



THE EFFECTS OF INSTAGRAM USAGE AND LIBRARY PROMOTION ON THE LIBRARY USER LOYALTY WITH THE MEDIATING VARIABLE OF SATISFACTION OF LIBRARY USERS AT THE NATIONAL LIBRARY OF THE REPUBLIC OF INDONESIA

Aditya Dyan Pratomo¹, Zainul Kisman²

^{1,2} Department of Management, Faculty of Economics and Business, Trilogi University, Jakarta, Indonesia

ABSTRACT

This study uses a quantitative approach to develop a conceptual model that addresses the influence of Instagram usage and library promotion on user loyalty. The research focuses on exploring the role of library satisfaction as a mediator in the relationship between Instagram usage, library promotion, and library loyalty. This research was conducted at the National Library of the Republic of Indonesia. Quantitative research methods were used to collect and analyze data from respondents involved in library usage. The results of this study contribute to understanding the impact of Instagram usage and library promotion on user loyalty, as well as highlighting the significant role of user satisfaction as a mediator in the relationship. The research provides a more holistic and in-depth view of library marketing strategies, particularly involving social media such as Instagram, to increase library user loyalty. This study guides libraries in designing effective promotional strategies to maintain and increase library user loyalty.

KeyWords

Conceptual model, Instagram Usage, Library Promotion, Satisfaction of Library Users, Library User Loyalty

INTRODUCTION

In order to increase the level of visits by Indonesians to the library, the National Library of the Republic of Indonesia holds regularly scheduled promotional activities. Promotion is done through social media such as Instagram, posting posters and banners to implement exhibitions. In terms of the implementation of library exhibitions by the National Library of the Republic of Indonesia, several exhibition activities are carried out, including:

- 1) Exhibitions with other institutions, namely exhibitions held by other institutions, but the National Library of the Republic of Indonesia acts as a participant;
- 2) Temporary exhibitions, namely exhibitions organized by the National Library of the Republic of Indonesia by providing stands to other institutions, communities, and the general public, which are held twice a year, namely in May and September;
- 3) Thematic exhibitions are held at the National Library of the Republic of Indonesia building during national holidays.

So, we will search for a big day to be raised every month. The exhibition is held by decorating the lobby of the National Library of the Republic of Indonesia and exhibiting collections related to the big day; (4) Exhibitions of the National Library of the Republic of Indonesia in regions with specific themes; (5) Exhibitions abroad at the invitation of countries or international libraries.

The development of technology, especially information and communication technology, has impacted changes in people's lifestyles in terms of shopping, communication, and learning, which previously used conventional methods to be all online using social media. The National Library realizes the importance of utilizing Instagram social media to convey information to the broader

community. The use of Instagram social media is expected to increase the convenience of people visiting the National Library of the Republic of Indonesia because information about the library will be more easily accessible to the broader community. With the use of Instagram, the level of visits to the National Library of the Republic of Indonesia increases.

However, the incessant delivery of information through Instagram and library promotion activities still has many obstacles, such as the information posted is less attractive, the level of visits is not appropriate due to the limited frequency of promotion, not being balanced with the technical skills of librarians about data processing, technical skills of librarians about processing collections of library materials, signage placed in non-strategic positions. All these things will undoubtedly reduce the quality of librarian services to visitors, affecting the level of visits to the national library. Based on this, this conceptual article explains The Effects of Instagram Use and Library Promotion on Library User Loyalty with a Mediating Variable of Satisfaction of Library Users in the National Library of the Republic of Indonesia.

LITERATURE REVIEW

A. Instagram Usage

Instagram has become increasingly popular as a platform for digital marketing. Various definitions experts provide highlight its role in direct and indirect marketing, building brand awareness, recognition, recall, and prompting action (Gunelius, 2011). Businesses can create compelling narratives for their audiences through features like visual storytelling. Additionally, Instagram is a channel for leveraging online communities, engaging users, fostering community ties, and directing brand conversations (Neti, 2011).

Moreover, it is a promotional tool and a means to encourage individuals to promote products or services themselves (Mileva & Fauzi, 2018). Features like Stories and IGTV enable businesses to introduce their offerings creatively and interactively. Furthermore, Instagram is utilized in institutional marketing, where accounts serve as spaces for creating engaging visual content to promote institutional goods or services (Afifah, 2016).

Regarding factors influencing Instagram usage, four indicators are highlighted. Firstly, context emphasizes framing stories or information effectively to create compelling and understandable narratives. Secondly, communication stresses sharing stories in an informative and interactive manner, responding to users' queries, and fostering a comfortable environment. Collaboration involves engaging users indirectly to enhance promotional effectiveness, while connection focuses on nurturing and sustaining relationships through continuous interaction (Afifah, 2016).

Furthermore, critical indicators for successful Instagram marketing campaigns include presenting relevant and high-quality content, fostering two-way interactions, maintaining consistent content frequency, and providing accessible contact information (Indriyani & Suri, 2020). These indicators lay the foundation for designing effective promotional strategies on Instagram, maximizing its potential as a powerful marketing tool.

B. Library Promotion

Promotion in the context of libraries encompasses a series of strategic activities to influence audiences to become more familiar, interested, and engaged with library services. Several definitions provide comprehensive insights into the essential aspects of marketing library services to the public. According to Sistaningrum (2002), library promotion involves influencing visitors or potential visitors to actively utilize library facilities and services actively, ultimately aiming to increase library visits and usage. Similarly, Gitosudarmo (2014) describes library promotion as activities introducing library services and facilities to the public, fostering enjoyment and interest to motivate active library usage.

Moreover, Kotler and Keller (2016) emphasize that library promotion is an integral part of library marketing strategy, enabling effective communication with the public to introduce various services and programs, raise public awareness, and support user growth. Rambat Lupiyoadi (2013) underscores that library promotion serves not only as a communication tool but also as a means to influence the public to utilize library services according to their needs and desires, fostering an enjoyable environment and stimulating community interest in actively engaging with library collections and programs.

In this context, library promotion is critical to achieving library service goals by establishing strong relationships between the library and the community. Efforts to build awareness, interest, and active involvement through promotion can positively impact the library's role as an information and educational center in its community. By understanding and applying the concept of library promotion, libraries can become more relevant and accessible to a broader audience.

Regarding factors influencing library promotion, Saladin (2016) outlines six factors affecting effective promotion: product nature, product life cycle stage, target market characteristics, purchase decision types, available funds, and push-pull strategy. Based on these factors, libraries can develop effective promotion strategies tailored to their characteristics, target market, and other influencing factors, thereby designing targeted promotion strategies to increase public awareness of the library's existence and encourage library usage.

Furthermore, Kotler and Keller (2016) identify four indicators of library promotion: message, media, timing, and frequency. Messages should be clear, concise, attractive, and tailored to the target market's characteristics. Media selection should align with the target audience and be effective. Timing involves delivering messages at the right time, while frequency refers to the number of times the message is conveyed to the public. Understanding these promotion indicators enables libraries to develop effective promotion strategies aligned with their goals.

C. Satisfaction of Library Users

The satisfaction of library users, a crucial element in the library world, reflects the extent to which library services meet the needs and expectations of users. Various definitions of user satisfaction have been provided by scholars, offering insightful perspectives on the dynamics of the relationship between libraries and their users. Tjiptono (2012) defines user satisfaction as the pleasure or disappointment that arises after users compare the library's performance with their expectations. This indicates that library success is measured by the quantity of book collections and how well the provided services meet users' needs and expectations.

Furthermore, Daryanto and Setyobudi (2014) emphasize that user satisfaction involves an emotional assessment after users utilize library services, where their expectations and needs are fulfilled. This encompasses the availability of information resources and the comfort of library facilities, ease of access, and the continuity of service innovations. Kotler and Keller (2012) describe user satisfaction as the pleasure or disappointment users feel after comparing the library's perceived performance with their expectations. Hence, users will feel satisfied if library services exceed or at least meet their expectations.

Moreover, Ferrinadewi (2005) adds another crucial dimension, highlighting the assessment of library service features that successfully meet users' needs at a pleasant level, whether below or above expectations. This underscores that the substance of information and the presentation and interaction with library staff can impact user satisfaction. Yamit (2005) emphasizes post-purchase or user evaluation outcomes after utilizing library services and comparing them with expectations. This factor highlights the importance of user feedback as valuable information for improving and developing library services in the future.

Overall, user satisfaction depends not only on the availability of books or information resources but also on aspects such as comfort, accessibility, interaction with staff, and responsiveness to feedback. Libraries that successfully create a responsive environment and fulfill various user needs achieve high satisfaction levels. Therefore, continuous efforts to improve the quality of library services are crucial to ensuring optimal user satisfaction.

D. User Loyalty

Loyalty among library users reflects a deep commitment or attachment to library services, viewed from various perspectives outlined by scholars. Tjiptono (2005) defines user loyalty as a positive response and strong attachment to library services, with loyal users consistently utilizing library collections and services over time. Additionally, Hurriyati (2010) emphasizes a deep commitment to continue subscribing or reusing library services in the future, indicating a sustained relationship between the library and its users. Sutisna (2001) explains that user loyalty is related to the pleasure or satisfaction derived from using library services, with satisfied users likely to make the library their preferred choice.

Moreover, Kotler and Keller (2009) highlight that user loyalty is closely tied to the commitment to reuse preferred library collections and services. Ishak and Luthfi (2011) underscore consistency in periodic and continuous repurchasing of library services as a critical indicator of user loyalty. This active engagement reflects users' satisfaction and loyalty to the library. Widjaja (2008) adds that user loyalty can be seen in the positive attachment or interest in the library, including service selection and the tendency to repurchase regularly.

Several factors influence user loyalty in libraries, as Gaffar (2007) and Marconi (2002) identified. These factors include satisfaction with library services, emotional attachment, trust in the library's reliability, positive experiences, perceived value, image, convenience, service quality, and guarantees. Understanding and managing these factors enable libraries to build and strengthen user relationships, create a supportive environment, and enhance user loyalty.

Indicators of user loyalty provide vital metrics for evaluating the effectiveness and quality of library services. Yuda Wicaksana, cited by Pratiwi (2010), identifies key indicators such as repeated visits, consistency in place selection, referrals to others, and resistance to switching to other libraries. These indicators help libraries assess their efforts in building user loyalty and guide management strategies to improve service quality and strengthen the bond between the library and its users.

CONCEPTUAL MODEL

Considering the literature review and previous studies, it is suspected that variables such as Instagram usage and library promotion directly affect the satisfaction of library users and library user loyalty. It is also suspected that Instagram usage and library promotion indirectly affect library user loyalty, which is mediated by the satisfaction of library users. Therefore, this paper can formulate a conceptual model, as pictured in Figure 1 below.

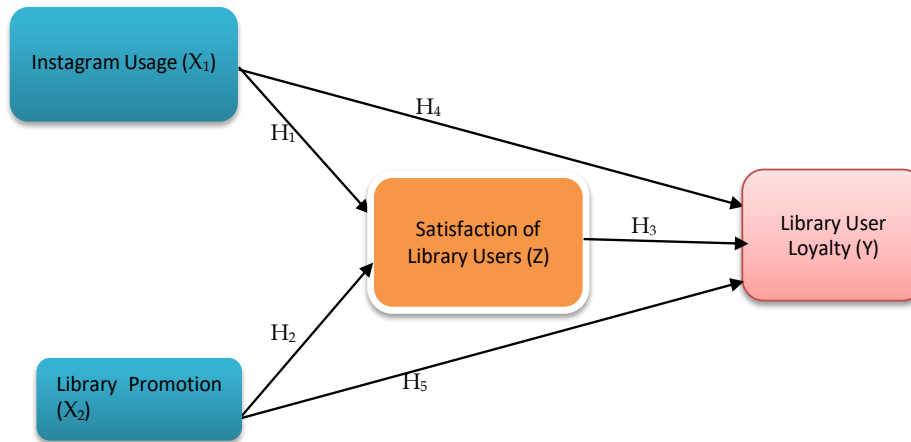


Figure 1. The Conceptual Model

HYPOTHESIS DEVELOPMENT

The researchers developed this research by analyzing the phenomena between the variables studied to produce hypotheses. The following is a study that confirms that variables Instagram Usage and Library Promotion are thought to influence the Satisfaction of Library Users and indirectly affect Library User Loyalty. Based on the conceptual model in Figure 1, seven hypotheses were developed as follows:

H1: The use of Instagram directly has a positive and significant effect on the satisfaction of library users.

H2: Library promotion directly has a positive and significant effect on the satisfaction of library users.

H3: Satisfaction of library users directly has a positive and significant effect on library user loyalty.

H4: Instagram usage directly positively and significantly affects library user loyalty.

H5: Library promotion directly positively and significantly affects library user loyalty.

H6: Satisfaction of library users acts as a variable that mediates the relationship between Instagram usage and library user loyalty.

H7: Satisfaction of library users acts as a variable that mediates the relationship between library promotion and library user loyalty.

METHODOLOGY

This research uses quantitative methods. The research will be conducted by users who have been members of the National Library of the Republic of Indonesia, Jakarta, for 6 (six) months with 100 (one hundred) people. This research uses data collection methods by distributing questionnaires to respondents. This questionnaire contains several questions given directly to respondents, who are asked to provide an assessment in the form of a scale of answers to each question. This research will be tested for validity and reliability using SPSS software, and the results will be analyzed using the same software.

CONCLUSION

This study aims to develop a conceptual model to investigate the effect of using Instagram and library promotion on library loyalty by using library satisfaction as a mediator. This conceptual paper consists of a research background, literature review, conceptual model, hypothesis, and research methodology to increase the level of Indonesian people's visitation to the National Library of the Republic of Indonesia. The implementation of this research can provide information about the relationship between the use of Instagram and library promotion and library user loyalty by using user satisfaction as a mediator.

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