



THE INFLUENCE OF PROMOTION AND LIBRARY VISITS ON READING INTEREST MODERATED BY USER SATISFACTION AT THE INFORMATION SERVICES CENTER AND MANUSCRIPT MANAGEMENT UNIT OF THE NATIONAL LIBRARY OF THE REPUBLIC OF INDONESIA: A CONCEPTUAL MODEL

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ABSTRACT

As a library institution, the National Library of the Republic of Indonesia must strive to increase the number of visits and reading interests of the Indonesian people. The data on the number of book borrowers during 2021-2023 continues to increase from 35,046 in 2021 to 91,733 borrowers in 2023, but whether these visitors come to read or just for recreation has yet to be studied. Furthermore, the reading interest of the Indonesian society remains a challenge as Indonesia still ranks as a country with low reading interest. Based on research by the Ministry of Communication and Information in 2021 and UNESCO in 2022, the index of reading interest in Indonesian society is only 0.001 percent, meaning out of 1,000 people, only one person enjoys reading. Reading interest can arise through promotion efforts and the satisfaction of library users. This quantitative study aims to examine the influence of promotion and library visits on reading interest, mediated by user satisfaction at the Information Services Center and the Manuscript Management Unit of the National Library of the Republic of Indonesia.

Keywords

Promotion, Library Visits, Reading Interest, User Satisfaction, Conceptual Model.

INTRODUCTION

The National Library of the Republic of Indonesia is a national-scale library that provides printed and recorded works intended for public interest. According to Law number 13 of 2018, the National Library of the Republic of Indonesia is a non-ministerial government institution that carries out governmental tasks in the field of libraries, functioning as a developmental library, reference library, deposit library, research library, preservation library, library network center, and is located in the capital city. As a library institution, the National Library of the Republic of Indonesia must strive to increase the number of visits and reading interests of the Indonesian people. The data on the number of book borrowers during 2021-2023 continues to increase from 35,046 in 2021 to 91,733 borrowers in 2023.

One effort to increase reading interest carried out by the National Library is through promotion. One strategy used by librarians to increase reading interest is promotion strategy. A research states that online service promotion through social media contributes 53.5% to the satisfaction of users of the National Library of the Republic of Indonesia. In addition, the in-

creasing number of book borrowers correlates with the increasing number of visitors. Visitor data throughout 2023 shows fluctuating figures, with the highest number of visitors in June at 83,464 people, followed by January with 76,801 people, March with 76,190 people. The lowest number of visitors is in February with 37,285 people, April with 46,465 people, and May with 50,552 people. Reading interest can also arise due to the satisfaction of library users with the National Library.

On the other hand, if we look at the visitor data at the National Library of the Republic of Indonesia, there is a significant increase in visitors, but whether these visitors come to read or just for recreation, that has not been studied. Furthermore, the reading interest of the Indonesian society still remains a challenge for the government. Because Indonesia still ranks as a country with low reading interest. Based on research by the Ministry of Communication and Information in 2021 and UNESCO in 2022, the index of reading interest in Indonesian society is said to only reach 0.001 percent, meaning out of 1,000 people, only one person enjoys reading.

Based on this, research will be conducted on the influence of promotion and library visits on reading interest with the mediator of user satisfaction at the National Library of the Republic of Indonesia.

LITERATURE REVIEW

A. Promotion

Promotion is a form of communication, which refers to marketing communication conveyed as effectively as possible to disseminate information, influence, and persuade consumers to buy or use the products or services offered (Kotler, 2009). Library promotion according to Qulyubi (2002) states that library promotion is one effort to introduce the library organization's identity on the products and information services provided with various facilities owned along with their advantages and strengths. According to Kotler and Keller (2016) in Syahputra & Herman (2020), some indicators of promotion include:

1. Promotion Message is a measure of how well the promotion message is executed and delivered to consumers or the market;
2. Promotion Media are the media chosen and used by the company to carry out promotion;
3. Promotion Time is how long the company carries out the promotion program;
4. Promotion Frequency is the number of sales promotions conducted within a certain period by the company through sales promotion media.

B. Library Visits

Library visits involve going to the library for learning purposes so that college or school assignments can be completed, knowledge can be increased, and ultimately, academic achievement can improve. By making library visits, it is expected that every user can utilize the library as a means of learning, research, information, recreation for intelligence, cultural preservation, which can make users become people who are faithful, devout, noble-minded, knowledgeable, competent, creative, independent, healthy, democratic, and responsible. Library visits are certainly very beneficial if students are able to utilize the learning resources available in the library properly and correctly. Visitor indicators according to Dahlan (2006) are:

1. Interest in the library;
2. Visitation intensity;
3. User behavior.

Library visits are the initial step towards the development of the library. The library should strive to provide maximum service to its users.

C. Reading Interest

The understanding of interest according to etymological language, is the effort and willingness to learn and seek something. In terminology, interest is the deep-seated inclination of an individual characterized by pleasure and a strong desire to read without coercion (Anjani, Dantes, and Arawan, 2019). According to Mansyur (2019), reading interest is an individual's awareness to read, which starts from one's own motivation supported by environmental factors. Factors influencing reading interest according to Triatma (2016) are factors within an individual and external factors. Internal factors include feelings, motivation, and attention. Meanwhile, external factors influencing reading interest consist of the role of the environment, family, and facilities. Indicators of reading interest according to Arinda Sari (2018: 363) are as follows:

1. Enjoyment of reading;
2. Awareness of the benefits of reading materials;
3. Frequency of reading;
4. Quantity of reading materials.

D. User Satisfaction

Kotler and Keller (2016) state user satisfaction as follows: "Satisfaction reflects a person's judgment of a product's perceived

performance in relationship to expectations. If performance falls short of expectations, the user is disappointed. If it matches expectations, the user is satisfied. If it exceeds them, the user is delighted." According to Park in Irawan (2021:54), user satisfaction is a user's feeling in response to goods or services consumed. Meanwhile, according to Tjiptono (2017), user satisfaction is a post-purchase evaluation, where perceptions of the performance of the chosen product/service meet or exceed expectations before purchase. According to Daryanto and Setyobudi (2019), user satisfaction is an emotional assessment of users after using a product where the expectations and needs of the users using it are met. According to Daryanto (2019), user satisfaction is an emotional assessment of users after using a product where the expectations and needs of the users using it are met.

CONCEPTUAL MODEL

Based on the literature review above, the conceptual model is formulated as follows:

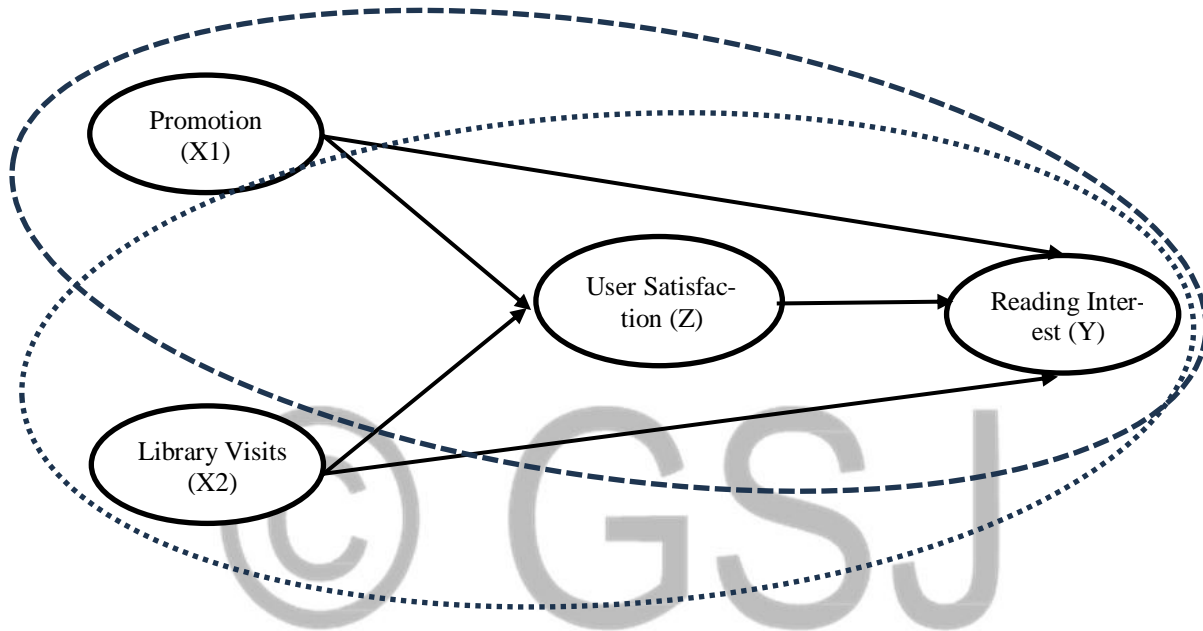


Figure 1. Conceptual Model

HYPOTHESES

Based on the conceptual model and literature review, the hypotheses can be formulated as follows:

- H₁: Promotion directly has a positive and significant effect on reading interest.
- H₂: Library visits have a positive and significant effect on reading interest.
- H₃: User satisfaction directly has a positive and significant effect on reading interest.
- H₄: Promotion directly has a positive and significant effect on user satisfaction.
- H₅: Library visits have a positive and significant effect on user satisfaction.
- H₆: User satisfaction acts as a variable that mediates the relationship between promotion and reading interest.
- H₇: User satisfaction acts as a variable that mediates the relationship between library visits and reading interest.

METHODOLOGY

This research employs a quantitative approach to examine the relationship between promotion and library visits. User satisfaction is considered a mediating factor that significantly influences this relationship. The population for this study consists of 100 users who have become library members at the Information Services Center and the Manuscript Management Unit of the National Library of the Republic of Indonesia. Conversely, the sample is a small group selected from a larger population to accurately represent the entire population. This research utilizes a purposive sampling method, where all individuals from the population who meet the inclusion criteria will be sampled and included as participants. Data collection is conducted through a questionnaire using a 5-point Likert scale. The validity, reliability, and assumptions of this research analysis will be assessed using SPSS software. The data generated will be analyzed using path analysis and similar software.

CONCLUSION

This research aims to develop a conceptual model regarding the influence of promotion and library visits on reading interests at the Information Services Center and the Manuscript Management Unit of the National Library of the Republic of Indonesia mediated by user satisfaction. This study also encompasses research background, literature review, hypotheses, and research methodology. The impact status of promotion and library visits on reading interests, through the mediation of user satisfaction, can be identified by applying the conceptual model from this research.

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