

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