Service Quality Improvement Strategy in Library Management at Tadulako University

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ABSTRACT

This study wants to examine how the Tadulako University library can improve its services to users through the development of a strategic plan. It aims to: (1) study and analyze the quality of services using Tangible dimensions measurement methods (physical appearance), Reliability, Responsiveness, Assurance, and Empathy in the management of services at the University Tadulako; and (2) find strategies to improve the quality of services in the Tadulako University library management. The quantitative and qualitative (mix method) approaches are used in this study to obtain comprehensive, valid, reliable and objective data. The service quality model uses the Servqual by Zeitham et al. In addition, a descriptive analysis approach is used to provides a description of the research subjects based on variable data. The number of samples are 397 people determined using the Slovin formula, with proportional sampling techniques. The data analysis technique used is the Mathew B. Miles and A. Michael Huberman analysis model. The data validity techniques used include (1) extension of participation; (2) perseverance/grace; and (3) triangulation. Testing research data through validity testing uses product moment correlation, while reliability testing uses the Alpha-Cronbach method. Data collection techniques used are questionnaire, participant observation, in-depth interviews, documentation, and triangulation. The results of this study show that to improve the quality of service it needs to consider five dimensions of Servqual such as facilities and infrastructure that support service performance, reliability, and responsiveness of officers in serving and helping users who need information quickly and accurately. Providing guarantees of ease in the service process and security guarantees in the library building. The strategy for developing the external environment is done by giving library staff the opportunity to participate in education and training on libraries, collaboration with other universities, improving the quality of IT-based services and making libraries as centers of information for users. While the development of the internal environment is done by improving the quality of library service systems, optimizing the addition of facilities and infrastructure such as update collections, and providing the appropriate formation of human resources in the library so that service can be optimized. A research novelty is an information packaging dimension that supports the improvement of online-based library service quality systems.

Keywords: *Service Quality, Library Management, Service Strategy*

INTRODUCTION

Public services are all activities in order to meet the basic needs of every citizen and society for goods, services or services provided by the government, which should always be oriented to the community by applying the concept of community-oriented services. Public demands regarding the need to implement improvements to the performance of the public service bureaucracy have become an interesting discourse to date. In line with the enactment of the Regulation of the Minister for Empowerment of State Apparatus and Bureaucratic Reform of the Republic of Indonesia No. 14 of 2017 which aims to measure community satisfaction as service users and improve the quality of public service delivery, is expected to have a broad real impact on improving services to the

community, thus enabling the availability of data and information that can be analyzed and utilized quickly, accurately and safely. The main problem of public services is basically related to improving the quality of the service itself. Quality services are highly dependent on various aspects, namely how the pattern of implementation (management) and the support of human resources and institutions. One of the efforts that must be made in improving public services is to conduct a satisfaction survey of service users. Considering that public service units are very diverse, to obtain a Public Service Index (IPP) nationally, conducting a Community Satisfaction Survey requires a uniform survey method as stipulated in the Minister of Administrative Reform Bureaucratic Reform No. 14 of 2017 concerning Guidelines for Compiling a Community Satisfaction Survey for Public Service Delivery Units. The purpose of this regulation is to measure the level of community satisfaction as service users and to improve the quality of public service delivery.

Damayanti (2006:27) suggests that, "quality is a description of how good the product or service (service), especially how good it is in terms of adapting and meeting the needs of its users and free from things that cause user dissatisfaction". Meanwhile, Nurkertamanda and Pandu (2009: 142) state that the quality and value of a library is traditionally measured by size indicators, namely: the number of collections, budget, expenditure, and staff which are inputs to assess the potential of the library in meeting the needs of users. . Nasution (2004) reveals several factors to improve service quality that need to be considered by service providers in this case libraries are managing user expectations, managing evidence of service quality, developing a quality culture, developing service quality information systems, identifying the main determinants of service quality, the main determinants of service quality. , educate consumers and follow up services, as well as to create quality automatically. Quality is not the result of a combination of accidental factors, therefore quality must be defined, designed, planned, and implemented appropriately, where customer satisfaction can create customer loyalty or loyalty to companies that provide satisfactory quality (Tjiptono and Anastasia, 2003). The development of information today always demands the existence of an information provider institution that is able to improve the information service system quickly, precisely and is able to fulfill information for users. Therefore, the government as a service provider apparatus is required to improve public services in the information and education service sector. Efforts to realize good public services require the government to form an information service provider institution that aims to serve the community. One of the agencies formed by the government to provide information services is the library.

The library as one of the public service institutions, the library must be managed properly, systematically and structured, especially with regard to planning, policy and strategy as well as operational development in the field of libraries and information. Libraries as a source of information in universities, the Tadulako University library really needs to pay attention to the quality of services it provides to users. The quality of this service can make a good contribution, both for universities, libraries and library users. As one of the public service institutions, the library must be managed properly, systematically and structured, especially with regard to planning, policy and strategy as well as development operations in the field of libraries and information. For this reason, all efforts and efforts towards collecting and compiling information need attention, especially in responding to the dynamics of changes in the strategic environment both on a regional, national and global scale with the aim that information can be utilized by users appropriately, quickly and accurately.

Rahayuningsih (2013: 86) states that the characteristics of quality library services can be seen from:
1. Collection
    a. Quantity is related to the number of collections owned by the library.
    b. Quality is related to the quality, up-to-date, completeness of the collection.
2. Facilities
    a. Completeness, regarding the scope of services and the availability of supporting facilities and other complementary services.

    b. Convenience of obtaining services, related to location, room, instructions, availability of information, cleanliness and others

3. Human resources
   a. The politeness and friendliness of the officers provide services, especially for officers who interact directly with visitors.
   b. Responsibilities in serving library users.
   c. Empathy, fair and fair in solving problems and handling user complaints.
   d. Professionalism The professionalism of the librarian in the user service section is reflected in the officers who have a SMART spirit, namely Ready to prioritize service, Fun and interesting, Enthusiastic/proud of, Friendly and appreciative of service users, Resilience in the midst of difficulties.

Based on the above, it is necessary to measure service quality so that employees can measure themselves in carrying out their duties, this is in accordance with the theory of Zeithaml, et al. (1990) in Pasolong (2017:155) to find out the quality of service that is really felt by consumers, there are indicators of consumer satisfaction measures which lie in the five dimensions of service quality according to what consumers say. The five dimensions of servqual are; (1) tangible: service quality in the form of office physical facilities, computerized administration, waiting room, information area; (2) reliability: the ability and reliability to provide reliable services; (3) responsiveness: the ability to help and provide services quickly and accurately, as well as responsive to consumer desires; (4) assurance: the ability and friendliness and courtesy of employees in ensuring consumer confidence; (5) empathy: firm but attentive attitude of employees towards consumers.

The formulation of the problem in this study is as follows: (1) how is the quality of service with tangible dimensions (physical appearance), reliability (reliability), responsiveness (responsiveness), assurance (guarantee), empathy (empathy) in the management of library services at Tadulako University ; (2) what is the strategy for improving the quality of library services in library management at Tadulako University?

The aims of this study are: (1) to examine and analyze service quality using the Tangible dimension servqual measurement method (physical appearance), Reliability (trustworthiness), Responsiveneess (responsiveness), Assurance (guarantee), Empathy (empathy) in the management of library services. at Tadulako University; (2) find a strategy to improve the quality of library services in library management at Tadulako University. The literature review in this research, begins with the main theory (grand theory), namely the theory of public administration, because the concepts used in this study are rooted in that theory. This study uses a literature review approach consisting of public management theory and public service as a middle range theory. And as an applied theory, the author uses several theories to express the conception of the variables studied, namely service quality and service strategy based on the theoretical exposure of each of these variables.

METHODS

The method used by the author is a research method by combining two approaches, namely quantitative and qualitative (Mix Method). According to Sugiyono (2017: 404) a combination research method or mix method is a research method that combines or combines quantitative methods and qualitative methods to be used together in a research activity in order to obtain more comprehensive, valid, reliable and objective data.

The design of this study uses a sequential explanatory model. Sugiyono (2011: 409) states that the sequential explanatory design research model is characterized by collecting data and analyzing quantitative data in the first stage, followed by qualitative data collection and analysis in the second stage, in order to strengthen the results of quantitative research conducted in the first stage.

The population in this study were active members of the Tadulako University library in 2017 totaling 24,387 people who used library services. While determining the minimum number of samples using the Slovin formula with N = total population and a = 5% error level, with a proportional sampling calculation technique from the population for each faculty library unit taken as a sample. Then the number of samples obtained is 397 samples

RESULTS

Based on the results of data processing, the results of the validity and reliability tests are as follows:

Table 1. Recapitulation of Validity and Reliability Test Results of Research Questionnaires

Statement Items	r	$r_{critical}$	Description
Item 1	0,387	0,30	Valid
Item 2	0,310	0,30	Valid
Item 3	0,409	0,30	Valid
Item 4	0,566	0,30	Valid
Item 5	0,518	0,30	Valid
Item 6	0,623	0,30	Valid
Item 7	0,580	0,30	Valid
Item 8	0,607	0,30	Valid
Item 9	0,513	0,30	Valid
Item 10	0,587	0,30	Valid
Item 11	0,601	0,30	Valid
Item 12	0,562	0,30	Valid
Item 13	0,540	0,30	Valid
Item 14	0,623	0,30	Valid
Item 15	0,562	0,30	Valid
Item 16	0,600	0,30	Valid
Item 17	0,650	0,30	Valid
Item 18	0,629	0,30	Valid
Item 19	0,619	0,30	Valid
Item 20	0,653	0,30	Valid
Item 21	0,661	0,30	Valid
Item 22	0,570	0,30	Valid
Item 23	0,587	0,30	Valid
Item 24	0,379	0,30	Valid
Item 25	0,572	0,30	Valid
Item 26	0,627	0,30	Valid
Reliability coefficient (*Cronbach's Alpha*) = 0,928			

In table 1, it can be seen that the correlation coefficient (r) of each statement item is greater than the critical value of 0.30 and is declared valid. Then the reliability coefficient of 0.928 is greater than 0.70 indicating that the statement items used to measure service quality at the Tadulako University Library are reliable.

DISCUSSION
1. Quantitative Description
    a. Description of Service Quality

In the following, the average score of respondents' responses to each statement item in each dimension is presented which is the result of quantitative research from the questionnaire.
Physical Facilities (Tangible)

Table 3 Distribution of Respondents' Responses Regarding Physical Facilities

Alternative Answers	Weight	P1	P2	P3	P4	P5	Overall
Strongly agree	5	214	68	216	104	137	739
Agree	4	172	269	165	237	243	1086
Disagree	3	11	46	16	44	17	134
Do not agree	2	0	13	0	11	0	24
Strongly Disagree	1	0	1	0	1	0	2
Total (n)		397	397	397	397	397	1985
Total score		**1791**	**1581**	**1788**	**1623**	**1708**	**8491**
Average Score		**4,51**	**3,98**	**4,50**	**4,09**	**4,30**	**4,28**

Source: research results (questionnaire data) 2019

Based on table 6, the average score of respondents' responses to all statement items on the assurance dimension is 4.17 and can be said to be high.

2. Reliability (Reliability)

Table 4. Distribution of Respondents' Responses Regarding Service Reliability

Alternative Answers	Weight	P6	P7	P8	P9	P10	Overall
Strongly agree	5	128	131	111	102	126	598
Agree	4	231	230	252	278	247	1238
Disagree	3	33	26	33	13	21	126
Do not agree	2	4	6	1	4	3	18
Strongly Disagree	1	1	4	0	0	0	5
Total (n)		397	397	397	397	397	1985
Total score		**1672**	**1669**	**1664**	**1669**	**1687**	**8361**
Average Score		**4,21**	**4,20**	**4,19**	**4,20**	**4,25**	**4,21**

Source: research results (questionnaire data) 2019

Based on table 4, the average score of respondents' responses to all statement items on the reliability dimension of 4.21 is said to be reliable.

3. Responsiveness

Table 5. Distribution of Respondents' Responses Regarding Service Response

Alternative Answers	Weight	P11	P12	P13	P14	P15	P16	Overall
Strongly agree	5	107	122	118	126	128	117	718
Agree	4	224	248	246	246	243	229	1436
Disagree	3	56	21	23	22	17	42	181
Do not agree	2	6	6	7	2	8	7	36
Strongly Disagree	1	4	0	3	1	1	2	11
Total (n)		397	397	397	397	397	397	2382
Total score		**1615**	**1677**	**1660**	**1685**	**1680**	**1643**	**9960**
Average Score		**4,07**	**4,22**	**4,18**	**4,24**	**4,23**	**4,14**	**4,18**

Source: research results (questionnaire data) 2019

4. Guarantee
Table 6. Distribution of Respondents' Responses Regarding Service Guarantee

Alternative Answers	Weight	P17	P18	P19	P20	P21	Overall
Strongly agree	5	105	125	156	133	108	627
Agree	4	238	234	228	227	185	1112
Disagree	3	47	32	12	33	82	206
Do not agree	2	5	5	0	1	19	30
Strongly Disagree	1	2	1	1	3	3	10
Total (n)		397	397	397	397	397	1985
Total score		**1630**	**1668**	**1729**	**1677**	**1567**	**8271**
Average Score		**4,11**	**4,20**	**4,36**	**4,22**	**3,95**	**4,17**

Source: research results (questionnaire data) 2019

Based on table 6, the average score of respondents' responses to all statement items on the assurance dimension is 4.17 and can be said to be high.

5. Empathy
Table 7. Distribution of Respondents' Responses Regarding Service

Alternative Answers	Weigth	P22	P23	P24	P25	P26	Overall
Strongly agree	5	105	116	79	91	129	520
Agree	4	234	237	184	260	238	1153
Disagree	3	51	41	95	43	29	259
Do not agree	2	6	0	28	2	0	36
Strongly Disagree	1	1	3	11	1	1	17
Total (n)		397	397	397	397	397	1985
Total score		**1627**	**1654**	**1483**	**1629**	**1685**	**8078**
Average Score		**4,10**	**4,17**	**3,74**	**4,10**	**4,24**	**4,07**

Source: research results (questionnaire data) 2019

Based on table 7 the average score of respondents' responses to all statement items on the empathy dimension is 4.07 and can be said to be high.

6. Qualitative Description
   a. Service Quality of Servqual Model in Library Management
   The quality of service in library management at Tadulako University uses the servqual model with the dimensions Tangible (physical appearance), Reliability (trustworthiness), Responsiveness (responsiveness), Assurance (guarantee), Empaty (empathy) proposed by Zeithaml, et al. (1990) in Pasolong (2017:155). There are five discussions in this study adapted to the research focus, namely physical evidence, reliability, responsiveness, assurance and empathy along with the indicators used to see the quality of service in management at the Tadulako University Library. The triangulation technique used in data collection is through observation, interviews, and documentation.
   Based on the research data, the researcher made observations and asked questions through interviews with informants and resource persons as well as conducting observations and triangulation. Overall, the quality of service at Tadulako University can be said to be adequate, although there are still some shortcomings that need to be improved. According to the Indonesian National Standard (SNI), the library must provide at least 0.5 m2 of space for each student, with the use of a 45% collection area consisting of a book collection room, multimedia room, and scientific

magazine collection room. While the library staff room area of 25% consists of a processing room, a binding room, a meeting room, a storage room for newly received books, a kitchen and a toilet.

RI Government Regulation no. 24 2014 Implementation of Law No. 43 of 2007 concerning Libraries article 19 that; (1) the standard of facilities and infrastructure contains at least criteria regarding land, buildings, furniture and equipment; (2) the facilities and infrastructure as referred to in paragraph 1 must meet the aspects of technology, construction, ergonomics, environment, adequacy, efficiency and effectiveness. In chapter IX 38 of Law no. 43 of 2007 states that (1) Every library organizer provides facilities and infrastructure according to the national library standards; (2) The facilities and infrastructure as referred to in paragraph 1 are utilized and developed in accordance with advances in information and communication technology. To improve the quality of human resource management in libraries, it must be carried out properly and professionally in order to create a balance between the needs of human resources and the demands and progress of the library.

Hasibuan (2000:3) states that human resources are all humans involved in an organization in seeking the realization of organizational goals. Therefore, human resource management means the preparation and implementation of a coordinated plan to ensure that existing human resources can be utilized as well as possible to achieve the goals of the organization.

This series of research ends with a discussion, the time coincides with the routine meeting of the Tadulako University Librarians Group, located in the Meeting Room of the Central Library Building, Lt. 2 on February 8, 2019 with the theme "Evaluating Library Management in Improving the Quality of Library Services and Optimizing Management" and "Raising the Rank and Position of Functional Librarians and Administrative Staff in Supporting Quality Services at Tadulako University Libraries".

Based on the results of interviews, observations, discussions and triangulation, the Tadulako University library needs to pay attention to the five dimensions of service quality: (1) Tangible (Physical Evidence). It is still necessary to improve physical facilities and complete adequate infrastructure so that users are more satisfied with the services provided. This is in accordance with one of the service principles stated in the Decree of the Minister of Administrative Reform No.63/KEP/M.PAN/7/2003, namely the availability of adequate work facilities and infrastructure and other supporting facilities, including providers of telecommunications and information technology facilities and Law No. . 25 of 2009 it is explained that the provision of adequate service facilities and infrastructure by public service providers; (2) Reliability (Reliability). One form of good public service is the creation of fast and precise service. Internet access is fast enough, but sometimes the network is slow when visitors or users are busy using internet network access; (3) Responsiveness (responsiveness). Tadulako University librarian can already be relied on in assisting and serving users quickly and accurately and responding to requests for information on user needs; (4) Assurance (Guarantee). Tadulako University Library has guaranteed the ease of requirements in making membership cards or other important letters needed by users; (5) Empathy (Empathy). Harmonious communication is established when serving visitors, officers are friendly, considerate, polite and gentle in serving visitors. The friendliness of the officers is also carried out in response to criticism and suggestions from visitors.

b. Analysis of Service Quality Improvement Strategies in Library Management at Tadulako University

The library is a place where the community, students, and students can obtain information and study independently in order to improve its quality. As an information center, the library is not only limited to buildings and books. Modern libraries have the task and function of searching, collecting, organizing, documenting and presenting information to users both in printed and electronic form. quality service, the library is required to meet the needs of its stakeholders. Not only the fulfillment of information sources but also need to pay attention to physical facilities, service quality, and technology that can assist the service process so as to achieve user satisfaction.

Based on the above, a strategy is needed to improve the quality of service in library management at Tadulako University. Strategy is an action that is incremental (always increasing) and continuously so it is carried out based on the point of view of what customers expect in the future. The service quality strategy in library management uses SWOT analysis. This SWOT analysis strategy is used in order to find out the strengths, weaknesses, opportunities and threats for the library, which is known together with the main activities of the library focusing on information services, documentation, and other types of literature aimed at the needs of its users.

c. Tadulako University Library SWOT Analysis Results

In this study, the strategy to improve service quality in library management uses a SWOT analysis to find out what are the threats (threats) and what are the opportunities (opportunities) for the library. The external environmental factors of the library and the internal environment of the Tadulako University library are discussed below.

Table 8. Matrix of Internal Factor Evaluation

No	Internal Factors	Weigth	Rating	weigthxRating
	Strength			
1	Service System	0,4	4	1,6
2	Facilities and infrastructure	0,2	3	0,6
3	Human Resources (HR)	0,4	4	1,6
	Total	**1**		**3,8**
	Weakness			
1	Collection	0,35	2	0,7
2	Budget Limitations	0,45	1	0,45
3	Library Building Condition	0,2	2	0,4
	Total	**1**		**1,55**

Source: 2019 data processing results

Table 9. External Factor Evaluation Matrix

No	External Factors	weigth	Rating	weigthx Rating
	Opportunity			
1	Development Cooperation	0,30	2	0,60
2	Libraries with other PTN and PTS	0,32	2	0,64
3	IT and communication development	0,23	2	0,46
4	University Policy	0,15	2	0,30
	Total	**1**		**2,00**
	Threat			
1	The emergence of new information centers	0,55	3	1,65
2	The number of opportunities to take part in the Indonesian National Library of Indonesia Training and Education	0,45	2	0,90
	Total	**1**		**2,55**

Source: 2019 research data results

Furthermore, to determine the magnitude of internal and external factors, the following calculations are carried out:

Strength +Weakness
= 3,8 + (-1,5)
= 2,25

Opportunity + Threat
= 2 + (-2,55)
= -0,55

From the results of the analysis, the results of the calculation of Strength Weakness (SW) are 2.25. and Opportunity Threat (OT) is -0.55 , then the position is in quadrant II. The location of the strategic points can be seen in Figure 2 with the choice of a service diversification strategy, namely a strategy that focuses on optimizing the use of force to reduce threats, because in dealing with threats, the Tadulako University library still has strength. The following is Figure 2 Map of the Strategic Position of Service Quality Improvement in Management at the Tadulako University Library:
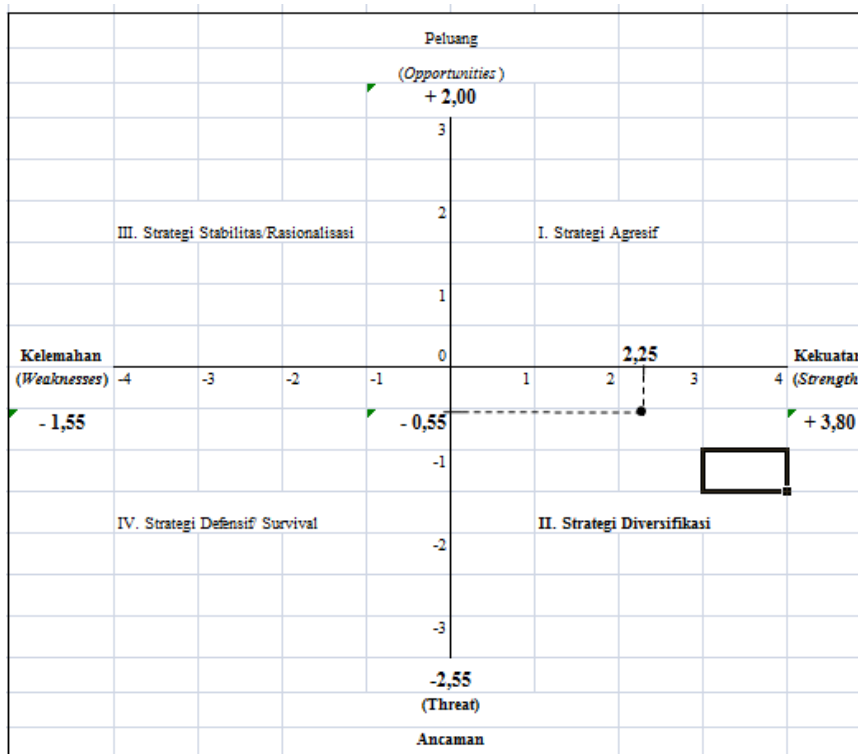

Figure 2. Map of the Position of Service Quality Improvement Strategies in Library Management at Tadulako Universitas University Library

As picture 2. map of strategic position 2.25 improvement of service quality in library management indicates that the implementation of service quality at Tadukalo University Library uses an online-based service system (IT) so as to support performance in library service management. Where the strength possessed by the Tadulako University Library at this time is to provide online-based network strengthening and a maximum library service system in order to meet the needs of users, adding online-based facilities and infrastructure, socialization and fundraising, so that for the next implementation this can be overcome. By empowering the library to its full potential, the library can develop its activities and services in all aspects, especially in the field of online-based technology as a policy material in the context of developing the library itself.

The strategies used in improving the online-based service quality system (IT) in the library include: (1) Preparing human resources in accordance with the library service development program; (2) training of library staff in the use of information technology (IT); (3) Directing library service officers to be responsible and skilled in serving library users; (4) Procurement of service facilities and information retrieval as well as service process systems to users based on information technology (IT) for ease of service; (5) Development of improved Wifi/hot spots to improve existing internet services.

The efforts or strategies carried out by the Tadulako University Library are due to the fact that currently users prefer to use internet access because of the increasing number of library formats in electronic (digital) form and information packaging which causes changes in the library service

system in all aspects. Meanwhile, based on the internal and external factors above, then identify the library's internal and external factors in the form of strengths, weaknesses, opportunities and threats, then a classification of internal factor analysis and classification of external factor analysis can be summarized in table 10 SWOT matrix as follows:

Table 10. SWOT Analysis Matrix

Internal Factors / Eksternal Factors	POWER(S) 1.Service System 2. Facilities and Infrastructure 3. HR	WEAKNESSES (W) 1. Collection 2. Limitations budget 3. Building Condition
OPPORTUNITY (O) 1.Cooperation Development Library With PTN & other PTS 2.IT developments and Communication 3.Development of study programs encourage improvement number of related collections 4.University Policy	**SO STRATEGY** 1.Opening cooperation with PTN and PTS others in order development library (S 1,, 3; O 1) 2.Improve implementation IT is like a virtual library and e-learning (S 1; O 2) 3. Promote development encouraging study program increase the number of collections related, and work same with publishers, institutions other or other **institutions (S2;O3)**	WO STRATEGY 1.Opening cooperation with PTN and PTS others in order development library (W 1) 2. Boost program development study push increase in number related collections, and cooperate with publishers, other institutions or other institutions (W2, ;O3) 3.Support and Unit Related (W3; O 4)

Based on the SWOT matrix above, the Tadulako University Library in order to optimize service quality in the management of the Tadulako University Library can be explained as follows:

     1. Improving the quality of library human resources.

     2. Build a library building that

     3. Improve the service quality system with information technology in the library

     4. Build cooperation to overcome the shortage of facilities and infrastructure as well as increase the library budget.

3.3.4.1 Novelty Service Quality Improvement in Library Management at Tadulako University

     Of the five dimensions of the servqual model of service quality, tangible (physical appearance), reliability (reliability), responsiveness (responsiveness), assurance (guarantee) and empathy, one other dimension must be added, namely the dimension of "information packaging" whose purpose is to support the library service system in the form of digital.

     This information packaging is an effort from a library or information center to bring users closer to sources of information that are relevant, accurate, easy and accessible quickly to improve the quality system of digital-based library services (virtual library). Improving the quality of service coupled with the application of information with a library network system shows that so many conveniences are provided to users to access digital information in the library, because in this digital era, the challenges of conventional libraries are increasing. Currently, the facts show that users prefer

to use access to libraries via the internet because of the increasing number of library formats in electronic (digital) form, causing changes to the library service system in all aspects. This fact is supported by the sophistication of information technology which is increasingly widely used and tends to be cheaper.

Based on the above, the information package provided must have a "value in which the information can support the implementation of library service activities effectively and efficiently, therefore the information package must be made in accordance with the information needs of the user or its users.

CONCLUSION

Service quality using the servqual model in management at the Tadulako University Library:

1. Tangible dimensions (physical facilities) obtained the results that the comfort of the library room is very comfortable.

2. From the dimension of Reliability (Reliability). The service of the librarian is quite reliable in dealing with user problems and informing every service.

3. Based on the Responsiveness dimension (responsiveness.). The librarian responds to every user's request to obtain the information needed, although sometimes there are some officers who are slow in providing information to the user.

4. Dimension Assurance (Guarantee). Officers have guaranteed ease of service for users who will borrow books, guaranteed safe storage of user items in lockers and provided corridor corridors for people with disabilities to visit the library.

5. Seen from the dimension of Empathy (Empathy). Librarians provide good service and establish harmonious communication apart from having equal attention to every user regardless of race, ethnicity, religion, status, education.

Strategy to Improve Service Quality in Management at Tadulako University Libraries

Based on the results of research that has been carried out by researchers, there are several conclusions that can be drawn from the results of this study, namely: SO strategy (Strenghts opportunities) consists of: (1) opening cooperation with other state and private universities in the context of developing the quality of library services; (2) improve IT implementation such as virtual library, e learning. The internet network system is very influential on the progress of the library service system, so that with a maximum network system, users will be more interested in finding the information they need; (3) improve the development of study programs encouraging an increase in the number of related collections, whether in collaboration with publishers, other agencies or other institutions. WO (Weakness Opportunity) Strategy The strategies carried out are: (1) opening cooperation with other state and private universities in the context of developing the quality of library services; (2) improve the development of the study program to encourage an increase in the number of related collections, adjusted to the curriculum, courses and collection needs of proposals from each department in each faculty by distributing book catalogs from publishers and adapted to the needs of each faculty. In addition to cooperating with other agencies or institutions; (3) support from the unit proposing policies to the university leadership for the construction of a new library building in accordance with established rules and regulations. ST strategy (Strenghts Treats). This strategy includes: (1) improving the library service system that has been integrated with the faculty; (2) increasing competition for library human resources by providing opportunities to improve the quality of library human resources through training, seminars and other activities in the field of library science.

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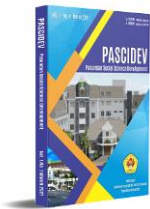
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