



THE INFLUENCE OF LIBRARY COLLECTION MANAGEMENT (INLIS APPLICATION) AND LIBRARIAN SERVICES QUALITY ON USER LOYALTY WITH MEDIATION OF USER SATISFACTION AT NATIONAL LIBRARY OF THE REPUBLIC OF INDONESIA

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ABSTRACT

The National Library is pivotal in fostering literacy and enriching learning experiences. With 119 National Library members, this study used SPSS for data analysis. Findings reveal that Library Collection Management (INLIS Application) and Librarian Service Quality significantly influence User Satisfaction and Loyalty. User Satisfaction mediates these relationships, emphasizing its role in enhancing User Loyalty. Improving collection management and service quality can elevate user satisfaction, fostering stronger user loyalty. These insights inform strategies for the National Library to enhance services and collections, aligning with national literacy goals.

KeyWords

Conceptual Model, User Loyalty, Library Collection Management, Librarian Service Quality, User Satisfaction.

INTRODUCTION

Libraries serve as institutions providing information resources in both print and non-print formats, playing a crucial role in disseminating valuable information to users. According to Undang-Undang Number 43 in 2007 about Library, libraries are recognized as information centers that gather, process, and distribute information to the public, with specific functions outlined in Chapter 1, Article 3 of the same law, emphasizing their role in education, research, information dissemination, and recreation to enhance national development and empowerment.

As a Non-Ministerial Government Institution under the President's direct authority, the National Library has national, general, and technical responsibilities in managing libraries in accordance with legal regulations. These duties involve policy formulation, development, evaluation, and coordination of library management, including establishing national library standards and policy formulation. Through functional coordination activities, the National Library ensures the effectiveness of its tasks and provides guidance and facilitation to government agencies in the field of library management. Administratively, the National Library oversees general administrative services, personnel management, financial matters, archives, legal affairs, communication, equipment, and household matters, centralizing the management, development, and coordination of library activities at the national level.

The significance of user visits to libraries lies in their profound impact on fostering literacy culture and enriching learning experiences; beyond facilitating access to reading materials, library visits open doors to broader knowledge exploration. Users experience a peaceful and inspirational atmosphere conducive to learning, fostering active engagement and cognitive stimulation that is challenging to achieve through digital media alone. Additionally, library visits offer opportunities to participate in literacy programs

and community activities, nurturing social collaboration and interaction with knowledgeable librarians who guide information retrieval and foster critical literacy skills. Thus, library user visits offer holistic experiences that enrich knowledge and shape literacy and intellectual personalities.

Despite its central role, the National Library faces significant challenges regarding user loyalty. A decline in the User Loyalty Index within the National Library of the Republic of Indonesia from 2021 to 2023 warrants serious attention, potentially influenced by factors such as Collection Management (INLIS Application), Service Quality of Librarians, and User Satisfaction. Studies examining the influence of collection management on user satisfaction and the effect of librarians' service quality on user satisfaction highlight the importance of these factors in shaping user loyalty. Further research investigates the direct impact of User Satisfaction on User Loyalty, with intervening variables such as Service Quality of Librarians and Collection Management, providing insights into the dynamics of library management and user relationships. Based on empirical observations and research findings, this study titled: "The Influence of Collection Management (INLIS Application) and Service Quality of Librarians on User Loyalty with Mediating Effect of User Satisfaction at the National Library of the Republic of Indonesia" aims to contribute to the understanding and enhancement of library management practices focused on user satisfaction and loyalty.

LITERATURE REVIEW

A. Management, Library, and INLIS Application

Management encompasses planning, organizing, directing, and controlling organizational performance to achieve goals. Various definitions highlight its essence, including Wijayanto's delineation of management as the science and art of guiding an organization's resources toward objectives. Martoyo adds that it involves working with individuals to interpret and achieve organizational goals. Malayu S.P. Hasibuan defines management as effectively utilizing human and other resources to achieve specific goals (Wijayanto, 2012; Martoyo, 2000; Malayu S.P. Hasibuan, 2000).

Library Collection refers to materials housed in a library, serving diverse informational needs. It encompasses selection policies, user needs assessment, collection usage studies, evaluation, selection, and planning for resource collaboration. Ade Kohar further expands the concept to include various formats to meet users' information needs (ALA, 1983 & Kohar, 2003).

Automation systems, like INLIS, simplify library management for administrators and users. According to Hendarsyah (2008), a library automation system streamlines operations from acquiring and processing materials to circulation, retrieval, membership, and reporting. Its objectives include efficiently meeting user information needs, promoting library services, and enhancing effectiveness (Hendarsyah, 2008).

INLIS Lite, developed by the National Library of Indonesia in 2011, assists in managing library materials. It comprises five modules: Back Office, OPAC, Online Membership, Self-Registration, and Checkpoint. These modules facilitate planning, organizing, implementing, and monitoring library collections in alignment with academic needs.

In summary, library collection management, facilitated by applications like INLIS, involves planning, organizing, implementing, and monitoring library resources to meet academic needs effectively. INLIS Lite, developed in 2003, integrates modules for efficient library information management within the National Library of Indonesia, supporting routine library information management activities.

B. Service Quality

Quality of service is a multidimensional concept essential in management and marketing contexts. Tjiptono (2012) emphasizes that it goes beyond meeting customer needs to include precise delivery that balances their expectations. Kasmir (2017) extends this perspective, defining service quality as actions aiming to satisfy end customers, fellow employees, and leaders, emphasizing the creation of positive work environments. Sinambela (2008) adds that it involves any activity benefiting a unit or group, transcending physical products. Lupiyoadi and Hamdani (2006) explore service quality across all business areas, highlighting the importance of communication processes in strengthening customer cooperation.

Factors influencing service quality shape a company's image and reputation. Barata (2020) highlights the crucial aspects that can enhance or diminish the quality of service provided to customers. Employee capabilities are pivotal, as their skills and competencies lay the foundation for satisfying service delivery. Management practices are vital in creating a positive work environment and supporting quality service provision. Human resource development is crucial in establishing a high-quality service foundation, ensuring continuous improvement. Harmonious work relationships contribute to a friendly atmosphere and optimal customer satisfaction. Motivation and incentive policies are interconnected and crucial in enhancing service quality, as motivated employees tend to perform optimally.

As Qalyubi (2007) outlined, Service Quality Indicators encompass five main aspects crucial for evaluating and improving an organization's service quality. Tangibility focuses on physical evidence seen, felt, or touched by customers, including the physical environment and employee appearance. Responsiveness measures how promptly an organization responds to customer needs, requests, or complaints. Empathy reflects the organization's ability to understand and feel customers' emotions and needs. Assurance involves providing confidence and trust to customers regarding the quality of service. Reliability emphasizes the organization's ability to provide dependable service consistently. Understanding and managing these indicators are vital to delivering satisfactory service

and building positive customer relationships.

C. User Satisfaction

User satisfaction in libraries is crucial, reflecting how well services meet users' needs. Definitions by experts like Tjiptono (2012) highlight it as the feeling users have after comparing library performance to expectations. Daryanto and Setyobudi (2014) emphasize the emotional assessment users make post-service usage. Kotler and Keller (2012) describe it as pleasure or disappointment resulting from perceived library performance. Ferrinadewi (2005) adds that it is about how well services meet needs at a pleasant level. Yamit (2005) underscores the importance of post-service evaluation.

User satisfaction factors include expectations, performance, comparison, and confirmation/disconfirmation. Manurung (2009) outlines these factors:

- 1) Users form expectations about resources, services, and facilities.
- 2) Actual service performance affects satisfaction.
- 3) Users compare expectations to actual experiences, leading to satisfaction or disappointment.
- 4) Confirmation/disconfirmation occurs when expectations match or differ from actual performance, affecting satisfaction.

Understanding these factors helps libraries improve user satisfaction. Strategies include enhancing service quality, providing clear information about services, and seeking user feedback for continuous improvement. Focusing on these aspects can create an environment that effectively meets users' needs..

D. User Loyalty

Library user loyalty reflects a deep commitment or attachment from visitors to library services, as defined by various perspectives presented by scholars. Tjiptono (2005) defines library user loyalty as a positive response and strong attachment to library services, where loyal users tend to utilize library collections and services over time consistently. Additionally, Hurriyati (2010) adds that user loyalty involves a deep commitment to continue subscribing or reusing library services in the future, reflecting a sustainable relationship between the library and its users.

Sutisna (2001) explains that user loyalty is related to the pleasure or satisfaction of using library services, where satisfied users prioritize the library as their primary choice. Kotler and Keller (2009) highlight that user loyalty is closely tied to the commitment to reuse preferred library collections and services, indicating a propensity for loyal users to choose the library over seeking alternatives. Ishak and Luthfi (2011) emphasize that consistently and continuously repurchasing library services is a crucial indicator of user loyalty, reflecting users' active engagement in utilizing various library facilities.

Moreover, Widjaja (2008) adds that user loyalty can be seen through positive attachment or interest in the library, including service selection and the tendency to repurchase periodically. Overall, user loyalty establishes a strong foundation for a sustainable relationship between the library and its users, encompassing commitment, satisfaction, and consistency in service utilization, which together form a positive experience and support the library's mission as a reliable and relevant information provider to society.

Influential factors affecting library user loyalty, as outlined by Gaffar (2007) and Marconi (2002), include satisfaction, emotional attachment, trust, experience with the library, value (price and quality), image, convenience, service quality, and guarantees. These factors contribute to building and strengthening the relationship between users and the library, creating solid bonds, and increasing user loyalty towards library services.

Indicators of library user loyalty, identified by Yuda Wicaksana, cited by Pratiwi (2010), include repeated visits, consistency in place selection, referral to others, and resistance to switching to other libraries. These indicators reflect users' loyalty to the library, their satisfaction with its services, and the library's success in creating a strong and satisfying relationship with its users. By considering these indicators, libraries can evaluate their efforts in building user loyalty and focus on improving service quality, collections, and atmosphere to better meet users' needs and expectations, making the library an attractive place and strengthening the bond between the library and its users.

CONCEPTUAL MODEL

The research revolves around a conceptual framework that examines how Library Collection Management, Librarian Service Quality, User Satisfaction, and User Loyalty interact within the context of using the INLIS application. It suggests that Library Collection Management affects Librarian Service Quality, which in turn influences User Satisfaction. This satisfaction, in essence, acts as a mediator between Library Collection Management and User Loyalty. The framework aims to provide a structured understanding of these relationships to enhance library services and user loyalty. Through this approach, the study seeks to offer valuable insights for improving service quality and fostering user loyalty within the National Library of the Republic of Indonesia. herefore, this paper can formulate a conceptual model pictured in Figure 1 below.

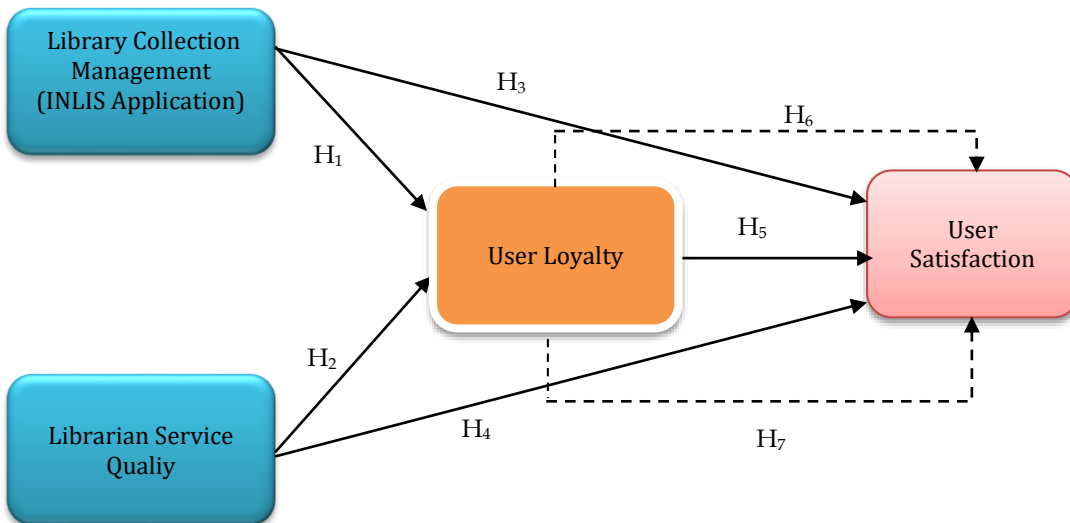


Figure 1. The Conceptual Model

HYPOTHESIS DEVELOPMENT

The researchers developed this research by analyzing the phenomena between the variables studied to produce hypotheses. These hypotheses suggest that effective management of library collections through technology, coupled with high-quality librarian services, will contribute to greater satisfaction among users. Moreover, this satisfaction is expected to play a crucial role in fostering user loyalty to the library. Based on the conceptual model in Figure 1, seven hypotheses were developed as follows:

H1: Library Collection Management (INLIS Application) directly has a positive and significant effect on User Satisfaction.

H2: Librarian Service Quality directly has a positive and significant effect on Librarian Satisfaction.

H3: User satisfaction directly has a positive and significant effect on user loyalty.

H4: Library Collection Management (INLIS Application) directly has a positive and significant effect on User Loyalty.

H5: Librarian service quality directly has a positive and significant effect on library loyalty.

H6: User Satisfaction acts as a variable that mediates the relationship between Library Collection Management (INLIS Application) and User Loyalty.

H7: Librarian satisfaction acts as a variable that mediates the relationship between librarian service quality and library loyalty.

METHODOLOGY

This research uses an explanatory approach and quantitative methods to test hypotheses about the relationships between Library Collection Management, Librarian Service Quality, User Satisfaction, and User Loyalty. Data will be collected from 155 members of the National Library of Indonesia through a questionnaire. The analysis will involve editing, coding, scoring, and tabulating data, with validity testing through exploratory factor analysis using SPSS software. The goal is to provide insights for improving library services and user loyalty.

CONCLUSION

This paper aims to develop a conceptual model to investigate the influence of the INLIS Application and Librarian Service Quality on User Loyalty with User Satisfaction as the mediator. This conceptual paper consists of research backgrounds, literature reviews, conceptual models, hypotheses, and research methodologies of the INLIS Application and librarian service on user loyalty in the National Library of the Republic of Indonesia. The study aims to provide information on the relationship between the library collection management system and librarian service quality on user loyalty by user satisfaction as a mediator.

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