THE INFLUENCE OF INTERPERSONAL COMMUNICATION AND SERVICE QUALITY ON MEDAN STATE UNIVERSITY LIBRARY SATISFACTION

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ABSTRACT

The aim of this research is to analyze the influence of interpersonal communication and service quality on user satisfaction at Medan State University. This research uses effective understanding in interpersonal communication and finds out what influence users have in visiting the library at Medan State University. 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 a very important factor 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 aim 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 aims and objectives. It is concluded that librarians can be defined as library employees who are intended to provide services to the public or library users, based on knowledge obtained through training, literature and library information.

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

I. INTRODUCTION

In the library service process, it is very important for librarians and users to communicate with each other, both in terms of providing information and their attitudes and actions. Interpersonal communication is a process to achieve goals. Librarians can convey their messages through interpersonal communication, which is sometimes not received or understood by librarians.

At Medan State University (Unimed), librarians and users do not communicate enough to build good relationships. Therefore, communication between them does not run well and is ineffective. Librarians have difficulty communicating information. Even though libraries provide services, they must create good, clear and friendly communication between the community. For example, a user borrows a book from a librarian. Librarians are less friendly and do not smile at patrons.

Interpersonal communication encourages everyone to communicate well in their daily activities. Therefore, Interpersonal skills are the most important skills everyone should have. Communication is one of the most important and complex functions in human life, and can occur in anything. from a person's actions. The communication of other people, whether close or unknown, can influence a person. Communication is very important for human life, therefore let us pay more attention to communication.

A librarian must be able to communicate well with other people. Interpersonal communication occurs when someone conveys information or messages to others for understanding or feedback. The aim 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 why interpersonal communication is important.

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

College libraries are a type of library found in universities, colleges, high schools or institutes. College libraries do many things besides teach, provide information, and conduct research. The level of visits by library members is one of the factors that determines how successfully the library carries out its functions.

Libraries must be able to provide services to their visitors. The availability of services in a library can influence the number of visits to the library, and each library is competing to improve services for its members. Apart from the convenience provided by libraries, libraries must be able to provide various information for users to meet 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 community in accordance with the mission of the sponsoring organization, the library, and its mission is to provide services to the library. the public or library users based on information received from training, information 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 frequently use library services and interact directly with each other in everyday life. The communication skills of library staff are very important for library service users and enable library staff to interpret and understand the aims and objectives of library service users and provide excellent service to library service users.

II. METHOD

In this research, the method used is a qualitative descriptive research method. Where descriptive research is research conducted to describe, describe a phenomenon that is occurring currently using scientific procedures to answer actual problems. From the same source it is also stated that the nature of descriptive research is describing, photographing, all the problems that are the focus of the researcher's attention, then explaining what they are. And this research method also uses literature studies contained in previous research.

III. RESULTS AND DISCUSSION

Based on research conducted on the results of interpersonal communication and service quality on user satisfaction at Medan State University, based on the three problems proposed, it can be formulated as follows

Communication and service quality on user satisfaction

As an educational institution, Medan State University (UNIMED) has a library which is an important facility for students, lecturers and the general public. Therefore, communication and the quality of services provided by the UNIMED library can influence user satisfaction.

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

1. Effective communication: UNIMED libraries must have staff who are able to communicate well and effectively with users. Library staff must be able to understand the needs and requests of users well, and provide clear and accurate information.
2. Quality of service: UNIMED libraries must provide good and friendly service to users. Library staff must be ready to help users in finding information and borrowing books, as well as providing solutions if problems arise.
3. Availability of book collections: The UNIMED Library must have a complete and up-to-date book collection in order to meet the needs of readers. Libraries must continue to update book collections in accordance with developments in science and technology.
4. Comfortable facilities: UNIMED libraries must provide comfortable facilities such as quiet reading rooms, ergonomic seating and cold air conditioning. This can make users feel comfortable and more productive in studying or conducting research.
5. Ease of access: UNIMED libraries must be easy to access and have flexible opening hours to make it easier for users to access library facilities. Libraries must be easy to reach by public transportation and have opening hours that suit users' schedules.

By paying attention to the factors above, UNIMED libraries 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 to improve services related to attitudes and behavior can be demonstrated by providing excellent service to visitors who visit or contact the library. How librarians respond to user needs influences user satisfaction. A good attitude will make your users m. Librarian competency is a skill that librarians have.

The professional abilities of librarians have a big influence on the quality of library services. It can be seen as an information processing system. This means that we want all library members (users) to be able to obtain more information better and on time. The information received allows each librarian member to carry out their work more focused. In general, information is required by different positions in the library. Government librarians need information to make policies in their libraries and resolve conflicts that arise in libraries

In this case, librarians in their function as information providers aim to provide information and explanations in the form of opinions about everything that is needed. Visit the library at Medan State University. The relationship between dimensions of service reliability is very important for work dynamics. Credibility is the quality or characteristic of librarians who perform well in their work. Reliability in providing services 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, reliability. And arises from reliability on. This relates to work technology.

The Influence of Non-Verbal Communication in Library Services

The influence of non-verbal communication in library services at Medan State University (UNIMED) is an 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 good relationships 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, interaction between librarians and users cannot always be measured only from the words spoken. Friendly facial expressions and smiles from librarians can create a more pleasant atmosphere for users. Sufficient eye contact gives the impression of attention and seriousness in serving users' information needs (Suratmi, 2021).

Body language, such as an open posture and friendly hand movements, can strengthen the message you want to convey. For example, when a librarian gives instructions about how to find a book or use library facilities, hand movements that help explain certain directions or steps can make it easier for the librarian to understand the instructions. On the other hand, closed body language such as crossing arms or avoiding eye contact can give the impression of unfriendliness or indifference, which in the end can reduce user satisfaction levels (Putri & Dewiyani, 2021).

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

Apart from that, the librarian's physical appearance and neatness are also an influential form of non-verbal communication. Librarians who appear neat and professional can give a good impression and increase library trust in the services provided. In the UNIMED library, attention to these aspects is important because the library is one of the main means of supporting academic and research activities (Putri & Dewiyani, 2021).

The influence of non-verbal communication in library services at UNIMED can also be seen from 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 appreciated 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 skills development are needed for librarians. Training programs that involve simulations and direct practice in interacting with users can help librarians understand the importance of non-verbal communication and how to apply it effectively (Suratmi, 2021). In this way, the UNIMED

library can continue to improve the quality of its services, making non-verbal communication one of the keys in creating a library environment that is friendly, professional, and supports the academic and research activities of users.

Use of Technology to Improve Service Quality

The use of technology in improving the quality of library services at Medan State University (UNIMED) is an important step to meet the information needs of users more efficiently and effectively. Information and communication technology has brought significant changes in the way libraries operate, providing easier and faster access to information resources (Soetedjo & Sidik, 2019).

1. Library Management System (Library Management System)

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

2. Katalog Online (Online Public Access Catalog - OPAC)

The Online Catalog is an integral part of the LMS that allows readers to access the library catalog via the internet. OPAC provides a user-friendly interface where readers can search for books, articles, and other resources based on various criteria such as title, author, or subject. With OPAC, readers can check real-time book availability, make reservations, and update their membership information.

3. Library Mobile Application

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

4. Online E-Resources and Database Services

Modern libraries not only provide physical books but also various e-resources such as e-books, e-journals and online databases. At UNIMED, readers 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. This station is equipped with RFID (Radio Frequency Identification) or barcode technology which makes the transaction process easier.

With self-service stations, users can save time and reduce queues at the librarian service desk.

6. Technology Based Security System

Technology-based security systems such as RFID and CCTV are used to protect library collections from loss or theft. RFID allows real-time tracking of books, while CCTV helps in monitoring activities inside the library. This security system not only protects collections but also creates a safe environment for users.

7. Online Information and Services Portal

Library information portals provide integrated access to a variety of online services, including access to catalogues, e-resources, research guides, and reference services. This portal can also provide discussion forums, question and answer services with librarians, and online tutorials that help readers find and use information resources.

8. Teknologi Augmented Reality (AR) dan Virtual Reality (VR)

AR and VR technology can be used to enhance the reader's experience in exploring the library and the resources available. For example, readers can use an AR application to get additional information about a book or author by scanning the book cover. VR can be used to create virtual tours of libraries, helping users who cannot come in person to still be able to access library services (Sukrianto & Oktarina, 2019).

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, libraries can better meet library information needs. Technology not only helps librarians in managing collections and services but also provides a better and more satisfying experience for readers. In this way, the UNIMED library can continue to develop as a modern information center and is responsive to technological developments and the needs of the academic community.

The Role of Librarian Training and Development in Improving Services

Training and development of librarians is an important element in improving the quality of library services at Medan State University (UNIMED). Competent and trained librarians have the ability to provide better, more effective and responsive services to library needs (Dharma et al., 2022). There are several types of skills and abilities training that librarians can train and learn, especially at the UNIMED library. These trainings are:

1. Improved Communication Skills

Communication training is one of the main aspects of librarian development. Good communication skills, both verbal and non-verbal, are very important to ensure information is conveyed 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 understand library needs better, provide accurate information, and create a friendly and professional service environment.

2. Mastery of Information Technology

In the digital era, mastery of information technology is crucial for librarians. Training in the use of library management systems (LMS), online catalogs (OPAC), and mobile library applications is important to ensure librarians can make maximum use of technology (Rohmah et al., 2019). In addition, training on e-resources, online databases, and the use of other library software allows librarians to provide more efficient services and wider access to readers. Mastery of technology also helps librarians carry out administrative and collection management tasks more effectively.

3. Continuous Professional Development

Ongoing professional training and development is important to ensure librarians are up to date with the latest trends and best practices in the library field. This development program can take the form of 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 current developments. At UNIMED, continuous professional development programs help librarians to remain competent and able to adapt to changing library needs.

4. Improved Management and Organizational Skills

Management and organizational skills are very important 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 libraries more efficiently, increase productivity, and ensure that all aspects of library services run smoothly.

5. Excellent Service Training (Customer Service)

Excellent service is the key to increasing user satisfaction. Excellent service training includes techniques for dealing with customers, handling complaints, and providing service that exceeds 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. A friendly, responsive and professional attitude is the result of effective training in this area.

6. Improved Research and Reference Skills

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

7. Soft Skills Development

Soft skills such as the ability to adapt, work in a team, and problem solving are also important in improving library services. Soft skills training helps librarians to become more flexible, cooperative, and proactive in facing daily challenges in the

library. The ability to work together with colleagues and handle difficult situations calmly and effectively is the result of developing good soft skills (Rahmadanita, 2022).

Training and development of librarians plays a vital role in improving the quality of library services at UNIMED. By improving communication skills, mastery of technology, continuous professional development, management skills, excellent service, research and reference skills, and soft skills, librarians can provide better services and meet library needs more effectively (Soetedjo & Sidik, 2019). A structured and ongoing training and development program ensures that librarians are always ready to face new challenges and continue to contribute to improving the quality of library services (Dharma et al., 2022). In this way, the UNIMED library can continue to develop as an excellent information center and support the academic and research activities of its readers.

IV.   CONCLUSION

The results of this research prove that the most important thing is the positive influence of positive service to visitors and the quality of service on consumer accuracy can be well received. Based on the research results, a desktop-based information system application can be produced which can handle library services, for example. membership registration services, borrowing, returns, storage, library catalog services and compensation services. With this information system application, library work can be computerized, so that problems that arise can be resolved well. Things that must be applied to librarians include maintaining good manners, increasing knowledge and the ability to build trust in the library which consists of several components including communication, security, comfort, competition and good manners. So that the information that is sent and received can run as desired, effective communication is certainly needed. Herein lies the importance of building communication between librarians and users.

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