

The Influence of Excellent Library Service and Communication on Students' Reading Interests

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Abstract: This study aims to determine and analyze (1) the influence of excellent library service on students' reading interest; (2) the influence of communication on students' reading interest; (3) the influence of excellent library service and communication together on students' reading interest. This study is a quantitative study with a correlation method. This study was conducted at SMA Negeri 3 Tanah Abang with 68 students as respondents. The data collection technique used a questionnaire. The validity test used the product moment formula, while the reliability test used Cronbach's alpha. The analysis prerequisite test used the normality test, multicollinearity test, heteroscedasticity test, autocorrelation test, correlation test, and the data was analyzed using multiple regression analysis techniques. The results of the study showed that (1) there was an influence between excellent library service and students' reading interest of 74.3%; (2) there was an influence between communication on students' reading interest of 76.1%; (3) There was an influence between excellent library service and communication on students' reading interest of 79.9%. This research shows that library and Communication services have a significant effect on students' reading interest. supporting the strengthening of literacy culture. These findings are useful for librarians, educators, and policymakers to improve literacy through effective services and communication.

Keywords: Communication, Excellent Library Service, Reading Interest

A. Introduction

Low interest in reading among students is one of the unsolved problems. Many factors cause low interest in reading among students, namely internal and external factors. Internal factors are factors that come from within the student, and external factors are factors that come from outside the student. For example, environmental factors, including the home environment and school environment. Only after understanding the factors that cause low interest in reading among students, we find solutions to the problem so that students can read more in the future. Low interest in reading can have a negative impact on both the students themselves and others. The main cause of low

interest in reading among students could be from the family environment and school environment that do not support reading activities (Lehrl et al., 2020). Low support from parents, teachers, or peers results in students having less interest in reading and has a negative impact on student development; in learning activities, students are not required to read (Çalışkan & Ulaş, 2022). Interest in reading does not just grow, but there are certain efforts to foster this interest in reading to be even better (Elendiana, 2020).

Library facilities are very important because they can facilitate the implementation of all library activities (Rafiq et al., 2021). Good facilities, such as a complete and varied collection of library books, adequate library furniture and equipment, and a comfortable room away from noise, will create a pleasant atmosphere for students and teachers (Kim et al., 2020). To obtain an adequate library and in accordance with national library standards, library development is needed. Library development is carried out with the intention that the library is able to provide sources of information, science, and technology, as well as meet the needs of the school community (Kim et al., 2020). A library with good facilities will foster students' interest in reading (Niswaty et al., 2020).

Libraries are generally known as collections funded or operated by cities or institutions and utilized by all groups. As explained in Article 1 of Law Number 43 of 2007, limited time in delivering lesson materials in schools (in class) results in a decrease in the information received by students in the teaching and learning process, which will ultimately affect student achievement and the quality of the school itself. The learning process should not only be focused on learning in class using the lecture method; the learning process can be carried out by utilizing various facilities, one of which is by utilizing the library as a supporting facility in the learning process that has been provided by the school. In line with what was said by (Kartika & Purwati, 2020), learning experiences are not only obtained in the classroom; there are many facilities and infrastructure that can be utilized by students, for example, libraries. Libraries from time to time move dynamically towards improving and increasing the quality of services, human resources, and adaptation of information technology applied in them. Libraries are expected to have a strategic role in efforts to improve and educate the life of the nation. To raise awareness of the importance of reading and invite the public to get used to and even cultivate reading activities, not just provide reading materials in the library (Haris et al., 2022).

The school library, as one of the educational facilities supporting student learning activities, plays a very important role in spurring the achievement of educational goals in schools (Kastro, 2020). A library with good and complete facilities has a positive impact on users because they feel at home and comfortable (Noh, 2022). Cultivating students' interest in reading requires real action by involving various parties, including the government, teachers, library staff, and parents. With the cooperation

of various parties, it is hoped that students' interest in reading can increase (Afian & Donny Agung Saputra, 2021). Therefore, the role of teachers in providing excellent service is very important to be able to balance the development conditions of students in schools. With the ability to read that is cultured in each student, the level of success in school and in community life will open up success in a better life. Literacy culture needs to be preserved because in this way students' information and knowledge will be broader, and the information and knowledge obtained can be useful for themselves and society (Moje & Lewis, 2020).

By utilizing the library space as a study room so that students can look for book references. Through the library, students can increase their knowledge and apply it in teaching and learning activities (Afian & Saputra, 2021). The demands of globalization and modernization, which are increasingly advanced and marked by very high rationalization in work, must be balanced with the competencies that teachers must have. Therefore, the role of teachers in providing excellent service is very important to be able to balance the development conditions of students in schools.

A communication strategy is also needed by a library in seeking the success of a program or goal that has been planned to convey information literacy skills to its user (Lestari & Marintan, 2025; Syaeba & Masyhadiah, 2022). Complete communication elements make the communication process perfect; this is evidenced by the presence of feedback from the communicant. The elements of communication created by Osgood & Schramm include the presence of communicators, messages, media, and communicants, and the last is the effect: the results of the communication process give rise to feedback (Lisnawati, 2024). In the process, communication is a social process that is carried out to convey a message, information, and ideas or can also aim to express someone's feelings. Messages or information conveyed can be direct or use intermediary media.

Similar to the teaching and learning processes, there is communication between the communicator, namely the teacher, and the communicant, namely the student. In the teaching and learning process, there is a communication pattern that produces a certain effect or impact, namely the formation and transfer of knowledge and skills that are the goals of the communicator as a teacher (Symonenko et al., 2021). Previous studies have shown that excellent library services and effective communication between the library and students have a significant impact on students' reading interest. Libraries as part of educational institutions also participate in increasing knowledge for their students (Martzoukou, 2021). The existence of a school library is very important, not only as a building or place for book collections, but also as an information system and as an institution providing knowledge that has an important role for the parent institution and its user community (Mehta & Wang, 2020).

The cooperation produced by all components of the library staff will result in harmonization of the library environment, which has implications for students' sense of security and comfort when they are in the school library. Based on the results of observations, the condition of the library at SMA Negeri 3 Tanah Abang can be said to be not good. This is evidenced by the level of school library users at SMA Negeri 3 Tanah Abang. It is known that from the total number of students at SMA Negeri 3 Tanah Abang, which is 193 students, only around 55%–65% of students visit the library every month. In general, the library plays a fairly optimal role as an informative function and as a source of learning services (instructional material center). This can be influenced by library facilities, library services, student reading motivation, student reading interests, facilities, and infrastructure. Based on the background of the problem, research on the influence of SMA Negeri 3 Tanah Abang is important to do because it is to understand the extent to which the influence of excellent library and communication services on students' reading interests at SMA Negeri 3 Tanah Abang. This study brings a new idea by expanding understanding of the factors that influence students' reading interests at SMA Negeri 3 Tanah Abang. By focusing on the specific context of this school, this study can provide deeper insights into the dynamics and challenges faced in promoting students' reading interest in the local educational environment.

In addition, this study contributes by providing a better understanding of how library and communication services can be optimized to improve students' reading interest, which can be used as a basis for developing intervention and improvement strategies in other secondary schools. Thus, this study not only fills the knowledge gap but also provides practical guidance for educational practitioners and policymakers to improve students' literacy in schools.

B. Methods

The research was conducted at SMAN 3 Tanah Abang. The research period will be around August to September 2024. This research uses a quantitative research method. The population in this study were all students of SMA Negeri 3 Tanah Abang. The sampling method in this study used the probability sampling technique with proportional sampling (proportional random sampling), namely sampling with a proportional technique or the number of each random sampling population randomly. Given the population that can be said to be quite large, this research was achieved by taking several samples that could represent the population. According to Arikunto (2017), if the subject is less than 100, then the entire population becomes the research sample. But if the subject is more than 100, then 10-15% or 15-25%, 30%, 35%, or more can be taken. Based on the definition above, it can be said that the results of the addition of this research sample are $193 \times 35\% = 67.55$, so that it becomes 68 samples. Data collection techniques consist of questionnaires and observations. In data collection, I used a questionnaire using the Likert Scale. The research variables

consist of reading interest (Y), library services (X1), and communication (X2). The instrument data collection was tested using validity and reliability tests. Data processing of research results used inferential analysis (quantitative). The data analysis technique used was multiple linear regression analysis. This analysis is used to determine and obtain an overview of excellent library service (X1) and communication (X2) on students' reading interest (Y). Data processing in this study was carried out using the Statistical Package for Social Science (SPSS) version 20 computer program.

C. Results and Discussion

Based on the results of multiple linear regression analysis on each variable, for the library service variable, communication variable, and student reading interest variable at SMA Negeri 3 Tanah Abang, they show a good category, this is indicated by the respondents' answers, most of whom gave the option to agree.

There is a significant influence of library services on students' reading interest at SMA Negeri 3 Tanah Abang.

In the descriptive analysis, the average score of library services obtained an average result of 75.79, which, if rounded up, becomes 76. So overall the library service indicators are in the good category, which is in the interval 76-85. By using multiple linear analysis techniques in the t-test (partial test) with the criteria of hypothesis testing, where if $t_{count} \geq t_{table}$, then H_a is accepted, and if otherwise $t_{count} < t_{table}$, then H_a is rejected. In this case, the value obtained is that $t_{count} > t_{table}$, which can be seen from the results of the t_{count} value of $3.268 > 2.385$. With a significance value of $t_{sig} = 0.002 < \alpha \text{ value} = 0.05$, H_a is accepted. This means that there is a positive and significant influence between the variable (X1) library services on (Y) student reading interest at SMA Negeri 3 Tanah Abang. Excellent service is an effort made to serve as well as possible so that it can provide satisfaction to the library users (Twum et al., 2022). Excellent service is implemented according to quality standards so that it always meets the expectations and satisfaction of the community in general and library users in particular (Alam & Mezbah-ul-Islam, 2023). According to Law Number 43 of 2007 on Libraries, Article 14, excellent library services that are oriented towards the interests of library users are implemented and developed through the utilization of library resources.

There is a Significant Influence of Communication on Students' Reading Interest at SMA Negeri 3 Tanah Abang

Communication was obtained from the results of the study in the form of distributing questionnaires to 68 respondents at SMA Negeri 3 Tanah Abang. The questionnaire consisted of 23 items that had been previously validated. The collected data were then

analyzed to determine the effect of communication on students' reading interest at SMA Negeri 3 Tanah Abang. In the descriptive analysis, the average score was 74.97, which, if rounded up, became 75. So overall the communication indicator is in the fairly good category, which is in the interval 60-75. Communication is every form of a person's behavior, both verbal and nonverbal, which is responded to by others. Communication includes a broader understanding than just an interview. Every form of behavior expresses a certain message, also a form of communication. Communication is the process of transferring information, ideas, and understanding from one person to another with the hope that the other person can interpret it according to the intended purpose. The aim of communication is to make it easier to understand the message conveyed between the sender and the receiver so that the language is clearer and more complete, delivery and feedback are balanced, and training in using non-verbal language is good.

There is an Influence of Library and Communication Services on Students' Reading Interests at SMA Negeri 3 Tanah Abang

From the results of the answers given by 68 respondents who were the samples in this study, the total average answer to the questionnaire for the student reading interest variable (Y) was obtained. The collected data were then analyzed to determine the effect of library and communication services on student reading interest at SMA Negeri 3 Tanah Abang. In the descriptive analysis, the average score of the student reading interest data variable obtained was 78.74, which, if rounded up, becomes 79. So overall the student reading enjoyment indicator is in the good category, which is in the interval 76-85. By using multiple linear analysis techniques on the F-test (simultaneous test) or joint tests using the hypothesis test criteria, where if $F\text{-count} \geq F\text{-table}$, then H_a is accepted, and if otherwise $F\text{-count} < F\text{-table}$, then H_a is rejected. H_a is accepted, as seen from the results of F-count value of 57.478 > F-table, which is 3.14. With a significance value of $t\text{-sig} = 0.000 < \alpha \text{ value} = 0.05$ (H_0 is rejected and H_a is accepted). With a coefficient of determination (R^2) = 0.639.

The coefficient of determination analysis is used to determine the percentage of contribution of the influence of excellent library and communication services together on students' reading interest at SMA Negeri 3 Tanah Abang. As shown in table 4.15 above, the determination coefficient R Square (R^2) is 0.799, which means that excellent library and communication services are able to provide a contribution of 79.9% to students' learning interest at SMA Negeri 3 Tanah Abang, while the rest is influenced by other factors not included in this study.

The findings of this study highlight the significant role of excellent library service and effective communication in fostering students' reading interest. The results demonstrate that both factors individually and collectively contribute to enhancing students' engagement with reading materials, though their combined influence yields

the strongest impact. This aligns with previous research indicating that accessibility, book variety, and a comfortable learning atmosphere positively affect reading habits (e.g., Lance & Hofschire, 2012). A library that offers efficient services such as quick book retrieval, digital resources, and helpful staff likely reduces barriers to reading, thereby encouraging students to engage more frequently with texts. Effective communication may foster a reading culture by making reading appear more appealing and socially valued. This finding resonates with studies on the role of teacher and librarian communication in literacy development (Krashen, 2004), where encouragement and personalized guidance significantly boost reading motivation. excellent library service provides the structural support for reading, communication acts as a catalyst that amplifies student engagement. This suggests that libraries should not only focus on infrastructure but also on active engagement strategies, such as reading clubs, author talks, and digital outreach, to maximize their impact on students' reading interest.

While this study establishes a strong correlation, further experimental or longitudinal research could explore causal relationships. Additionally, examining specific communication methods (e.g., social media vs. face-to-face interactions) and demographic variations (e.g., age, academic level) could provide deeper insights. Both excellent library services and effective communication significantly enhance students' reading interest, with their combined effect being the most impactful. These findings advocate for a dual-focused approach in library management optimizing both service delivery and engagement strategies to cultivate a robust reading culture among students.

D. Conclusions

From the results of the study, it can be concluded 1) There is a significant influence of excellent library service on students' reading interest at SMA Negeri 3 Tanah Abang. This is influenced by library services, which include circulation services (borrowing and returning books), information services, and learning assistance services; 2) There is a significant influence of communication on students' reading interest at SMA Negeri 3 Tanah Abang. This is influenced through openness, empathy, encouragement, positivity, and equality; and 3) There is a significant influence of excellent library service and communication on students' reading interest at SMA Negeri 3 Tanah Abang. Things that influence students' reading interest are feelings of pleasure in reading, concentration, motivation to read, and effort to read.

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