

THE ROLE OF CIRCULATION SERVICES IN IMPROVING USER SATISFACTION AT THE UNISSAS LIBRARY

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Abstract

This study aims to examine circulation service tasks, the factors that satisfy users, and the implementation of circulation services at the Sultan Muhammad Syafiuddin Sambas University (UNISSAS) Library. This study employs a qualitative approach and is descriptive in nature. Data were obtained through semi-structured interviews with the Head of the UNISSAS Library and subsequently analyzed using three stages: data reduction, data presentation, and conclusion drawing. Research indicates that circulation services play a crucial role, as they are the services that most frequently interact with library users through activities such as membership registration, borrowing, returning, and renewing the loan period for collection items. These services are supported by the Senayan Library Management System (SLiMS) automation system and the Online Public Access Catalog (OPAC), resulting in faster, more organized, and more efficient service processes. User satisfaction depends on the quality of service provided by librarians, the speed of service delivery, ease of access to the library, the use of information technology, and the availability of collections that meet user needs. Although some patrons still experience delays in returning borrowed items, circulation services at the UNISSAS Library generally operate smoothly and effectively support various activities, such as learning, research, and the implementation of the Three Pillars of Higher Education. Therefore, continuous efforts are required to enhance the quality of library staff and technology utilization, as well as to conduct ongoing service evaluations, in order to ensure sustained improvements in library service quality and user satisfaction.

Keywords: circulation services, user satisfaction, SLiMS, OPAC, UNISSAS Library.

INTRODUCTION

Libraries in higher education institutions are an important part of supporting the implementation of education, research, and community service, which constitute part of the Tri Dharma of Higher Education. Libraries are not merely places for storing books and collections, but also serve as centers that provide information and various types of services to meet the information needs of the academic community. One of the most important services in supporting various activities is circulation service, as it is frequently

used by users in the process of borrowing, returning, or renewing collections. Circulation service is a very crucial part of library services because it directly interacts with users. The quality of services provided, such as speed, accuracy, staff friendliness, ease of procedures, and the use of information technology, greatly influences the level of user satisfaction. If circulation services operate well and professionally, users' information needs will be met, thereby encouraging increased use of library collections.

The development of information technology has also changed the way library services are provided. Various automation systems, online catalogs (OPAC), and digital services have been implemented to make services more efficient and facilitate access to information for library users. Therefore, libraries need to continuously improve the quality of circulation services so that they can keep pace with technological developments and the increasingly diverse needs of users. The Library of Sultan Muhammad Syafiuddin Sambas University (UNISSAS), as a university library, has a responsibility to provide quality information to all members of the academic community. Circulation services at the UNISSAS Library are one of the important factors in determining user satisfaction because they are directly related to how library collections are used. Improving service quality by enhancing librarians' capabilities, utilizing information technology, providing collections that meet users' needs, and continuously evaluating services are steps that must be taken so that the library can provide the best possible service.

Based on the explanation above, this study aims to examine the role of circulation services in increasing user satisfaction at the Library of Sultan Muhammad Syafiuddin Sambas University (UNISSAS). In addition, this study also discusses the factors that influence the level of user satisfaction and how library services are implemented at the UNISSAS Library. The results of this study are expected to serve as a reference for improving the quality of library services, so that the ability to provide services becomes better, faster, and in accordance with users' needs.

RESEARCH METHODOLOGY

This study uses a qualitative approach with a descriptive research design. The research was conducted at the Sultan Muhammad Syafiuddin Sambas University Library (UNISSAS) to analyze the implementation of circulation services.

Data were obtained through semi-structured interviews with librarians and the head of the library. The collected data were then analyzed through the stages of data reduction, data presentation, and conclusion drawing to obtain an overview of the implementation of circulation services at the UNISSAS Library. (Selvi, 2025).

DISCUSSION

1. Role of Circulation Services

Based on the results of an interview with the Head of the Library at the Sultan Muhammad Syafiuddin Sambas University Library (UNISSAS), circulation

services play a very important role because they are the service most frequently used to interact with library users. The services provided include membership registration, the borrowing process, and the return of items. The informant also stated that the service process already uses the SLiMS automation system, making transactions faster and more organized. However, there are still obstacles, such as library users who return books late. In general, the interview results show that circulation services at the UNISSAS Library run smoothly and are able to meet the information needs of the academic community, particularly students from all study programs and lecturers who visit the library.

It can be concluded that circulation services play an important role in helping provide information to library users. Services such as member registration, borrowing, and returning have been running smoothly. The process is supported by the SLiMS automation system, making the services faster and more time-efficient. Although there are obstacles because some users return books late, overall, circulation services at the UNISSAS Library run smoothly and can meet the needs of the entire academic community.

Circulation services are one of the main services in university libraries that are responsible for connecting library collections with users. Through this service, students, lecturers, and all members of the academic community can effectively use the various collections available according to their information needs. Circulation service activities include member registration, book borrowing, book returns, loan period extensions, collection reservations, and the imposition of sanctions for late book returns. Therefore, circulation services are not only responsible for managing the book borrowing process in the library, but also help ensure that the use of book collections can run smoothly and optimally (Pasaribu, 2022).

In the context of university libraries, circulation services play an important role in helping to realize the Three Pillars of Higher Education, especially in the fields of education and research. The availability of fast, accurate, and easily accessible services enables users to obtain the information needed to support learning activities, complete final assignments, conduct research, and promote the development of knowledge. Therefore, the quality of circulation services is one of the indicators of success in managing library services (Martina et al., 2024).

In addition to serving as a place to borrow collections, circulation services also help provide information to users. Circulation service staff are usually the first people to meet users, so they must be able to communicate well, be friendly, and understand library procedures and collections. Good service will provide users with a positive experience, make them feel more comfortable, and encourage them to continue using the library (Nurwicaksono & Ganggi, 2019).

The development of information technology has also influenced how circulation services are carried out. Many university libraries have already adopted

automated systems that make the process of borrowing and returning books easier, facilitate checking book status information, and manage library member data. Using this technology makes librarians' work more efficient, reduces errors in administrative matters, and speeds up services for library users (Sudewi & Wahyuningsih, 2024)

The circulation service of the Sultan Muhammad Syafiuddin Sambas University Library (UNISSAS) plays a very important role as the front line in providing services to the entire academic community. The quality of services provided, such as accuracy in following procedures, the friendliness of staff, the speed of service delivery, and the ease of accessing collections, will affect how satisfied library users are. Therefore, it is necessary to improve librarians' capabilities, utilize information technology, and evaluate services regularly so that circulation services can properly meet users' information needs (Risparyanto, 2022).

In general, circulation services do not only involve the process of borrowing and returning books, but are also a very important part of strengthening the performance of library services. Professional, responsive services that pay attention to users' needs will improve the quality of library services and strengthen the role of the library as a learning resource center in the higher education environment.

2. Factors That Increase User Satisfaction

The results of an interview with the Head of the Library at the UNISSAS Library indicate that user satisfaction with services is one of the main aspects considered in the provision of circulation services. According to the informant, librarians always strive to provide good, courteous, and fast service so that users feel comfortable when borrowing or returning books. In addition, circulation services have implemented the SLiMS and OPAC automation systems, so the process of borrowing and returning books can be faster and reduce errors in administrative matters.

It can be concluded that user satisfaction is one of the main priorities in the provision of book borrowing services. This is realized through friendly, polite, and fast service, supported by the use of the SLiMS and OPAC automation systems, which help speed up the process of borrowing and returning collections and reduce administrative errors. Thus, the quality of circulation services is considered capable of providing convenience and comfort for users in utilizing library services.

User satisfaction is one of the important indicators in assessing whether library services at higher education institutions are successful or not. Users will be satisfied if the services they receive meet or even exceed their expectations (Rachmadita & Arninputranto, 2018).

The first factor is the quality of librarian services. Librarians who are helpful, polite, responsive, and able to explain information clearly will make users' reading

and learning experiences more enjoyable. The professional attitude and ability of librarians to assist in finding collections or resolving problems experienced by users can increase user satisfaction (Rispanyanto, 2017a).

The second factor is the speed and accuracy of circulation services. The process of borrowing, returning, and renewing collections carried out quickly and according to the applicable rules will make users feel that the process is easier. Library automation systems can speed up service processes, reduce errors in administrative matters, and improve the efficiency of librarians' work (Inawati, 2019).

The third factor is the availability of collections that meet users' needs. Collections that are comprehensive, up-to-date, and relevant to study programs or research needs will make users more satisfied. Therefore, libraries must continuously develop their collections based on suggestions from lecturers, students, as well as the results of evaluations of collection use (Pebrian et al., 2019).

Furthermore, comfortable library facilities are also important. A tidy reading room, adequate lighting, good air circulation, an internet connection, and areas for discussion will help users feel more comfortable when using library services. A comfortable environment makes users more interested in visiting and using the available collections (Sinta, 2020).

In addition, the use of information technology also increases user satisfaction. An online catalog (OPAC), library automation systems, and digital information services help users search for collections, check loan status, and access library information whenever they want. This technology makes services faster, more accurate, and time-saving (Haq et al., 2020).

Another factor is the ease of access to services. Easy-to-understand regulations, simple service procedures, opening hours that suit the needs of campus community members, and complete service information will make users feel more comfortable and find it easier to use the library (Sarwono et al., 2018).

By paying attention to these factors, the UNISSAS Library can continuously improve the quality of its services. User satisfaction not only increases the number of people who visit and use the library's collections, but also helps achieve the Tri Dharma of higher education by providing good information services.

3. Implementation at the UNISSAS Library

Based on the results of an interview with the Head of the Library at the UNISSAS Library, circulation services have been operating by carrying out book borrowing, returns, and extensions of the borrowing period. The librarian explained that all service processes are carried out using the SLiMS library automation system, so collection data and borrowing transactions can be managed more easily and systematically. In addition, the librarian also stated that the library continues to strive to improve service quality by managing

administration, maintaining collections, and utilizing information technology. Therefore, circulation services are not only a place to borrow and return books, but also play an important role in supporting the learning process at Sultan Muhammad Syafiuddin Sambas University.

It can be concluded that circulation services run smoothly through the activities of borrowing, returning, and extending the loan period of collections. These services are supported by the SLiMS library automation system, making the management of collection data and transactions more effective and organized. In addition, the library continues to strive to improve service quality by managing administration, maintaining collections, and utilizing information technology. This shows that circulation services are very important in helping meet information needs and supporting the teaching and learning process at Sultan Muhammad Syafiuddin Sambas University.

Circulation services at the Library of Sultan Muhammad Syafiuddin University (UNISSAS) Sambas are carried out as part of efforts to support teaching and learning activities, research, and services to the community. The library acts as a supporting component in the academic environment by providing information services and managing all books and learning resources for the entire academic community. The implementation of circulation services includes the processes of borrowing books, returning books, extending the borrowing period, and managing library membership administration. All of these services are designed so that users can obtain information easily, quickly, and in an orderly manner in accordance with applicable regulations (Suwardi, 2009).

In its implementation, librarians play an important role as service providers as well as assistants for library users. Librarians inform users how to use the services, help them find the collections they need, and ensure that the borrowing and returning processes run smoothly (Risparyanto, 2017).

In addition, circulation services at the UNISSAS Library are also supported by collection management activities, library administration, as well as monitoring and evaluation of the services provided. The library continues to be developed so that it can adapt to advances in information technology and the needs of the academic community. Thus, circulation services are not only responsible for managing the borrowing and returning of books, but also serve as part of an information service system that helps improve the quality of learning within the UNISSAS Sambas environment (Karlina & Antasari, 2024).

CONCLUSION

Circulation services are one of the important services in university libraries that help connect users with the available book collections and materials. Through these services, the processes of borrowing, returning, renewing, and handling library administration can run smoothly and help support the implementation of the Tri Dharma

of Higher Education. The quality of library services greatly depends on the professional attitude of librarians, the speed of service delivery, the ease of handling procedures, the use of information technology, as well as the availability of books and collections that meet users' needs.

User satisfaction is influenced by several factors, such as the quality of service provided by librarians, the speed and accuracy of service, the completeness of books and collections, the comfort of library facilities, the use of information technology, as well as the ease of accessing library services. The better the quality of these aspects, the higher the level of satisfaction and loyalty of library users in using library services.

Circulation services at the Sultan Muhammad Syafiuddin University (UNISSAS) Sambas Library have supported teaching and learning activities through services for borrowing, returning, and renewing books, as well as membership matters. Improving librarians' capabilities, utilizing library automation systems, and continuously evaluating services are important steps toward improving the quality of library services. Thus, circulation services are not only responsible for library administration, but also play an important role in increasing user satisfaction and strengthening the library's role as an information and learning center within the higher education environment.

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