

Managerial Based on TQM in Delivering Quality Service Padang State University Library

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Abstract

Background of the study: TQM or commonly referred to as Total Quality Management organizational culture is focused on the achievement of quality and enhance sustainable manner through every activity of the organization.

Purpose: This study specifically aims to: (1) determine the understanding of leadership and staff to the concepts of TQM in the Library of Padang State University (UNP); (2) obtain a picture of how the managerial based TQM activities undertaken to realize the quality of library services in the UNP.

Method: This study used descriptive qualitative method. The data collection was done by interview, observation, and analyzing data.

Findings: The subjects were leaders, heads of sub-section, the library staff, user, events, facts, documents and other forms of efforts, programs or activities of the library.

Conclusion: The object of this research is carried out TQM system in the library of the UNP.

Keywords: *TQM, quality servive, library management*

Introduction

The college library is a decisive component in assessing the success of the education program at the college. Another understanding states that the college library is UPT or commonly called the Technical Implementation Unit colleges in running Tri Dharma college in various ways, such as managing, collecting, sorting, as well as the information bridge to the parent institution devoted as society academics (Qalyubi, 2007). College library also has a function as education, research, and recreation (Suwarno, 2010). Management requires professional workmanship, either in quantity or quality. Head of libraries and librarians play an important role towards the success of the library. Librarian as the drive wheel of a library is forced to have a high dedication in serving and in charge of improving the role of the library. With the explosion of information and technology advances, the library should perform a quality improvement as well as sensitivity to the progress related to the development and improvement of services. The task of the university's own library is to serve all the needs user of initial (test) to the end (compilation thesis), as well as teaching materials preparation lectures and researchers in universities is concerned (Sjahrial, 2000).

In order for the college library has a good performance necessary to support good management anyway. Management is a process that leads to individual skills and energy to allocate material resources to achieve a goal. With the management, all the activities of an institution focused on the achievement of predetermined objectives. As the foundation and to control so that the activity runs according to existing procedures and can run smoothly needed development policy library. Policy in the form of a legal basis, such as strategic planning and direction to achieve the objectives, guidelines, law-making officials, as well as legislation.

Appropriate services and the level of satisfaction from the viewpoint of pemustaka. Often we find that a library decide individually how the shape and type of services considered appropriate for the character regardless of the user especially user at the level of customer satisfaction. On the other hand, the quality of library services, for example by providing information that weighs affected by the process that is in the library. Problems faced is how the process could be ideal to improve the quality of service is optimum in the library.

Problem management is a major constraint library administrator in managing the library. Though many modern management principles that can be applied in the library. For example, the concept of the four pillars of the Total Quality Management (TQM) can be applied in a library that is, (1) satisfactory user (cotumers' satisfactions), it was time library provides services that can satisfy the needs user; (2) respect (respect to people), user and librarians are human beings who should be awarded in full; (3) speak with the facts (speaks with fact), libraries should recognize its ability to clear, the potential markets served, as well as the development of the information occurs; (4) continuous improvement (continuous improvement), libraries continuous improvement and evaluation. In the library was also need for structuring the management as well as adequate skills; vision, mission and objectives of the library; a good work plan; adequate resources; decent employee incentives; and a change in attitude and appearance clerk (Lasa, 2005).

According Pasaribu (2009: 65) Total Quality Management implementation will result in a problem if it is not supported by the commitment of all member based organizations to make changes. TQM is a concept that combines strategy, systems, and human resources optimally, is a concept that is expected to answer the problems as large library. Because the principles of Total Quality Management are to give priority to sensitivity or respect for the customer, customer satisfaction, management is carried out in accordance with the facts and the reconstruction periodically (Lasa HS, 2005: 24). Library as one of the institutions should apply the service management system for quality control services. All the components in the library need to be involved in coaching on an ongoing basis.

Assessment of libraries and librarians, are no longer on quantity / number, but the quality / grade. Even the variety of information technology devices have been used to improve the quality of care. As providers of services, it is not wrong if the various disciplines used to improve the quantity and quality of services, one of which is the science of total quality management or TQM. Implementing integrated

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quality management is not just a direct approach that is so or the results obtained in an instant, but it requires a systematic process (Mokoginta, 2012: 411).

Satisfaction pemustaka become one of the services a library. In addition, the library must always make changes continuously to achieve continuous quality in this case the library is always providing adequate collection, cutting-edge information and adapt to technological developments. Padang State University Library or usually shortened to UNP are one component of a determinant in measuring the success of existing educational programs at the university. To manage power handling needed skilled and capable in the amount or quality. The success of a library to rely on the crucial role of the head of libraries and librarians. Librarian as cogs libraries are required to dedicate a very large and fully serve the line of duty in order to increase the success of the library. Along with the development of information technology, the library should be required to be more eager to respond to these problems in the improvement of existing services in accordance with the development of existing technologies. With the increasing demands of an information society will then have to Padang State University library user satisfaction.

The level of satisfaction with the services user services at Padang State University library librarian determined by the performance and quality of services that are served. Basically understanding of satisfaction or dissatisfaction user, the disparity between the perceived performance and expectations. User satisfaction, visible from how often they visited the library UNP nor to units of information.

UNP library in accordance with the duties and functions to handle matters related to providing library materials, processing library materials, and services. Each activity that has subsystems, have input, process and output as well as the same contribution in achieving the goals and objectives that have been defined. The result achieved is influenced by several factors such as human resources, capital, material, managerial information and services that are served. Under these conditions it would require a new management system by implementing TQM.

TQM is a modern management concept that serves to respond quickly and appropriately to changes in the existing, either through internal or external organization. TQM is one of the top challenges traditional management theory preexisting (Tjiptono, 2001: 328).

The characteristics included in the elements of TQM are very suitable to be applied in the library, while those characteristics according Tjiptono (2001: 239) is (1) High obsession to quality; (2) focus on the customer, both internal and external customers; (3) long-term commitment; (4) the use of a scientific approach to decision-making and problem-solving; (5) teamwork; (6) continuous improvement process; (7) the involvement and empowerment of staff; (8) the unity of purpose; (9) the education and training that is bottom-up; and (10) of controlled freedom.

Under these conditions, the purpose of this research was to determine the understanding of leadership and staff to the concepts of TQM and get a picture of how the managerial based TQM activities undertaken to realize the quality of services at the Library of the UNP.

Research Method

To see and get a sense of managerial activities based on TQM carried out by the management and staff of the library in the realization of quality of service, in accordance with the problems and research objectives, then this kind of research using qualitative descriptor. Data were collected through the analysis of documents, interviews, and observations.

The subjects in this study were the leader, the head of sub-section, the library staff, user, events, facts, documents and other forms of efforts, programs or activities of the library. The object of this research is carried out TQM system in the library of the UNP.

Result and Discussion

Comprehension Leaders and Staff to the Concept of TQM

TQM or total quality management is the management system that empowers organizations with a variety of sources of quality management levels in a controlled manner for effectively improving the

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quality of services as well as efficient (Nurlaeliyah, 2018). Total Quality Management from the word "total" meaning whole or fusion, the sense of quality that has quality, and management has a managerial sense. Meanwhile, according Tjiptono (2003) TQM is a combination of the functions contained in a company into a holistic principle that is constructed by the productivity, quality, teamwork, and customer satisfaction. TQM philosophy is also known as a set of principles that reflect some foundation to increase continuously organization that has seven such elements, focusing on the quality of management; services and use of the product; an active leader in the executive; the concept of quality, approach to solving the problem; employee involvement; as well as the concession of the provider as a partner in the management process (Nawawi, 2005). Management is defined as the process of organizing, planning, Controlling, as well as staffing, to all activities within an organization. The concept of TQM in the library management system is to raise the quality of the business strategy as well as satisfaction users oriented involving all members of the organization.

TQM concepts UNP held at the library is in conducting library strategy that seeks to maximize the competitiveness of the library through periodic restoration of the services, products, people, processes and the environment of the library. TQM is an attitude and behavior that is based on job satisfaction and work team or group is doing. Total Quality Management expects a huge commitment from management as the leader of the library where this commitment should be disseminated to all librarians and all the divisions that exist in the organization of the library.

Implementation of Total Quality Management in the UNP library is not just a system or program, but at the same culture that must be preserved, enhanced, as well as members of the organization built into it. Thus, Total Quality Management is the approach that should be done by an organization at this time to fix the quality of its input and output, increase productivity, and reduce the cost of existing production.

Application of Total Quality Management in Libraries UNP is an approach to improve the overall effectiveness of an organization related to quality assurance. Total Quality Management in general is the procedure for deploying or management of an organization, in any event, section, and individuals in achieving a quality.

The application of the concept of Total Quality Management in the library UNP influenced by various factors such as; First, a leader's commitment to quality and the quality of the library. Commitment itself influential in policy-making, decision, selection, and implementation of programs, empowerment of human resources and supervision. Second, the human resource potential in the library environment in terms of both quality and quantity. Quality can be judged from the implementation of the basic tasks in the library, either in performance or potential that can be developed. Third, the availability of accurate information and data in accordance with the requirements in accordance with the task in implementing the basic tasks in the library. Fourth,

Understanding of the library led to the concept of TQM can be seen from the commitment of the leadership of the UNP library that starts the application of TQM is important for the organization. UNP leadership in leading libraries communicates the vision, mission, garland UNP library functions to subordinates. This is done to provide an understanding of library organization which aims to facilitate, support, and elevate the quality of the implementation of a program of activities of Tri Dharma College in UNP through information services such as information processing, information collection, preservation of information, presentation of information, and dissemination of information.

Leaders of the library at the State University of Padang creating a culture and a harmonious atmosphere within the organization by communicating through formal and non-formal approaches. The formal approach conducted through meetings and briefings. Meetings with all members of the organization held at least twice a semester and a meeting with the coordinator of the field every month. Non-formal approaches do with a personal approach. Personal approach conducted by the chamber subordinate their work.

The library staff understand the concept of TQM can be seen from the library staff's understanding of the vision, mission, goals, and library function UNP. The UNP library staff is

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committed to continuously improving library services. Implementing the improvements made by all library staff focused on the purpose of the library. By Wayne K. Hoy and Cecil G. Miskel (in Astuti, 2016: 218) identifies the theory of interest (goal theory), commitments have a direct impact on the achievement of its objectives or effectiveness. Broadly speaking, the success of the library for their commitment of librarians. The greater the commitment user that contribute to the management of the library in the implementation of TQM, it will further facilitate the application in achieving a good quality in the library UNP, and vice versa.

TQM Managerial Activity Based on State University Library Padang

Managerial activities based on TQM is an approach to work in an effort to maximize the competitiveness of the organization by making improvements on a regular basis for the services, products, people, processes and library environment. Managerial according to TQM implemented in cooperation UNP leader's library human resources that exist in the environment of the library. This can be seen from the positive behavior in the work and the ability to maintain and develop the existing library of UNP.

The UNP Leader library is responsible for initiating and supporting the vision of TQM culture. The vision then grouped and communicated to all of the human resources in the library with a wide variety of ways and the library staff are empowered to take quality decisions.

Creating a climate conducive working environment UNP library. This is evident from the solidarity embodied in the form of good cooperation with mutual respect and appreciate the opinions, creativity, and initiative for quality improvement. Besides staffing the library adjusted with the competency and hobbies are concerned. This is done for Total Quality Management has the view that every library staff having an impact on the quality of services and the provision of information presented.

The quality of service or service is a dream and what is expected by the manufacturer or institutions and consumers. The quality of service is the result of a long process to achieve it is to be preserved and enhanced.

Arief (2006: 117) defines the notion of quality the dynamic state with regard to services, products, people, the environment in line with expectations, as well as existing processes. Davis explained that if the quality is not only concerned with the final aspect, which includes environmental quality, human qualities, as well as the quality of the process. Which quality products / services will not be obtained without going through the process quality as well.

According to Aziz (2010: 7) to understand more about the services that should be applied to user least a college library using the method or approach to directly measure some aspect of, say first, the quality of service desired by the user. Second, the service desired by the user. Third, the level of the gap between reality and hope experienced by user.

To achieve the success of the library UNP, the leadership role is crucial. According to an excerpt from Astuti (2016) the character of a leader is expected to have imagination, vision, mission, inspiration, integrity in academic, confident, extensive network, and cooperate. Then a library leaders must have the foresight, mutual support and cooperation.

Conclusion

TQM is a management system that needs to be implemented in the library. Deemed necessary, because TQM is a systematic process, focusing on improvements, and implemented based on facts. In addition, it also uses certain instruments to analyze the work, evaluate any progress made as well as emphasizing the user satisfaction.

At this time, the need for information for the public as important as basic needs. Decision-making requires information, so that information becomes a commodity that is very important. Libraries in providing information should be oriented to the user needs. The user must monitor the state of the external environment in which user located, so it can provide the services according to the user needs.

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The pattern of community life is constantly changing, so too user. The development of information technology so rapidly requires the library to adjust to the circumstances so that the quality of service should be improved so that the library is not abandoned by the user.

One way to improve the quality of library services can be done through the improvement of the management system into a system that is even better. The service is an act that is closely related to human behavior and TQM is a management system that emphasizes human empowerment and social aspects that TQM is a system that needs to be applied in the library.

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