# THE EFFECT OF STRATEGIC POSITION AND LIBRARY PROMOTION THROUGH SOCIAL MEDIA ON LIBRARY USER LOYALTY BY MEDIATION OF LIBRARY SATISFACTION AT THE INDONESIAN NATIONAL LIBRARY

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## ABSTRACT

The National Library of Indonesia is a national-scale library providing printed and recorded works for public use. Realizing the vital function of libraries, the Indonesian government built the National Library of the Republic of Indonesia, strategically located in an elite environment, namely in the center of government in the national monument area. This paper intends to develop a conceptual model to determine the effect of strategic position and library promotion through social media on library user loyalty by mediating library satisfaction. This paper proposes a conceptual model for decreasing library user loyalty and a literature review, hypotheses, and research methodology. This paper aims to provide a deeper understanding of the factors that play a role in forming user loyalty toward libraries to help libraries improve the quality of their services.

## KeyWords

Conceptual Model, Library User Loyalty, Library Satisfaction, Strategic Position, Social Media Promotion

## INTRODUCTION

According to Undang-Undang No. 13 Tahun 2018, the National Library is a non-ministerial government institution that carries out government duties in the library sector which functions as a supervisory library, reference library, deposit library, research library and preservation library and library network center and is located in the national capital. As a library institution, the National Library of the Republic of Indonesia must carry out intensive promotions so that the Indonesian people's interest in visiting and reading interest grows daily. Realizing the vital function of libraries, the Indonesian government built the National Library of the Republic of Indonesia, strategically located in an elite environment, namely in the center of government in the national monument area. The location was chosen in the National Monument area because it was easy to reach, public transportation networks were available, and people often passed by it.

In order to increase public interest in visiting and reading, the National Library of the Republic of Indonesia is holding promotional activities, one of which is through social media, so that messages received by the public from this media will be received comfortably, quickly, and efficiently so that the National Library of the Republic of Indonesia will function maximally. However, as time goes by, more and more visitors visit, reaching thousands of people per day, causing problems such as long elevator queues, long queues of library members, frequent searches for collections via OPAC, but there are none on the shelves, photocopying done independently with a scanner. The results were taken on the 3rd floor, which caused users to feel objections; the Wi-Fi connection sometimes became slow or disconnected, the Wi-Fi technician was not there when the problem occurred, and the automatic book transportation system often did not work. This disrupts user satisfaction. All of these problems can undoubtedly reduce readers' interest in reading.

Based on the background and issues mentioned above, this conceptual paper will discuss the effect of strategic position and promotion through social media on library user loyalty by mediating library satisfaction at the Indonesian National Library.

## LITERATURE REVIEW

### A. Strategic Position

The library location choice should consider user comfort, future expansion, land availability, and funds. Apart from that, the library's location should consider aspects such as locations close to community activity centers. One of the most critical factors that can support the success of a public library is location. A strategic location that is easy to reach by the public positively affects people's enthusiasm always to visit and enjoy all library services with the various collections available. Sulistyo Basuki (1993:347) states that location selection should consider user comfort, future expansion, land availability, and funds. The location of the library has a significant effect on users. For public libraries, the location chosen should be a location that is frequently and quickly visited by the public; even if possible, the library should be in a location that people visit more often than other places.

Tjiptono (2009:92) stated that the strategic location for a library can be seen from a location that is often visited by the general public, which is located close to the main road, the environment is very comfortable to visit by private vehicles and public transportation where there is parking spacious, and the surrounding location is supportive.

Location is an essential factor in supporting the success of a library. Therefore, library managers must consider the library's location so that it can be appropriately used for its actual function. Choosing a library location that is strategic, easy to access, and comfortable has its attraction for the community, which, in the end, will result in people's interest in visiting. According to Sutarno NS (2006:37), the purpose of users visiting the library "is to be able to follow the latest world events and developments through various up-to-date reading sources. Indirectly receive teaching and education. As well as looking for references in completing assignments, writing, researching, and others." Tjiptono (2009:65) states that the location, design, and layout of service facilities significantly affect the mood and customer response. Mood and response is what can lead to satisfaction or dissatisfaction. Mood and response are what can bring satisfaction or dissatisfaction.

From the description above, it can be synthesized that the strategic position of the building is the location of the building, which is easy to reach, the availability of public transport access, being in an elite environment, attracting customers to visit because of the frequent used road access.

### B. Social Media Promotion

Promotion refers to the activities and strategies used to communicate the value of a product, service, brand, or event to customers or target audience. It is a crucial marketing component that aims to increase awareness, generate interest, and drive sales or participation. Shinta (2011), promotion is an essential activity in organizations, especially for organizations operating in the business and service sectors. Promotion is a communicative, persuasive marketing mechanism that utilizes public relations techniques (Darmono, 2007). Promotion is any communication activity to introduce a product, service, or idea through distribution channels (Hernando, 2005).

In carrying out promotions via social media, librarians can use news writing techniques from journalists, namely by paying attention to the 5 Ws and 1 H explained by Sudarsana (2007), as follows:

1) Who

   In promoting a library, it must be clear who will carry out the promotion and who will be the target. Of course, those who promote must be library staff, but will every library staff be able to promote well? Of course not, because the staff must meet specific requirements. He must understand the nature, function, and role of libraries. He must be skilled in technical processing, friendly and good at serving, master communication and promotional techniques, and be quite experienced.

2) What

   What here includes (1) What is the promotion itself? (2) What is being promoted? (3) What are the characteristics of those being promoted? Promotion is communicating information from the seller to the buyer so that a persuasion process occurs, influencing the buyer's attitudes and behavior. Vendors in libraries are library staff who meet specific requirements. Meanwhile, buyers are none other than library users. Both those who are already users (old and new) and those who are still potential users. Therefore, in promotions, they are given information, reminded, persuaded, and influenced by their attitudes and behavior about their work with its benefits and use in the library to better fulfill and satisfy their needs. What is promoted in the library? Of course, it is not in the form of objects which are products of an industry, but services or services. This is the difference: what is sold in the library cannot be appraised, seen, tasted, or tasted before buying. Most users can only look for clues or signs of service quality before purchasing it.

3) When

   When is social media promotion most appropriate? Regarding the timing of promotions, several conditions need to be considered. During student or new student orientation, this must be utilized at school or college. However, because promotions need to be carried out at all times, including to existing users and potential users, if there are opportunities conducive to the promotion, then promote, either to inform, to remind, or to strengthen awareness of the function and use of libraries according to their respective needs.

4) Where

   The place for the promotion will, of course, be centered in the library. However, it is possible to do it outside the

library but still within the library environment. For example, at schools, campuses, certain institutions, offices, or companies.

5)  Why

    We are concerned about why we need to carry out library promotions.

6)  How

    How, techniques, or promotional methods. This includes market analysis activities. Who is the promotion target, pupils, students, specific groups, and the community? We need to identify their characteristics. What is demand or want? Each of them needs it. The aim is that the services provided can satisfy their needs and achieve want satisfaction.

According to Syihabuddin et al. (2003), the types of efforts made to promote library such as (1) distribution of brochures, (2) distribution of publications or publications other than brochures, (3) reception of visits, (4) library exhibition and open house; and (5) social media promotion.

Social media promotion refers to using social media platforms to increase awareness of a product, service, brand, or event. It involves creating and sharing content on social media networks to achieve marketing and branding goals. Social media promotion is carried out using social media platforms such as Facebook, Instagram, and Twitter to ensure that the public can widely accept promotional messages quickly, comfortably, and pleasantly. Social Media is a site that allows people to communicate with their friends whom they know in the real world and cyberspace. Social networking sites benefit marketing employees by providing several customer interaction services, such as plug-ins, applications, groups, and fan pages (Zarella, 2010). Oberst, Wegmann, Stodt, Brand, & Chamarro (2017) said that social media is defined as a website-based virtual community that makes it possible to build individual and community profiles, aims to build communication in people's daily lives, and although its use continues to grow, the media social is very popular among teenagers and young adults.

### C. Library Satisfaction

Blackwell et al. (2006:222) focus on three significant determinants of satisfaction: product performance, consumption feelings, and expectations. To increase the number of their customers, loyalty, revenue, profit, and market share and subsequently increase survival, organizations attempt to assess customer satisfaction in their business (Gilaninia et al., 2017). Undoubtedly, the organization will win and succeed if it recognizes customer needs and wants faster and better than the competitors and produces and provides products consistent with or exceeding customer expectations (Pirayesh et al., 2011).

Total Quality Management (TQM) is an approach to running a business that maximizes an organization's competitiveness by continuously improving products, services, people, processes, and the environment. TQM management system is based on efforts to promote quality as a business strategy and is oriented towards customer satisfaction by involving all organization members.

Ahmad (2009:143) adduce that the survey method is the most widely used method for measuring customer satisfaction. Based on findings from various experts, including Tse and Wilton, the following formula is obtained:

$$Customer\ Satisfaction\ =\ f\ (expectations, perceived\ performance)$$

From the description above, two main variables determine customer satisfaction: expectations and perceived performance. If Perceived Performance exceeds expectations, the customer will be satisfied. However, if it is the opposite, customers will feel dissatisfied. It is also found that there is a direct influence of perceived performance on expectations in determining customer satisfaction.

The customer satisfaction strategy causes competitors to try hard and require high costs to win a company's customers. One thing that needs to be noted here is that customer satisfaction is a long-term strategy that requires commitment regarding funds and achieving and increasing customer satisfaction.

Therefore, satisfaction will give rise to customer loyalty, so loyalty as an endogenous variable is caused by a combination of satisfaction, supplier switching barriers, and complaints. So it can be formulated that:

$$Loyalty\ =\ f\ (customer\ satisfaction, switching\ barrier, voice)$$

Customer satisfaction measurement techniques are still developing. So, until now, there has yet to be an agreement on how to measure customer satisfaction. Therefore, various satisfaction level measurement techniques range from very simple to very complex. It is also found that there is a direct influence of perceived performance on expectations in determining customer satisfaction.

From the description above, customer satisfaction is the fulfillment of customer expectations and perceived performance for the products purchased. If Perceived Performance exceeds expectations, the customer will be satisfied. However, if it is the opposite, customers will feel dissatisfied. The dimensions of customer satisfaction are expectations and perceived performance.

## CONCEPTUAL MODEL

By taking the literature review and previous studies into consideration, it is suspected that variables such as strategic position and social media promotion have direct effects on library satisfaction and library user loyalty. It is also suspected that strategic position and social media promotion have indirect effects on library user loyalty, which are mediated by library satisfaction. Therefore, this paper can formulate a conceptual model pictured in Figure 1 below.
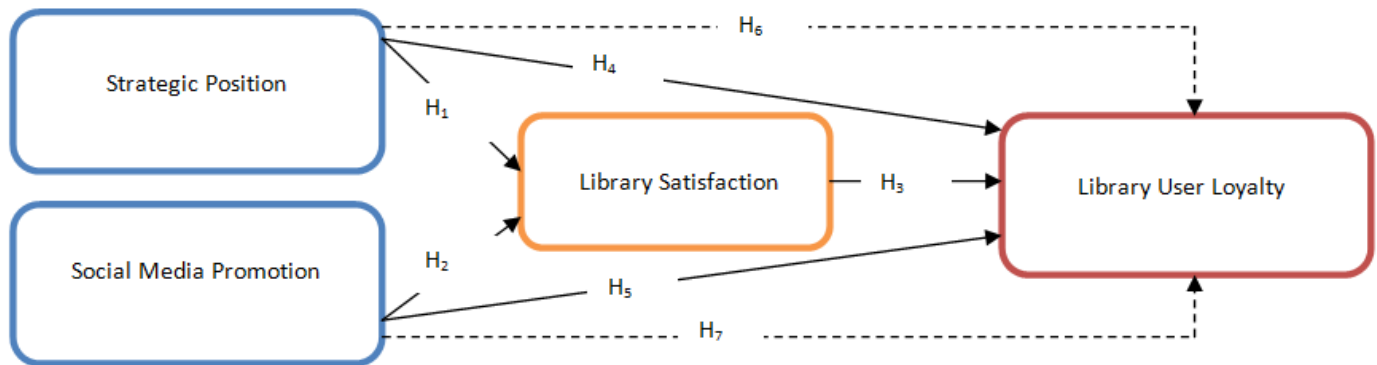


**Figure 1. The Conceptual Model**

Description:

——————▶ : Direct Effect

- - - - - ▶ : Indirect Effect (Mediated)

## HYPOTHESIS DEVELOPMENT

The researchers developed this research by analyzing the phenomena between the variables studied to produce hypotheses. The following research confirms that strategic position and library promotion through social media are thought to influence library satisfaction and have an indirect effect on library user loyalty. Based on the conceptual model in Figure 1, seven hypotheses were developed as follows:

H1: Strategic Position directly has a positive and significant effect on User Satisfaction.
H2: Social Media Promotion directly has a positive and significant effect on User Satisfaction.
H3: User satisfaction directly has a positive and significant effect on User Loyalty.
H4: Strategic Position directly has a positive and significant effect on User Loyalty.
H5: Social Media Promotion directly has a positive and significant effect on User Loyalty.
H6: User Satisfaction acts as a variable that mediates the relationship between Strategic Position and User Loyalty.
H7: User Satisfaction acts as a variable that mediates the relationship between Social Media Promotion and
 User Loyalty.

## METHODOLOGY

This research uses an explanatory approach to provide more detailed clarification regarding the cause-and-effect relationship between the variables involved by testing the hypothesis and using a quantitative method. The population in this research is unlimited readers at the National Library of the Republic of Indonesia, Jakarta. This research will use a saturated sampling method. The sample in this research was 155 library users who were members of the National Library of the Republic of Indonesia, Jakarta. In this research, the data collection method involved distributing 5 Likert scale questionnaires to respondents. This research will be tested for validity and reliability using SPSS 23 software for Windows, and the results will be analyzed using the same software (Sugiyono, 2019).

## CONCLUSION

This paper aims to develop a conceptual model to investigate the effect of strategic position and library promotion through social media on library user loyalty by mediating library satisfaction at the Indonesian National Library. This conceptual paper consists of the research background, literature review, conceptual model, hypotheses, and research methodology of the readers at the National Library Jakarta, Indonesia. The main objective of this research is to investigate the relationship between Strategic Positioning and Social media promotion with User Loyalty while including User Satisfaction as an intermediary factor. This research aims to provide a deeper understanding of the factors that play a role in forming user loyalty towards libraries, to help libraries improve the quality of their services.

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