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# THE INFLUENCE OF LIBRARY STRATEGY POSITIONING AND LIBRARIAN SERVICE QUALITY ON USER LOYALTY WITH THE MEDIATION OF LIBRARY USER SATISFACTION AT THE NATIONAL LIBRARY OF THE REPUBLIC OF INDONESIA

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## ABSTRACT

The research aims to develop a conceptual model that evaluates the influence of the strategic position of the library and the quality of library services on the publishers' loyalty, with the satisfaction of the publisher as a mediator in the environment of the National Library of the Republic of Indonesia. The research method used is quantitative, focusing on the development of conceptual models to determine the positive impact of a library's strategic position on the loyalties of librarians, with the satisfaction of library user satisfaction acting as a mediator. This document covers research backgrounds, literature reviews, conceptual models, hypotheses, and research methodologies. Implementing this research is expected to provide in-depth insight into the relationship between these factors in the context of national libraries.

## KeyWords

Conceptual Model, Strategy Position, Librarian Service Quality, User Loyalty, Library User Satisfaction

## INTRODUCTION

The National Library of Indonesia is a national-scale library providing printed and recorded works for the public interest. According to Law Number 13 of 2018, the National Library is a non-ministerial government institution that carries out government duties in the field of libraries that function as a library builder, reference library, deposit library, research library, preservation library, and library networking center and is domiciled in the state capital.

Mastery of science and technology can only be achieved with reading and writing. Understanding what is read and then implementing it in scientific work will lead a person to success. Therefore, a nation will progress if its people create more and more scientific works. To encourage interest in reading, the government needs to provide a library, which is a bridge for the people of a nation to master science and technology. The library, in this case, is not only a magnificent building, but it must also provide a complete collection of written and recorded works so that library users or users can access these works efficiently, which can cause satisfaction to library users or users. Printed and recorded works are an indicator of a nation's intellectual progress. There is a difference between printed works and recorded works. According to Law No. 13 of 2018, printed works are intellectual works and artistic works made in printed form that are intended for the public, while recorded works are all intellectual works and artistic works in recorded form, both in audio and visual form, whether recorded in analog, digital, electromagnetic, optical, or other similar forms intended for the public.

Recognizing 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 selection of locations in the National Monument area is easy to reach, and the public often passes the availability of public transportation networks. The existence of the National Library of the Republic of Indonesia in the National Monument area is expected to increase

interest in visiting and reading, which will ultimately increase library satisfaction. Of course, establishing the new building of the National Library of the Republic of Indonesia must be accompanied by an increase in the quality of library services so that library satisfaction and interest in reading among Indonesians will increase. With the increasing interest in reading, the Indonesian people will increase their knowledge and intellect.

Nevertheless, as time goes by, more and more users visit, which amounts to thousands of people per day, which raises the problem of long elevator queues, long library member queues, especially on Saturdays and Sundays, frequent collection searches through OPAC (Online et al.) but not on the shelf, photocopies made independently with a scanner, where the results are taken on the 3rd floor, which causes the user to object because it is far away, and the elevator queue again. These problems will undoubtedly cause the librarian's service quality to the visitors, thus decreasing user satisfaction. Based on this, this conceptual paper explains The Influence of Library Strategy Positioning and Librarian Service Quality on User Loyalty with The Mediation of User Satisfaction at The National Library of The Republic of Indonesia.

## LITERATURE REVIEW

### A. Strategic Position

The choice of library location should consider user convenience, future expansion, land availability, and funds. It should be strategically located near community activity centers or public transportation facilities. The location should be frequent and easy to reach, fostering community enthusiasm for library services and collections. Strategic locations should be near highways, convenient for private vehicles and public transportation, and have ample parking lots. Sriyadi (1991) defines location as a place or position with a strategic function contributing to achieving business goals.

Library location is crucial for its success, as it directly impacts the community's interest in visiting the library. Users visit libraries to stay updated on world events, access cutting-edge reading sources, and for educational purposes. A strategically located, accessible, and comfortable location attracts users, increasing interest in visiting. Companies in the service sector must also consider location for profitability. A strategic location allows for easy access to public transportation and a high-end environment, attracting more customers. Additionally, service facilities' location, design, and layout significantly influence mood and customer response, leading to satisfaction or dissatisfaction. Therefore, businesses must strategically choose their locations to ensure that their products or services are offered or sold effectively.

From the description above, it can be synthesized that the strategic position of the building is the location that is easily accessible, the availability of access to public transportation, located in an elite environment, attracting customers to visit because of the access roads that are often passed.

### B. Librarian Service Quality

The quality of librarian services is the quality of services librarians provide to library users. Some definitions or concepts about the quality of librarian services, among others, Since the role of service was evident in everyday life, also categories of service quality as the main characteristic of competition between organizations was considered so that considering the quality of service, the organization is made different from its competitors and is caused competitive advantage (Hosseini & et al., 2010). Since the role of service is becoming more apparent in everyday life, the categories of Librarian Service Quality are a primary characteristic of competition between organizations, so that Librarian Service Quality becomes differentiated from competitors and becomes a competitive advantage.

The quality of library services is based on comparing what the customer feels will be offered and what he feels. Believed that service quality shows the degree of difference between the perceptions and expectations of customer services (Othman & Owen, 2002). Nowadays, the quality of service plays a crucial role in the success of an organization by creating a competitive advantage and increasing its competitiveness. The distinction between customer satisfaction and service quality is considered an important issue for managers and service providers who need to provide high-quality services to meet customer satisfaction as their business objective (Santos and Boote, 2003). Quality of service has been studied for years in several fields, such as the banking industry, schools, credit card companies, telecommunications companies, and others. The study results show that the quality of service has dimensions such as reliability, responsiveness, competence, understanding of the service given, politeness, communication, trust, and accessibility.

From some of the expert opinions described above, it can be synthesized that the quality of librarian service is the quality of services provided by librarians with dimensions including responsiveness, competence, understanding of the services provided, politeness, communication, inclusion of instructions, waiting times, library buildings and their environment, technical facilities (availability of Wi-Fi facilities, availability of book transportation, and others).

### C. Library User Satisfaction

User satisfaction in libraries reflects how well services meet the user's needs and expectations. Tjiptono (2012) defines it as the feeling users have after comparing library performance with their expectations. Daryanto and Setyobudi (2014) emphasize the emotional assessment users make following library service use. Kotler and Keller (2012) describe it as comparing perceived library performance with expectations. Ferrinadewi (2005) adds that satisfaction also depends on whether library service features meet users'

needs pleasantly. Yamit (2005) highlights post-use evaluation in comparison with expectations.

Factors influencing library customer satisfaction include expectations, performance, comparison, and confirmation/disconfirmation. Manurung (2009) suggests that users' expectations form the foundation, followed by library performance, comparison between expectations and actual performance, and confirmation/disconfirmation shaping satisfaction. Libraries can improve satisfaction by enhancing service quality, providing more precise information, and seeking user feedback.

User satisfaction indicators, compiled by Firma and Rahmah (2012), include speed and accuracy in service provision, willingness to assist, librarian competence and friendliness, availability and ease of access to information, and comfort and aesthetics of the service environment. Implementing these indicators helps libraries enhance service quality and environment, supporting overall customer satisfaction.

#### D. Library User Loyalty

Library user loyalty reflects a deep commitment or attachment to library services. Tjiptono (2005) defines it as a positive response and strong attachment to library services, indicating a consistent commitment to utilizing library collections and services over time. Hurriyati (2010) adds that it involves 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 of library services, with satisfied users making the library their preferred choice.

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) emphasize that consistent periodic repurchasing of library services is a crucial indicator of user loyalty, reflecting users' active engagement in utilizing various library facilities. Widjaja (2008) adds that user loyalty can be seen in the positive attachment or interest in the library, including service selection and periodic repurchasing tendencies.

Factors influencing 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. By understanding and managing these factors, libraries can build and strengthen relationships with users, creating solid bonds and increasing user loyalty to library services.

Indicators of user loyalty, identified by Yuda Wicaksana, as cited by Pratiwi (2010), include repeat visits, consistency in users, recommendations to others, and resistance to switching to other libraries. User loyalty is reflected in users' tendencies to visit the library repeatedly, remain consistent in their choice of library, recommend it to others based on positive experiences, and resist the allure of alternative libraries. These indicators help libraries evaluate their efforts in building user loyalty and guide management strategies aimed at enhancing service quality, collections, and atmosphere to meet user needs and expectations better, making the library an appealing place and strengthening the bond between the library and its users.

#### CONCEPTUAL MODEL

By taking the literature review and previous studies into consideration, it is suspected that variables such as strategic position and library service quality have a direct effect on user satisfaction and user loyalty. Strategic position and library service quality indirectly affect user loyalty, which is mediated by library user satisfaction. Therefore, this paper can formulate a conceptual model, as pictured in Figure 1 below.

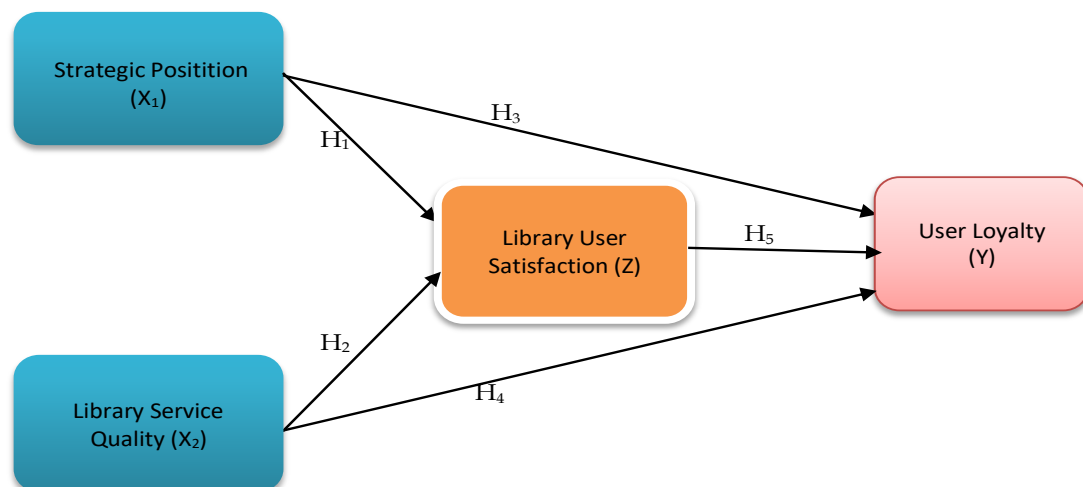


Figure 1. The Conceptual Model

## 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 Strategic Position and Library Service Quality are thought to influence library user satisfaction and have an indirect effect to 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: Librarian Service Quality 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: Librarian Service Quality 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 Librarian Service Quality and User Loyalty

## METHODOLOGY

This quantitative research method will be carried out in the National Library of the Republic of Indonesia, a total of 120 (one hundred twenty) people. Data collection methods involve the distribution of questionnaires to respondents as the primary instrument. Data collection will be done using a 5 Likert scale questionnaire. The research will be tested for validity and reliability using SPSS software. The data analysis process involves the use of path analysis and SPSS software. This analysis needs to be divided into two sub-structures: Substructure 1 and Sub-Structure 2. This separation is necessary because the SPSS cannot analyze the indirect relationships between the variables involved in the research. The research can identify and measure the possible mediation effects between the related variables in the path analysis model by dividing the analysis process into two subsystems.

## CONCLUSION

This paper aims to develop a conceptual model to investigate the influence of library strategic position and service quality on library loyalty by using library user satisfaction as an intervention variable or mediator. This conceptual document consists of research backgrounds, literature reviews, conceptual models, hypotheses, and research methodologies on issues of strategic position and quality of library service in the National Library of the Republic of Indonesia. Implementation of this research can provide information on the relationship between the library's strategic position, the quality of library service, and the loyalty of library users by using library user satisfaction as a mediator.

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