITS Library Orientation.

Fourth, follow up on service utilization. To improve the quality of services can be done by increasing the existing resources in the library environment and establish cooperative relationships with certain parties so that services will be realized as expected. The development of the world of technology brings many changes in the library, one of which is the behavior of users in the ITS library where electronic collection users are increasing and the use of printed collections is decreasing so that the ITS library promotes and disseminates information about each activity and enhances the quality of library services so that users can know every quality improvement conducted by the library as well as any activities held at the ITS library. To follow up on services, the library provides a suggestion box to accommodate suggestions from users for service improvements so that the service becomes even

better. With the follow-up service from the service provider can accommodate the user's aspirations if there are complaints in the library. Service providers can also seek comfort and convenience for users in communicating with libraries and librarians, so that they can submit complaints or suggestions to service providers.

Fifth, And the fifth which is the main strategy of the ITS library and very superior in improving the quality of ITS services that implement a service of love as an embodiment of excellence in library services ITS. The service of love is service given sincerely library to user. With love this library service can provide an interesting first impression and be remembered by user. User first impression is the key point whether user will be back to visit in the library or not. If the service can satisfy the love given user, the impression and a positive value for the library will increase. So it is expected for the librarians to be able to implement this service in serving user love and realize the implementation of a service of excellence library.

3.2 Improving Librarian Competency as an Excellent Service Strategy

In the library of ITS has conducted various activities in order to improve the competence of staff and librarians, either by including in the education and training activities, seminars / workshops, certification exams librarians, where all activities meant that staff have the ability to provide excellent service at user (Robinson & Glosiene, 2007 ; Maesaroh & Genoni, 2009).

To achieve the level of service excellence then the library should be able to serve user satisfactorily, either with the skills of librarians (ability, attitude, appearance, attention, action, responsibility, speed, accuracy, friendliness, comfort) and to maximize facilities support (building, interior and exterior design as well as equipment and supplies) that is capable of inflicting convenience for consumers. So to improve the service became excellent service should be improved not only in the library only as an institution but to the librarian as well as service providers to userna perpetrators.

As in the ITS library which has the motto to be used to achieve the vision and mission effectively and quickly, which is "LOVE ITS". the meaning of the motto Love ITS is an affirmation that motivates the entire staff of the library ITS perpetrated information Creative, Informative, Networking, Technology Base, Accountable, International Standard, Time, and Smile. With the motto ITS library staff are required

to always provide the best service to the community with love and user. Love ITS sincere and honest that is what needs to be given to user.

In an effort to build a service of love as an effort to improve service excellence and courage needed change in the start. The changes in question here is the library will change for the better. In addition, it needed a commitment, competence and ability of the librarian and the library staff in their duties in the library. The competence of a library is needed to drive the rate and quality of service. With the competence and ability were good, librarians can provide the best service and to develop the quality of services in a library. ITS In the library there are several activities that are carried out to improve the competence and skills of librarians and staff ITS Library.

- And librarians send staff to attend training activities, seminars, workshops, etc. With the existence of these activities, librarians and library staff will have a capital of skills, knowledge and extensive knowledge that librarians or the staff of the library will be more confident in applying the results of the experience gained and can improve performance in the library.
- Improve the performance of library staff with physical and spiritual formation. Physical training is routinely carried out is morning exercise every Friday in the first week until the third week. While for spiritual formation there are 2 activities. The first recitation was held every Friday in the last week. And other activities that complement spiritual formation, namely reciting (reading the Qur'an) every Wednesday before starting the morning enlightenment activities (morning enlightenment).
- Other important activities to improve the performance of staff and librarians by conducting morning enlightenment or morning enlightenment. Morning enlightenment is an activity in an effort to fill the mind with positive things. Morning breakdown must be done every morning before starting work for 15-20 minutes. The mechanism of enlightenment this morning is done by gathering in circles and standing up. Then in the meeting every library staff or one of the library staff is required to provide positive information or share stories that have positive values from experience, read books or from the results of training, workshops / seminars and workshops, so that all other staff can receive benefits from positive value given. After the sharing activity continued with a prayer and ended with the ITS library jargon. With the existence of

the jargon can encourage the librarians and library staff to start their activities.

- Training Maintaining and improving the quality of teamwork through fun activities team works out that is getting stronger and awake library. With a great service to provide the best service to users.
- ITS literature also organizes activities such as seminars or training for both librarians or visitors.

4 CONCLUSIONS

Excellent service at the library is one of the efforts made by the agency to serve user library as well as possible, to give satisfaction. Excellence in library service strategy ITS improve the collection, improve infrastructure to library services, conduct education manual (user education), following up on service utilization, implementing love services as an embodiment of excellent service and also increasing the competence of librarians and library staff. To achieve the highest level of service, libraries must be able to serve users well with the skills and competencies possessed by librarians such as ability, attitude, appearance, attention, action, responsibility, speed, accuracy, friendliness, and comfort provided by librarians to the users.

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