

THE EFFECT OF COMMUNICATION COMPETENCE ON VISITOR SATISFACTION AT THE DEPARTMENT OF STATEMENT AND ARCHIVES OF MAGELANG CITY

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Abstract

Optimal public service requires good communication skills from officers. Although the number of visitors to the Magelang City Library and Archives Office continues to increase significantly, there are still complaints from visitors regarding service quality, such as inadequate information and indecisiveness of officers. This indicates a gap in the communication skills of officers that needs to be improved. This study aims to measure the effect of public service communication skills on visitor satisfaction. This study uses an associative quantitative method with an explanatory research approach. Data collection techniques were carried out through questionnaire. The research population consisted of 406,195 visitors with a sample of 150 respondents determined using the Slovin formula and random sampling technique. Data analysis was performed using simple linear regression with the help of the SPSS program. The results showed that communication competence had a positive and significant effect on visitor satisfaction with a coefficient of determination (R^2) of 0.700, these findings show that a considerable amount of visitor satisfaction can be explained by communication competence, nevertheless, this influence should be interpreted cautiously because other organizational and service elements that were not examined in this study also have an impact on satisfaction. Theoretically, the results of this study can be used as a reference for further research related to public service communication in the library and archiving sector. Practically, the findings of this study can be used by the managers of the library as material for evaluating and improving services to meet visitors' expectations.

Keywords: Communication Competence, Visitor Satisfaction, Public Service, Library

INTRODUCTION

Public service is a concrete manifestation of the state's role in meeting the needs and satisfaction of the community. In today's era of openness and public participation, service is crucial because it directly influences the level of public trust in government institutions. One key factor in achieving optimal public service is the communication competence of service personnel. According to Hardiyansyah (2015), communication is essential for the success of

public services, and research has even shown that communication has a significant impact on service quality. Poor communication is often a major cause of public dissatisfaction, even when services are technically adequate (Kumparan.com, 2024). On the other hand, open, honest, and responsive communication can increase public trust in government institutions (Azhar et al., 2023).

In providing information services within government agencies, particularly regional libraries, staff communication skills play a crucial role. Librarians are not only required to master collections and service procedures, but are also expected to interact in a friendly, communicative manner, and convey information clearly to visitors. Effective communication from librarians can reduce the potential for misunderstandings and prevent user dissatisfaction (Santosa, 2021). Conversely, unfriendly attitudes and weak communication skills among staff are often factors that contribute to suboptimal library service quality (Saputra et al., 2022).

Various studies have shown that public services significantly influence visitor satisfaction. Optimal service delivery not only increases satisfaction but also shapes public perceptions of the service provider (Arfa, 2019). Furthermore, employee performance as service providers plays a crucial role in determining visitor satisfaction (Namira et al., 2024). Communication is a fundamental element of public services, as clarity, openness, and ease of understanding of information contribute to public feelings of appreciation and appropriate service.

The Magelang City Library and Archives Service, as a public service institution in the information sector, plays a strategic role in meeting the community's educational, literacy, and recreational needs. The success of library services is largely determined by direct interaction between staff and users, making service a key indicator in assessing regional library performance (Fathoni & Siyanto, 2022). This aligns with Law Number 43 of 2007, Article 14 concerning Libraries, which emphasizes that library services must be provided optimally and oriented toward user interests.

The increase in the number of visitors to the Magelang City Library and Archives Service from 275,061 in 2023 to 406,195 in 2024 demonstrates high public interest in library services (Datago Kota Magelang, 2024). However, this increase in visitor quantity was not fully accompanied by an optimization of library quality. Service. Fluctuations in the number of visits and various visitor complaints indicate service issues, particularly those related to human resource competency and staff communication.

Visitor complaints were not only related to service access and procedures, but also included a lack of clarity of information, unpreparedness of the reception staff, and a lack of assertiveness in maintaining the comfort of the reading room. The predominance of complaints related to service aspects indicates that the primary problem lies not with the system or facilities alone, but rather with the staff's ability to manage interpersonal communication during the service process. This situation confirms that the presence, attitude, and communication skills of staff are crucial factors in creating a satisfying service experience.

In the context of public services, such as in the Library and Archives Office, successful communication is determined not only by the content of the message, but also by the communication skills of the officer as a communicator. The Relational Model developed by Spitzberg and Cupach (1983) explains that communication skills are a construct consisting of personal and contextual aspects that determine the effectiveness and appropriateness of communication. This effectiveness and appropriateness form the basis for satisfaction in communication interactions. The higher a person's level of interpersonal communication

competence, the greater the chance of achieving satisfying communication (Spitzberg & Cupach, 1987).

Personal aspects include the knowledge, motivation, and skills of staff in communicating. Knowledge relates to understanding the content of the message and how to convey it in a manner appropriate to the service situation. Motivation reflects the officer's willingness to interact actively, openly, and responsively with visitors. Meanwhile, skills refer to the technical ability to convey messages verbally and nonverbally, such as listening actively, maintaining intonation, and using polite language. The contextual aspect includes interaction patterns, public service norms and rules, the type of relationship between staff and visitors, and the communication situation at hand. The harmony between the personal and contextual aspects enables effective and appropriate communication, thereby contributing directly to visitor satisfaction with library services.

The purpose of this study is to measure the influence of public service communication competence on visitor satisfaction at the Magelang City Library and Archives Service. Previous research conducted by Rizqullah et al., (2024), generally focused more on aspects of physical facilities and the completeness of library collections. Meanwhile, studies that specifically examine the influence of public service communication competence on visitor satisfaction, especially in the regional library environment, are still relatively limited. Therefore, this study seeks to improve previous research by focusing on the influence of public service communication competence on visitor satisfaction, particularly on the ability of officers to convey information clearly, friendly, and accurately at the Magelang City Library and Archives Service.

RESEARCH METHOD

This study uses a quantitative associative explanatory research method. Quantitative methods focus on statistical data processing, where data and research findings are presented in the form of objective numbers obtained through questionnaire distribution and tested for validity and reliability (Sahir, 2021). The associative approach aims to identify relationships between variables, while explanatory research aims to explain the causal relationship between variables X and Y through statistical analysis of numerical data (Sugiyono, 2017). Through this approach, researchers seek to determine the extent to which the communication competence of public service officers influences the level of library visitor satisfaction.

The population in this study was 406,195 visitors to the Magelang City Library and Archives Service in 2024. The researcher used the Slovin formula as a sampling technique with a 10% margin of error, resulting in a sample size of 150 respondents. The selection of a 10% margin of error was based on considerations of the very large population characteristics, the limited research time, and the accessibility of respondents in the public service environment. Although a smaller margin of error could increase the level of statistical accuracy, a 10% margin is still considered acceptable in exploratory and explanatory social research, with the aim of identifying general patterns and relationships between variables. Data collection was conducted using a questionnaire.

The research instrument was developed based on the theoretical construct of communication competence and visitor satisfaction relevant to the context of public service. The questionnaire items were developed by adapting indicators from previous studies and adjusting them to the characteristics of regional library services. Prior to data analysis, the research

instrument was tested for validity and reliability. The validity test was conducted using Pearson Product Moment correlation, while the reliability test used Cronbach's Alpha coefficient to ensure the internal consistency of the instrument.

Data analysis was performed using simple linear regression with the help of the Statistical Package for the Social Sciences (SPSS) program. This analysis technique was chosen because it was suitable for testing the direct effect of one independent variable on one dependent variable, in line with the research objectives.

Research ethics considerations were taken into account during the data collection process. Respondents were given an explanation of the research objectives and the voluntary nature of participation before completing the questionnaire. Informed consent was obtained verbally, and the confidentiality of respondents' identities and answers was fully guaranteed. All data obtained was used for academic purposes only.

RESULT AND DISCUSSION

Instrument Tes

In this study, the validity test was conducted using the r-value of Product Moment through the SPSS program. A statement is considered valid if the (r-Count) value is greater than (r-Table) at a significance level of 5%. Conversely, if the r-Count value is less than the r-Table, the statement is declared invalid. The observation results on the r-Table obtained a value of 0.160 from the sample (N) = 150. The results of the validity test in this study are presented in the following table:

Table 1. Results of the Communication Competency Validity Test (X)

Statement	r-Count	r-Table	Description
Item 1	0.698	0.160	Valid
Item 2	0.163	0.160	Valid
Item 3	0.708	0.160	Valid
Item 4	0.760	0.160	Valid
Item 5	0.692	0.160	Valid
Item 6	0.723	0.160	Valid
Item 7	0.711	0.160	Valid
Item 8	0.171	0.160	Valid
Item 9	0.741	0.160	Valid
Item 10	0.723	0.160	Valid
Item 11	0.663	0.160	Valid
Item 12	0.781	0.160	Valid
Item 13	0.592	0.160	Valid
Item 14	0.633	0.160	Valid
Item 15	0.662	0.160	Valid
Item 16	0.674	0.160	Valid
Item 17	0.650	0.160	Valid
Item 18	0.721	0.160	Valid

Source: Results of analysis using SPSS v.25

Based on the table above, the results of the validity test of variable X (independent), namely communication competence with 18 statement items, show that all items have (r-Count)>(r-Table) (0.160), so that all items are declared valid. The validity test results show that all statement items on the communication competency variable are able to adequately represent the measured construct. Each statement item has a consistent relationship with the concept of communication competency of officers, so that this instrument can be used to describe the communication skills of officers in the context of library services. With the validity criteria fulfilled, the communication competency variable instrument is considered suitable for use in further analysis.

Table 2. Results of Visitor Satisfaction Validity Test (Y)

Statement	r-Count	r-Table	Description
Item 19	0.367	0.160	Valid
Item 20	0.559	0.160	Valid
Item 21	0.771	0.160	Valid
Item 22	0.695	0.160	Valid
Item 23	0.743	0.160	Valid
Item 24	0.707	0.160	Valid
Item 25	0.857	0.160	Valid
Item 26	0.737	0.160	Valid
Item 27	0.775	0.160	Valid
Item 28	0.739	0.160	Valid
Item 29	0.726	0.160	Valid
Item 30	0.703	0.160	Valid
Item 31	0.329	0.160	Valid
Item 32	0.671	0.160	Valid

Source: Results of analysis using SPSS v.25

Based on the table above, the results of the validity test of the Y variable (dependent), namely visitor satisfaction , there are 14 statement items showing that all items have (r-Count) > (r-Table) (0.160), so that all items are declared valid. Validity testing on visitor satisfaction variables showed that all statement items were able to accurately measure visitor satisfaction levels. The statements used reflected visitors' perceptions of their service experience, making this instrument relevant to the research objectives. These results indicate that visitor satisfaction can be measured empirically through the items compiled in the research questionnaire.

Reliability testing in this study was conducted using the Cronbach's Alpha coefficient through SPSS. The instrument is considered reliable if the Cronbach's Alpha value is ≥ 0.6 , and unreliable if the value is < 0.60 . The results of the reliability test in this study are presented in the following table:

Table 3. Reliability Test Results

Variables	Number of Questions	Cronbach's Alpha	Condition	Description
Variable (X) Communication Competence	18	0.872	0.6	Reliable
Variable (Y) Visitor Satisfaction	14	0.802	0.6	Reliable

Based on the reliability test conducted, the Cronbach's Alpha value for variable (X) was 0.872, and for variable (Y) it was 0.802 . These values are higher than the minimum criteria set, which is 0.6. This indicates that all statement items used in this study have a good level of consistency, so the measurements carried out are trustworthy/reliable. The reliability test shows that both variables have a very good level of internal consistency. The reliability values obtained indicate that the research instrument produces stable and reliable data. This confirms that the respondents' answers are relatively consistent in representing their perceptions of the communication skills of the officers and their perceived level of satisfaction.

Classical Assumption Test

Data is considered normally distributed if its significance value is greater than 0.05 or 5%. The results of the normality test can be seen in the following table:

Table 4. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters ^{a, b}	Mean	,0000000
	Standard Deviation	2.98235085
Most Extreme Differences	Absolute	,076
	Positive	,076
	negative	-,058
Test Statistics		,076
Asymp. Sig. (2-tailed)		,033 ^c

The results of the normality test above show a significance value of 0.033, which is less than 0.05. This indicates that the data does not meet the assumption of normality. Therefore, additional testing using the Monte Carlo method was conducted to obtain a more accurate significance estimate. The results of the Monte Carlo test are presented in the following table:

Table 5. Monte Carlo Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters ^{a, b}	Mean	,0000000
	Standard Deviation	2.98235085
Most Extreme Differences	Absolute	,076

	Positive		,076
	negative		-,058
Test Statistics			,076
Asymp. Sig. (2-tailed)			,033 ^c
Monte Carlo Sig. (2-tailed)	Sig.		,336 ^d
	99% Confidence Interval	Lower Bound	,324
		Upper Bound	,348

Based on the table above, the Monte Carlo test results show that the significance value in the Monte Carlo Sig. (2-tailed) column is 0.336. This value is greater than the significance limit of 0.05, so it can be concluded that the data has met the assumption of normality. Thus, the results of this Monte Carlo test confirm that the data distribution in the study is in the normal category. With the fulfillment of this normality assumption, further analysis can be performed statistically without causing bias in the data distribution.

The linearity test is one of the requirements in correlation and linear regression analysis. The basis for making the decision is that if the probability value is greater than 0.05, then the relationship between variables X and Y is considered linear. Conversely, if the probability value is less than 0.05, then the relationship between the two variables is nonlinear. The following are the results of the linearity test:

Table 6. Linearity Test Results

Variables	r-Count	r-Table	Information
Communication Competence (X) and Visitor Satisfaction (Y)	0.101	0.05	Linear

Based on the results of the linearity test above, the sig. Deviation from linearity value is 0.101, which is significant, meaning that the result can be said to be higher than 0.05 and states that the two variables X and Y have a linear relationship. These findings indicate that changes in the communication competence variable are followed by proportional changes in visitor satisfaction, so that the use of a simple linear regression model is considered appropriate and in line with the characteristics of the research data.

Inferential Analysis

The basis for decision-making in a correlation test is that if the significance value is <0.05 , then a correlation exists between the two variables. Conversely, if the significance value is >0.05 , then there is no significant correlation between the two variables. Guidelines for interpreting the level of relationship based on the Pearson Correlation value are as follows:

- A value of 0.00–0.20 indicates no correlation.
- A value of 0.21–0.40 indicate a weak correlation.
- A value of 0.41–0.60 indicates a moderate correlation.
- A value of 0.61–0.80 indicates a high correlation.
- A value of 0.81–1.00 indicates a very high correlation.

The following are the results of the correlation test:

Table 7. Correlation Test Results

Correlations			
		X	Y
X	Pearson Correlation	1	,837 **
	Sig. (2-tailed)		,000
	N	150	150
Y	Pearson Correlation	,837 **	1
	Sig. (2-tailed)	,000	
	N	150	150

Based on the table above, the correlation coefficient (r) value is 0.837 with a significance value (Sig. 2-tailed) of 0.000. The significance value is <0.05, so it can be concluded that there is a significant relationship between variable X (Communication Competence) and variable Y (Visitor Satisfaction). The correlation coefficient value of 0.837 is in the range of 0.81–1.00, which means it shows a very high relationship. These findings confirm that the quality of staff communication is closely related to the level of satisfaction felt by visitors. This strong relationship indicates that communication is an important factor in shaping the service experience in a library environment. However, the strength of this relationship needs to be interpreted with caution. The high correlation may be influenced by the use of perception instruments collected from the same data source, which has the potential to cause common method bias. Therefore, these results are not intended to simplify visitor satisfaction as a single result of communication competence, but rather as a significant relationship within the framework of a limited research model.

A simple linear regression test is used to determine the effect of one independent variable on one dependent variable using a linear equation. The following are the results of the simple linear regression test:

Table 8. Simple Linear Regression Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
	(Constant)	9,140	2,352		,886
	X	,633	,034	,837	,000

a. Dependent Variable: Y

Source: Results of analysis using SPSS v.25

Based on the table above, the simple linear regression analysis equation is obtained as follows:

$$Y = 9.140 + 0.633 X$$

The constant value of 9.140 indicates that when the officer's communication competence (X) is zero, visitor satisfaction (Y) remains at 9.140, indicating the influence of other factors outside the research variables on visitor satisfaction. Meanwhile, the regression coefficient of 0.633 indicates a positive relationship between officer communication competence and visitor satisfaction. This means that every one-unit increase in officer communication competence will increase visitor satisfaction by 0.633 units, assuming other variables remain constant.

These findings indicate that an increase in the communication competence of staff tends to be followed by an increase in visitor satisfaction. Conceptually, these results are in line with interpersonal communication theory, which emphasizes the importance of effective and appropriate communication in creating satisfaction in service interactions. However, the regression model used in this study is still simple because it only involves one independent variable. Consequently, although the contribution of communication competence to visitor satisfaction is relatively large, these results do not rule out the possibility of other factors such as facility quality, service systems, or individual visitor characteristics that were not analyzed in this study.

Coefficient Of Determination

The Model Summary is intended to show how well the independent variable (X) is able to explain the dependent variable (Y). The following are the results of the model summary:

Table 9. Model Summary

Model Summary				
Model		R Square	Adjusted R Square	Standard Error of the Estimate
1	837 ^a	,700	,698	2.99241

Based on the table above, the R value is 0.700, or 70%. This value indicates that the independent variable (X), namely communication competence, has a 70% influence on the dependent variable (Y), namely visitor satisfaction, through the regression model used. These findings confirm that staff communication is an important determinant in library services. However, the extent of this contribution needs to be understood in the context of the limitations of the research model, so that it is not interpreted as a comprehensive picture of all factors that influence visitor satisfaction.

Hypothesis Test

The coefficient analysis was conducted to test the research hypothesis regarding the effect of communication competence on visitor satisfaction. Here are the results of coefficients:

Table 10. Coefficients

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
	(Constant)	9,140	2,352		3,886
	X	,633	,034	,837	18,593

a. Dependent Variable : Y

Based on the table above, the t-test results obtained with a significance value of 0.000, which is smaller than the significance level of 0.05 ($0.000 < 0.05$). Thus, according to the testing criteria, if the Sig value < 0.05 then H_0 is rejected and H_a is accepted. This means that there is a significant influence between communication competence (X) and visitor satisfaction (Y). These findings indicate that visitor satisfaction is not only influenced by technical aspects of service, but also by the ability of staff to convey information effectively and in accordance with the context of service.

Theoretically, these results support Spitzberg and Cupach's Relational Communication Competence Model (1983), which asserts that effective and appropriate communication supported by knowledge, motivation, and communication skills will result in satisfying interactions. In the context of library and archival services, the better the communication competence of staff, the greater the chance of visitor satisfaction, although this influence still needs to be understood critically because satisfaction is also influenced by factors other than the variables studied.

CONCLUSION

Based on the research results, it can be concluded that public service communication competency has a positive and significant influence on visitor satisfaction at the Magelang City Library and Archives Service. The regression analysis results show that communication competency contributes 70% to visitor satisfaction, while the remainder is influenced by factors other than the research variables. These findings confirm that communication interaction between officers and visitors is a crucial element in the provision of public services in the library environment. These findings confirm that visitor satisfaction is not only determined by technical aspects of service or the availability of facilities, but also by the quality of communication interactions between officers and service users. Therefore, public service communication occupies a strategic position as a substantive element in the implementation of library services.

Theoretically, the results of this study reinforce Spitzberg and Cupach's Relational Communication Competence Model (1983) by demonstrating its relevance in the context of public service in the library sector. Communication competence, which includes aspects of knowledge, motivation, and communication skills appropriate to the service context, has been proven to contribute to the creation of a satisfying service experience. These findings provide a conceptual contribution by positioning communication competence not merely as an operational variable, but as a theoretical construct that plays an important role in the literature on public service communication.

However, this study has methodological limitations because it uses a simple linear regression model and a cross-sectional design, so it is not yet able to capture the dynamics of the relationship between variables in a more complex manner. Therefore, further research is recommended to develop a multivariate analysis model by including mediating or moderating variables, such as organizational culture, service climate, or user trust. In addition, the use of a longitudinal design or mixed methods approach can provide a deeper understanding of the development of communication competencies of officers and their impact on visitor satisfaction in the long term

SUGGESTION

Based on the conclusions, it is recommended that the Magelang City Library and Archives Service continue to improve the communication skills of its staff through ongoing public service training and strengthening professional attitudes in interacting with visitors. Furthermore, more optimal human resource management is needed, especially during peak visiting hours, to maintain consistent service quality. Future research is expected to add other variables such as organizational support or service culture and expand the research objects to obtain more comprehensive results

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