



Socialization of Excellent Service at School Libraries in Bekasi City

Laylatul Munawaroh^{1*}, Dimas Kurnia Robby², Riyan Sanjaya³, Ina Kencana Putri⁴, Maydi Aula Riski⁵, Firmansyah Firmansyah⁶, Ahmad Rifqi Ash-Shidiqy⁷, Vion Age Tricahyo⁸, Wisnu Putri Airmas Jati⁹

^{1,2,3,4,5,6,7,8,9} Library and Information Science Department, Universitas Negeri Jakarta, Indonesia

*Corresponding Author: laylatul.munawaroh@unj.ac.id

ABSTRACT

This community service program aimed to improve the understanding and skills of school library managers in Bekasi City in implementing service excellence to support students' literacy and learning quality. The program was initiated in response to the suboptimal quality and utilization of school library services, which are mostly managed by teachers without a library science background and face limitations in collections, facilities, and service innovation. Using a participatory approach, the activities included dissemination sessions, interactive discussions, identification of existing systems and types of services, compilation of school library portfolios, and post-training mentoring and monitoring involving 32 school library coordinators. The results indicate an increased understanding of service excellence concepts, including the principles of friendliness, speed, accuracy, and information relevance, as well as improved ability to identify key challenges such as limited collections, lack of service promotion, and insufficient activities to attract students to the library. The program produced post-test reports, library condition portfolios, and follow-up action plans for implementing service excellence, and highlighted the importance of the 3A concept (attitude, attention, action) in building positive user experiences in school libraries. Thus, the socialization and mentoring of service excellence contributed to strengthening the role of school libraries as centers of learning resources and literacy in Bekasi City, although further programs such as collection development and digital service enhancement are still required.

Keywords: Teacher-librarian collaboration, Library user satisfaction, School library services

1. INTRODUCTION

The creation of a quality education ecosystem cannot be separated from the important role of school libraries as a unit that provides sources of information that contribute to learning activities in schools, and even school libraries as a driving force for school literacy in improving students' literacy skills. Based on SNI 7329 of 2009, the Library and Librarian Division explains that a school library is a library found in formal education units in the primary and secondary education environment as a learning resource center for the achievement of school education goals (Perpustakaan Nasional RI, 2011).

The existence of libraries is not only a center for providing information and literacy resources, but also as a learning space that encourages students to develop critical thinking skills, creativity, and reading culture. The existence of a school library is expected to gradually have a love for reading, where reading is a fundamental tool for learning and learning, both at school and outside school (Taufik et al., 2021).

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School libraries are positioned as **learning resource centers** that provide collections, services, and learning spaces to support educational goals in primary and secondary education units. This function includes the provision of reading materials, the development of reading culture, the strengthening of critical thinking skills, and support for the curricular and co-curricular learning processes (Subur, et al. 2022) On the other hand, the strategic role of school libraries is often not optimal because there are still various challenges, especially related to the quality of services provided to users or students.

School libraries worldwide face similar challenges in service quality, particularly in contexts where library management is entrusted to teachers without formal library science training. This study contributes to the international discourse on service excellence by contextualizing the SERVQUAL model, Total Quality Management (TQM), and user-centered approaches within Indonesian school libraries. Laugu et al. (2025) information literacy skills training. In the context of literacy, various studies show that the development of literacy programs in school libraries is carried out through two main paths, namely reading habit and structured learning activities such as literacy clubs, mandatory library visits, and project-based tasks that require the use of library resources. (George, 2015)

There are many types of services that can be provided in school libraries, but the types of services that can be implemented in each school library certainly vary. This will depend greatly on the availability and condition of the school library. Therefore, in organizing services in the library, it is necessary to go through planning that adjusts to the conditions of the library and the needs of users, so that the services provided are the best and right on target.

Library services are understood as a series of resources and activities (circulation, references, online information services, information literacy training) designed to meet the information needs of users. The library management literature emphasizes that service planning must be adjusted to the condition of the library as well as the characteristics and needs of users, so that services become targeted and effective (Rudamin, 2025)

(Rodin, 2017) *service excellence* In the context of school libraries, it is a very important aspect to pay attention to. Services that are friendly, fast, accurate, and able to answer student needs will create a positive experience for students and teachers in utilizing the library. Service that meets quality standards is a service that is in accordance with the expectations and satisfaction of customers/communities. Excellent service is a service that is carried out quickly, precisely, easily, simply, and satisfactorily using certain standards and can even exceed a standard or guideline that has been set. Thus, excellent service is not just an administrative activity, but a tangible manifestation of the library's commitment to providing services that are oriented towards user satisfaction (Rodin, 2017).

Bekasi City as one of the areas with a large number of schools has the potential to develop school libraries, based on Basic Education Data (DAPODIK) as many as 1,218 schools from elementary to high school levels in Bekasi City (Kementerian Pendidikan Dasar dan Menengah, 2025). However, based on observations in the field, there are still a number of schools that need to improve the quality of their library services, both in terms of human resources managers, facilities, and service standards. Then on average, school libraries are managed by teachers who are not library staff who have a library scientific background. Therefore, it is necessary to carry out socialization activities regarding the importance of

excellent service in school libraries so that managers have the understanding, skills, and awareness to continue to improve the quality of service.

Excellent service in this case is adopted from the total quality management service theory from Khasanah, et al. (2023) Abu Saleh, et al. (2016) and Suryani et al. (2022), and marketing management by Kotler P. (2016) and Keller (1993) and a little look at the SERVQUAL Model by Parasuraman (1988). So that the delivery can provide various forms of views to the participants present. While service excellence has been widely studied in Western contexts, its application in developing countries remains underexplored. This project in Bekasi City provides empirical insights into how service excellence principles can be localized and adapted to resource-constrained educational environments.

Through community service activities in the form of socialization of the importance of excellent service for school libraries in Bekasi City, it is hoped that library managers will obtain knowledge and motivation in applying the principles of excellent service. Thus, school libraries can be transformed into information and learning service centers that are effective, fun, and able to make a real contribution to improving the quality of education and literacy in Bekasi City.

2. METHODS

In this community service activity, the team conducted socialization and assistance to school library managers in Bekasi City by choosing a time during school holidays so as not to interfere with learning activities at school. This activity applies several methods that are appropriate in achieving the goal, namely to improve quality and awareness in providing excellent service in the school library.

This community service activity uses a participatory approach, which actively involves school library managers in Bekasi City who are generally teachers and concurrently as library managers. This approach was chosen so that participants not only received the material, but also were able to identify problems, find solutions together, and practice excellent service according to the context of their library. The methods used in community service include:

- a. Preparation Stage. Before carrying out the activity, the team coordinated with the Bekasi City Education and School Office to determine the list of participants, activity schedule, venue, and facilities used. Furthermore, the preparation of Training Materials and Modules, covering the basic concepts of excellent service, communication techniques, service management, and the librarian profession. Then, the creation of Instruments and *Post-Tests* to measure the level of understanding before and after training.
- b. The implementation of the activity includes socialization in the form of presentation of material on the concept of excellent service in school libraries using interactive presentation media. Interactive discussions were also carried out with socialization participants to share experiences regarding the obstacles faced in providing services and the results of the discussion could be a record for mapping the problems faced by school libraries in Bekasi City.
- c. Evaluation of activities, by conducting *post-tests* to measure the improvement of participants' knowledge as feedback collected through participant satisfaction

questionnaires. Then an evaluation report is prepared as part of the output of socialization activities.



Figure 1: Kegiatan pengabdian Masyarakat 2025

The contribution of partners in the community service activities carried out is the Bekasi City government through the Education and Culture Office which contributes to the implementation of excellent service training activities in school libraries by providing support, both in the form of facilities, coordination, and policies. Partner-specific contributions are as follows:

- a. Licensing support by providing letters of recommendation and permits for the implementation of activities to the service team and providing supporting regulations that ensure that library managers can participate in activities without interfering with teaching and learning activities at school.
- b. Coordination and mobilization of participants by contacting and coordinating the list of schools and teachers or library managers who will be participants in training activities.
- c. Provision of meeting room or hall facilities and facilities for training and providing supporting equipment, such as *sound systems*, chairs, and tables for face-to-face activities.
- d. To be a liaison between the service team and the school library in the follow-up assistance and collection of the school library portfolio.

The implementation of service excellence in Bekasi school libraries can be understood as a narrative of transformation, where librarians shift from custodians of collections to facilitators of literacy experiences. This narrative approach highlights the human dimension of service delivery, emphasizing empathy, responsiveness, and relational engagement. Service excellence can be narrated as a *story of transformation*—from transactional book lending to relational literacy facilitation. This aligns with Polkinghorne's (1995) idea that narratives in organizations help construct meaning and identity. Publication and Dissemination by helping to disseminate information on activities through the official channels of the Bekasi City Education Office, so that activities have a wider reach and impact, especially in digital spaces.



Figure 2: Conventional libraries in the grasp of digital applications (Source: Guruinovatif.id)

So, Based on George (2015) and Laugu et al. (2025), libraries must be narrated as user-centered ecosystems. “By adopting a user-centered narrative, school libraries are positioned not merely as repositories of books but as dynamic literacy hubs that respond to the evolving needs of students and teachers.”

3. RESULTS AND DISCUSSION

This community service activity involved 32 participants who are school library management coordinators in Bekasi City, most of the library managers have Indonesian language teachers and are not graduates in the field of library science. Based on the results of discussions and observations, it was found that there was a lack of understanding of excellent service by library managers so that services to users were not optimal and the library had not been utilized optimally by students. The lack of awareness in providing the best service makes school library managers experience limitations in service innovation that is only limited to serving book borrowing and returns. Meanwhile, the library's excellent service aims to provide a positive experience to users which involves a number of supporting factors so that the library is not only a place to store reading materials, but also a center for simple learning and research (Rahman, 2023).

The findings resonate with global calls for inclusive and innovative library services. The emphasis on the 3A concept (attitude, attention, action) parallels international best practices in library service excellence, suggesting that localized models can contribute to broader theoretical frameworks. This study also narrates the role of local government as a policy enabler. By supporting service excellence programs, municipal authorities can transform school libraries into civic literacy centers, thereby aligning local initiatives with UNESCO's global agenda for literacy and lifelong learning.

The next problem is the lack of responsiveness of school library managers to the information needs of students due to the limited collection owned by the library. This shows the importance of strengthening the competence of school library management so that it can provide quality services in improving student literacy. By conducting this training, library managers can understand the basic concepts of excellent service, including the principles of hospitality, accuracy, speed, and suitability of information.

In addition, participants can identify the obstacles faced in their respective libraries. Based on the results of the discussion, the dominant problems are the limitation of collections, lack of service promotion, and the lack of activities that can trigger students to visit the library. This activity also produces portfolios from the school libraries of the participants' origin so that the service team can find out the actual condition of each school library.



Figure 3. Workshop participants

Stages of Activity:

1. Preparation:

- a. Preparation of socialization materials.
- b. Coordination with authorities.
- c. Questionnaire creation.

2. Implementation:

- a. **Interactive workshop:** Delivery of excellent service theory.
- b. **Service simulation:** Role-play between librarians and students.
- c. **Group discussion:** Identify service problems in the library.
- d. **Simple SOP drafting:** Borrowing, return, and collection information standards.

3. Evaluation:

- a. Filling out participant satisfaction questionnaires before and after the activity. (pre-test and Post-test)
- b. Observation of changes in the attitude of librarians and teachers.

Discussion of Community Service Results

The results of the activity show that increasing library managers' understanding of excellent service can be done through an educational, participatory, and applicative approach. A

combination of providing materials, discussions, and implementation of excellent services. According to Achmad et al. (2012) wrote that the main benefit of Prima Services is library resources, namely collections, facilities, and services provided so that they can be used as much as possible by users. The implementation of excellent service in school libraries can build a good relationship between librarians and students so that user loyalty increases with a good experience when students visit the library.

There are various ways and methods in implementing excellent service in school libraries, one of which is the concept of service based on 3A (*attitude, attention, and action*) described in the research of Artana (2024), Where the concept of *attitude* or attitude in providing excellent service based on polite and harmonious appearance. The concept of *attention* is to give full care to users, both related to attention to the needs and desires of users. Then the concept of *action* or action is efforts or steps in the form of real actions that provide good services such as Give a greeting of arrival, be friendly, and be quick in helping users when experiencing confusion. The 3A concept is a fairly simple concept that can be implemented in excellent service in the library, of course, the success of a library will be highly dependent on the school library manager who is in control of every activity in the library.

School libraries can also collaborate in implementing excellent services in libraries, especially with teachers because most of the school library management coordinators in Bekasi City are also teachers who teach at the school. Triyani (2021) explained that in schools teachers can invite students to read and study interesting books in the library and give assignments whose sources can be found in the school library. Teachers can also require students to read a book every week, and parents are required to sign the report. Teachers and librarians can work together to teach students how to use the library, identify, search, collect, organize information, and present the information students need.

This can be interpreted by interpreting the Librarian as a Servant of information as follows:

1. **Information server:** Librarians are in charge of providing, organizing, and presenting information for easy access.
2. **Literacy Attendants:** They assist students, teachers, or researchers in improving information literacy skills.
3. **Public servants:** Librarians should be friendly, communicative, and empathetic, so that users feel valued.

So, the term *waiter* does not mean a low position, but rather a strategic role in providing excellent service that is oriented to the user. In line with this, it was expressed by Sahrudin (2019), Harahap (2020), and Fahdli, et al (2021).

Based on the portfolio collected in this training activity, it was also found that other challenges remain in implementing excellent library services, especially in the aspect of the availability of facilities and collections that are still limited. Therefore, in addition to excellent service training, advanced programs such as collection procurement, reading corner development, and digitization of services are needed. Theoretically, this activity supports the concept of user-centered library services that emphasizes the importance of providing a positive service experience to users. With the implementation of excellent service, it is hoped that the school library will not only become a place to borrow books, but also become an information literacy center that is interesting for students.

In summary, it can be written that the results of the Results of this service activity can be conveyed as follows:

1. **Increased Knowledge:** 85% of participants understood the concept of excellent service after the workshop.
2. **Attitude Change:** Teachers and librarians are more friendly, communicative, and responsive to student needs.
3. **Service SOP Document:** Simple service standards that are ready to be implemented.
4. **Report on the implementation of Librarian Services:** there is a progress report from the librarian.

4. CONCLUSIONS AND SUGGESTIONS

A. Conclusion

Community service activities through the socialization of excellent service at school libraries in Bekasi City have succeeded in increasing the understanding of library managers regarding the concept and principles of excellent service, including friendliness, accuracy, speed, and suitability of information provided to users. The increase in understanding is reflected in the results of discussions, post-tests, and participants' ability to identify service problems in their respective libraries and compile them in the form of portfolios.

This activity also revealed that school libraries in Bekasi City still face various obstacles, such as limited collections, lack of service promotion, lack of activities that encourage student visits, and low awareness of managers on the importance of service innovation based on user needs. Through a participatory and educational approach, this program strengthens the orientation of user-centered library services and emphasizes the relevance of the 3A concept (attitude, attention, action) as the foundation for the implementation of excellent services in school libraries.

Overall, this service activity contributes to strengthening the role of school libraries as a center for learning and literacy resources, as well as being the basis for the preparation of a follow-up plan for the development of more quality and sustainable services in Bekasi City. Therefore, librarians must not forget The function of librarians as *servants* means that librarians play a role in providing information services that are friendly, responsive, and according to user needs. They are not just custodians of collections, but facilitators who ensure effective access to information. Scientific journals emphasize that librarians must be oriented towards user satisfaction, be research partners, and support the learning process.

B. Suggestions

By adopting the principles of excellent service and sustainable quality management, school libraries in the city of Bekasi are not only a place to read, but also a center for innovation, digital literacy, and collaboration between the community and the school community. The city government, which in this case through the Bekasi City Education Office must dare to invest in excellent service, will make the library the face of civilization of schools, cities, and driving forces to improve the quality of education and the competitiveness of the community in Bekasi City.

Therefore, the Bekasi City Government must start building an excellent school library service culture by carrying the principles of **SERVQUAL-based** service standards (tangibles, reliability, responsiveness, assurance, empathy), train librarians to become **friendly, communicative, and proactive literacy facilitators and make libraries an inclusive public space, not just a place for books.**

First, school library managers are advised to consistently implement the principles of excellent service and the 3A concept in daily service activities, for example through habituating a friendly, responsive, and proactive attitude in helping users find the information they need. Managers also need to utilize the results of the portfolio and evaluation of activities to develop a more structured library work program oriented towards improving the user experience.

Second, schools and the Education Office are expected to strengthen institutional support through the provision of adequate library facilities and infrastructure, addition and update collections, and facilitate continuous training for library managers so that their professional competencies continue to develop. In addition, collaboration between teachers and library managers needs to be improved, among other things by integrating the use of libraries into learning assignments and activities to encourage students' reading culture and information literacy.

If possible, libraries from various levels through the City Government can also collaborate with schools, colleges, and literacy communities to hold joint programs. Work with local and national publishers to enrich the collection. involve the community in activities such as **book reviews, digital literacy classes, and public discussions**

Third, at the advanced stage, it is necessary to develop programs to strengthen technology-based services, such as digitizing services, developing thematic reading corners, and innovating literacy activities that are attractive to students, so that libraries are not only positioned as a place to borrow books, but also as centers for literacy and learning activities that are adaptive to the times such as providing access to e-books, journals, and multimedia. Integrate services with mobile applications so that people can borrow and access collections online and there is a **co-working space** or "literacy hub" for students, students, and the creative community.

Further research and evaluation of the impact of the implementation of excellent services on improving literacy and user satisfaction in school libraries is also important as a basis for improving service policies and practices in the future then, Future studies should explore cross-country comparisons of service excellence in school libraries, examining how cultural contexts influence the adoption of SERVQUAL dimensions and TQM principles. Such comparative narratives will enrich the global understanding of library service innovation.

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