

LAPORAN PENELITIAN



The Influence of Promotion and Collaboration on User Visiting Interest and Its Impact on User Loyalty at the Bung Hatta Proclaimer Library

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RINGKASAN

TIU Proclaimer Bung Hatta Library, is one of the Technical Implementation Units of the National Library of the Republic of Indonesia which wishes to create ideal conditions for increasing performance accountability. The strategic issues that are the objectives are as follows: 1. Improving the performance of library services with social inclusion-based library programs. 2. Increase the number of visits and membership of the TIU Proclaimer Bung Hatta Library. 3. Strengthening commitment to implementing performance-based budgeting. This research was conducted to identify effective library promotions that can increase interest in visiting. Also to identify collaborations carried out to increase interest in visiting, and understand the factors that influence loyal users. This research aims to determine the relationship between promotion and collaboration on visiting interest and its impact on loyalty. The research was conducted on users at the TIU Proclaimer Bung Hatta Library with a total sample of 100 people taken using the convenience sampling method. Data collection was carried out by distributing questionnaires with a Likert scale. The data analysis used is path analysis. The research results show that promotions influence user visiting interest, collaboration influences user visiting interest, user visiting interest influences user loyalty. The influence of promotions on user visiting interest has an impact on user loyalty and the influence of collaboration on user visiting interest has an impact on user loyalty.

Keyword: Promotion, Collaboration, User Visiting Interest, User Loyalty, Path Analysis

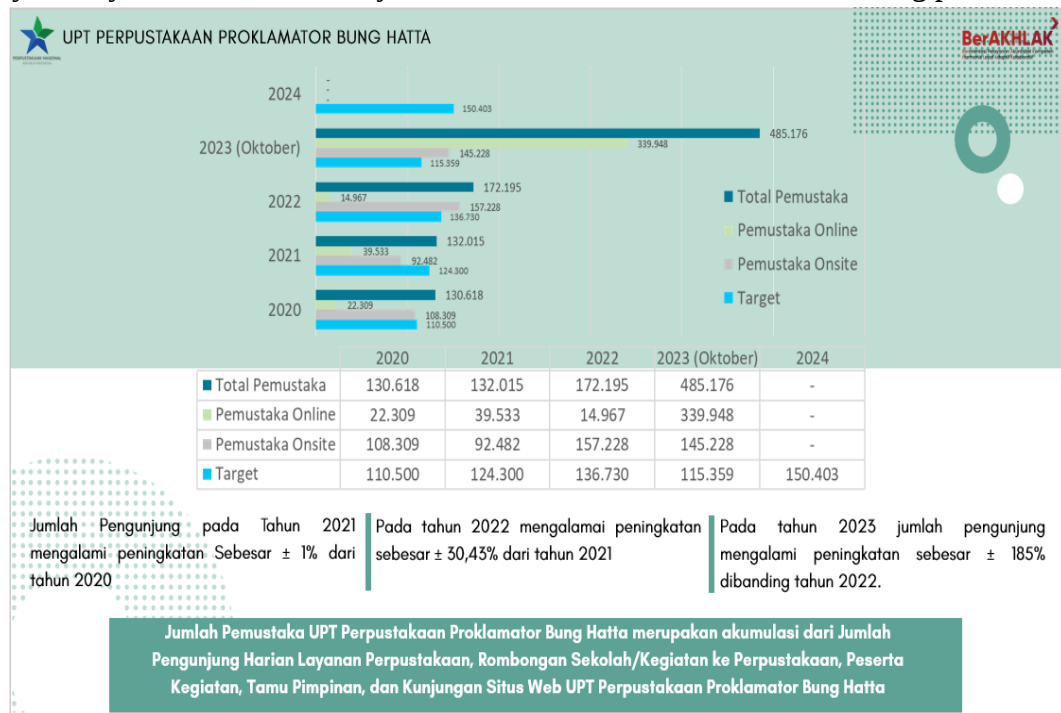
BAB I PENDAHULUAN

TIU Proclaimer Bung Hatta Library, is one of the Technical Implementation Units of the National Library of the Republic of Indonesia located in Bukittinggi, West Sumatra province whose existence is regulated in the Regulation of the Director of the National Library of the Republic of Indonesia Number 2 of 2012 concerning Organization and Work Procedures which is updated with the Regulation of the Director of the National Library of the Republic of Indonesia Number 6 of the Year 2020. In accordance with the mandate of Law Number 43 of 2007 concerning Libraries, Article 5 explains: 1. The public has the same rights to obtain services, utilize and utilize library facilities; 2. Communities in remote, isolated or underdeveloped areas as a result of geographical factors have the right to receive special library services; 3. People with disabilities or physical, emotional, mental, intellectual and social disorders have the right to obtain library services according to their respective abilities and limitations. The government's obligations regarding the availability of libraries in the community are clarified in Article 7, Paragraph 1, Point c, explaining that the government is obliged to ensure the availability of library services equally in the country.

TIU Proclaimer Bung Hatta Library wishes to create ideal conditions for increasing performance accountability, the strategic issues that are the goal are as follows:

1. Improve the performance of library services with social inclusion-based library programs.
2. Increase the number of visits and TIU membership. Bung Hatta Proclaimer Library
3. Strengthening commitment to implementing performance-based budgeting.

From year to year, user visits always increase, as can be seen in the following picture:



Source: Performance Evaluation Presentation of the Bung Hatta Proclaimer Library in 2023

Figure 1. User Visit 2020-2023

Based on the research results of Najwati and Zaenudin (2023), to increase someone's interest in visiting, this is by carrying out various kinds of promotional activities. According to Sutarno NS (2008:175) promotion is an activity to publicize and market the presence and existence of a library. Library promotion is an effort to attract visitors to come to the library. Library promotion is an activity to promote and socialize libraries through direct/indirect face-to-face electronic print media so that people know and are interested in libraries.

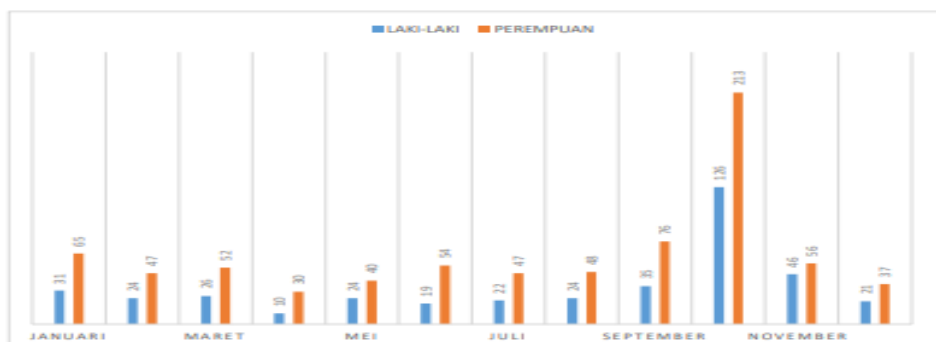
Apart from that, the number of new members in the Proclaimer Bung Hatta library also continues to increase, this can be seen in the following data:

	UNIT PELAKSANA TEKNIS PERPUSTAKAAN PROKLAMATOR BUNG HATTA
	LAPORAN STATISTIK PEMBUATAN KARTU ANGGOTA BARU
	PERIODE TRIWULAN I - IV (JANUARI - 23 DESEMBER) TAHUN 2023

Jumlah Pembuatan Kartu Anggota berdasarkan jenis kelamin Periode Triwulan I - IV (Januari - Desember) pada tahun 2023 adalah sebanyak 1173 Orang. Detail dapat dilihat pada statistik berikut :

NO	BULAN	LAKI-LAKI	PEREMPUAN	JUMLAH	OPERATOR
1	JANUARI	31	65	96	Muhammad Ikhbal
2	FEBRUARI	24	47	71	Muhammad Ikhbal
3	MARET	26	52	78	Muhammad Ikhbal
4	APRIL	10	30	40	Muhammad Ikhbal
5	MEI	24	40	64	Vyona
6	JUNI	19	54	73	Vyona
7	JULI	22	47	69	Vyona
8	AGUSTUS	24	48	72	Vyona
9	SEPTEMBER	35	76	111	Vyona
10	OKTOBER	126	213	339	Vyona
11	NOVEMBER	46	56	102	Vyona
12	DESEMBER	21	37	58	Vyona
JUMLAH:		408	765	1.173	

Grafik 2. Jumlah Pembuatan Kartu Anggota Berdasarkan Jenis Kelamin Triwulan I - IV (Januari - 23 Desember)



Source: Performance Evaluation Presentation of the Bung Hatta Proclaimer Library in 2023

Figure 2. Number of New Member Card 2023

According to Aziz, at all (2020) research results if the visitor experience is high then visitor loyalty will be high, likewise if the visitor experience is low then the visitor loyalty will also be low. Based on the above phenomena, research was conducted with the following problem formulation:

1. Does promotion have an effect on user visiting interest?
2. Does collaboration have an effect on user visiting interest?

3. Does interest in visiting users influence user loyalty
4. Does the influence of promotion on user visiting interest have an impact on user loyalty?
5. Does the influence of collaboration on user visiting interest have an impact on user loyalty?

Promotion is a form of communication, which means marketing communication that is delivered as well as possible in order to disseminate information, influence and persuade consumers to buy or use the products or services offered (Kotler, 2009). According to Syihabuddin (2003: 260) library promotion is a forum for exchanging information between organizations and consumers with the aim of providing information about information products or services provided by the library as well as persuading users to react to the products or services offered.

The Big Indonesian Dictionary defines cooperation as an activity or effort carried out by several people (institutions, government, etc.) to achieve a common goal. The collaboration carried out by the Proclaimer Bung Hatta library is carried out with schools, government agencies and private companies with the aim of increasing library users to support community literacy.

Interest in visiting the library is an activity or tendency of the user to visit the library. In the Indonesian dictionary, interest is a high inclination towards something. Then interest is related to a person's feelings of pleasure or liking towards an object. That interest is a feeling of preference and interest in an activity, without anyone telling you to. A person's interest in an object will be more visible if the object is in accordance with the target and is related to the desires and needs of the person concerned (Habir, 2015: 159). The general purpose of visiting is to see and witness something interesting, but in reality there are more specific purposes, including:

- a. Visiting for pleasure purposes. In the sense that people come to use the library collections they like, such as reading novels, newspapers, comics and so on.
- b. Visiting for the purpose of gaining something new (knowledge).
- c. Visiting to complete assignments or work. In the sense that someone comes to visit the library to use the facilities and read the existing collections to complete their academic or office assignments. This kind of activity is called reading for work (Darmono, 2001: 183).

Loyalty according to Griffin (2002:4) loyalty is defined as non random purchase expressed over time by some decision making unit. Research conducted by Semara and Lestari (2021) on tourists proves that increasing interest in visiting tourists will positively influence tourist loyalty. According to the results of his research, interest is a source of motivation that encourages tourists to carry out tourism activities. Meanwhile, loyalty is a tourist's commitment to carrying out tourism activities. When generation Z is interested in traveling, it will be directly proportional to their commitment to travel, which ultimately causes generation Z to be loyal to continuing to carry out tourism activities.

The research model that describes the relationship between variables in this research is as follows:

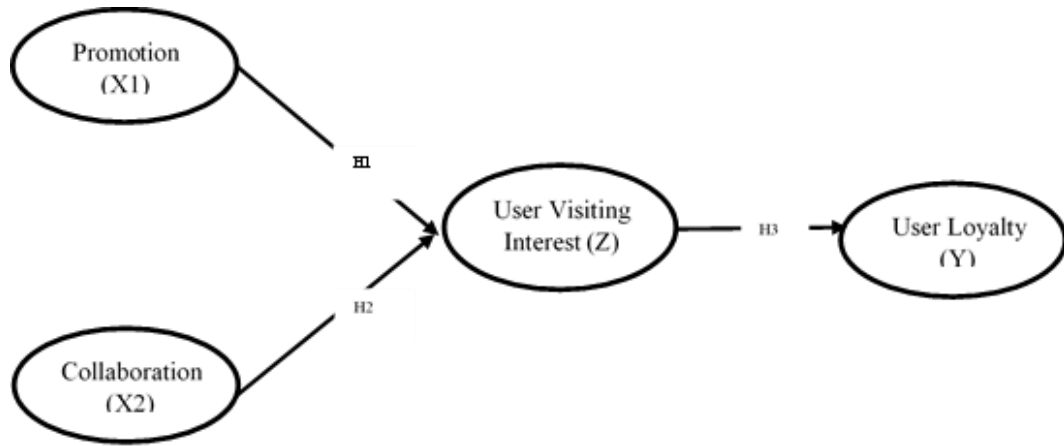


Figure 3. Conceptual Framework

The hypothesis in this research is:

H1: Promotion influences interest in visiting

H2: Visits influence interest in visiting

H3: Interest in visiting influences user loyalty

BAB II METODE PENELITIAN

The research method used in this research is a quantitative causal method. The variables in this research consist of:

a) Independent variable Promotion

According to Nyono (2004 :7) promotion indicators include:

- a. Print media such as brochures, bulletins, posters, special library folders, bookmarks and special library publications;
- b. Electronic media such as television and radio;
- c. Organizing media with types of library exhibitions, lectures, seminars, storytelling, fairs, competitions and quizzes, library tours, showing videos and films.

b) Independent variable Collaboration

Cooperation indicators according to Saputra and Rudyanto (2005: 41) are:

- a. Common interests;
- b. Justice, meaning that every person who collaborates receives compensation commensurate with their contribution in implementing a cooperative activity;
- c. Mutual understanding, which is based on the desire to understand and understand the interests of the people involved in the joint activity;
- d. The same purpose.

c) Mediating variable User Visiting Interest

According to (Darmono, 2001: 183) indicators of interest in visiting are:

- a. Visiting for pleasure purposes
- b. Visiting for the purpose of gaining knowledge
- c. Visiting to complete assignments or work

d) Dependent variable User Loyalty

The indicators of user loyalty according to Hermawan (2003:126) are as follows:

- a. Satisfaction
- b. Benefit
- c. Faithfulness
- d. Trust

Each indicator will be measured using a Likert scale. The research was conducted during September – December 2023 at the Proclaimer Bung Hatta library. The population in this study were users who visited the library with a sample size of 100 people taken using convenience sampling techniques. Data was collected by distributing questionnaires to respondents, namely visitors to the Proclaimer Bung Hatta library. The analysis was carried out using path analysis after first carrying out validity and reliability tests and finally a sobel test to test the mediating variables.

BAB III HASIL PENELITIAN DAN PEMBAHASAN

A. Hasil Penelitian

1. Deskriptive Respondent

The research was conducted on 100 visitors who visited as respondents. Most of the users are women, aged between 18-25 years and mostly high school students. The user's perception of promotion is that the promotion carried out by holding workshops, seminars, exhibitions and socialization at the Bung Hatta Proclaimer Library is very in line with their needs and the perception of collaboration is that collaboration can easily be carried out with the Bung Hatta Proclaimer Library. The user's perception of user visiting interest is that by visiting the user gets the opportunity to develop skills and knowledge and the perception of user loyalty is that the user will continue to visit the Proclaimer Bung Hatta library every month.

2. Validity

Recapitulation of the results of the validity analysis of each variable is as follows:

Table 1. Validity

Variable	Number of Indicator	Result
Promotion	5	Valid
Collaboration	5	Valid
User Visiting Interest	5	Valid
User Loyalty	5	Valid

Source: Questionnaire results, data processed

3. Reliability

The results of the reliability test using Cronbach Alpha are as follows:

Table 2. Reliability Test

Variable	Cronbach Alpha	Result
Promotion	0.891	Reliabel
Collaboration	0.919	Reliabel
User Visiting Interest	0.873	Reliabel
User Loyalty	0.875	Reliabel

Source: Questionnaire results, data processed

Based on the results of the analysis, all respondents were reliable in answering all indicators so that they could be used for subsequent analysis.

4. Hypothesis testing

Structure 1

The results of data analysis are as follows:

Table 3. Structural Model Test 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844	.712	.703	.3792

a. Predictors: (Constant), Promotion, Collaboration

b. Dependent Variable: User Visiting Interest

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.821	2	11.911	82.821	.000
	Residual	9.635	97	.144		
	Total	33.457	99			

a. Dependent Variable: User Visiting Interest

b. Predictors: (Constant), Promotion, Collaboration

Source: Questionnaire results, data processed

Based on the test results in Table 3, structure model 1 with sig 0.000 is correct with a model strength level of 71%, meaning that 71% of user visiting interest can be explained by promotion and collaboration.

Table 4. Structural Equation 1

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	.574	.262		2.189	.032
Promotion	.615	.076	.686	8.078	.000
Collaboration	.196	.076	.221	2.597	.012

a. Dependent Variable: User Visiting Interest

Source: Questionnaire results, data processed

Based on the test results in Table 4, with a sig of 0.000 the research hypothesis H1 is correct, meaning that promotion has an effect on user visiting interest and with a sig of 0.012 the research hypothesis H2 is correct, meaning that collaboration have an effect on user visiting interest.

Table 5. Structural Model Test 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.861	.741	.729	.3768

a. Predictors: (Constant), User Visiting Interest

b. Dependent Variable: User Loyalty

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.804	3	8.935	62.916	.000

Model	Sum of Squares	df	Mean Square	F	Sig.
Residual	9.373	96	.142		
Total	36.176	99			

a. Dependent Variable: User Loyalty

b. Predictors: (Constant), User Visiting Interest

Source: Questionnaire results, data processed

Based on the test results in Table 5, structure model 2 with sig 0.000 is correct with a model strength level of 74%, meaning that 74% of user loyalty can be explained by user visiting interest.

Tabel 6. Structural Equation 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.323	.270		1.196	.236
User Visiting Interest	.573	.121	.551	4.719	.000

a. Dependent Variable: User Loyalty

Source: Questionnaire results, data processed

Based on the test results in Table 6, with a sig of 0.000 the research hypothesis H3 is correct, meaning that user visiting interest has an effect on user loyalty.

Sobel Test

The results of data analysis are as follows:

Table 7. Sobel Test

Independen	A Coeff	B Coeff	SE _A	SE _B	Sobel test statistic	Sig.	Result
Promotion (A) → User Visiting Interest (B) → User Loyalty	0.615	0.573	0.076	0.121	4.087	0.000	Accepted
Collaboration (A) → User Visiting Interest Interest (B) → User Loyalty	0.196	0.573	0.076	0.121	2.265	0.024	Accepted

Source: Questionnaire results, data processed

Based on the test results in Table 7., with a sig of 0.000 the research hypothesis that user visiting interest as a mediating variable is correct, meaning that user visiting interest mediates the effect of promotion on user loyalty and with a sig of 0.024 the research hypothesis that user visiting interest as a mediating variable is correct, meaning that user visiting interest mediates the collaboration of user loyalty.

B. Pembahasan

1. The Influence of Promotion on User Visiting Interest

Based on this research, it is revealed that promotions have an influence on user visiting interest in the Bung Hatta Proclaimer Library. This provides an interpretation that every increase in promotion will increase user visiting interest. In other words, positive aspects in promotions contribute positively to user visiting interest.

In this context, this research provides further understanding of promotions in increasing visitor interest, providing additional insight for organizations in managing and strengthening promotions as an integral part of human resource management strategies. Overall, these findings underscore the importance of managing and strengthening promotions in the work environment to increase user visiting interest, building a solid foundation for organizations to achieve sustainable prosperity and productivity.

The Bung Hatta Proclaimer Library is a national library located in the West Sumatra region. Important promotions are carried out in the region to increase user visiting interest as part of the general public in the region to libraries in the region. Several studies have shown the importance of promoting a library to increase user visiting interest, such as in the Southeast Aceh region, conducted by Hayati et al (2023) and in the Manado region by Mumek et al (2021).

2. The Influence of Collaboration on User Visiting Interest

The results of the hypothesis test confirm that every increase in cooperation is positively correlated with an increase user visiting interest. In other words, the positive aspects of collaboration contribute positively to user visiting interest.

Cooperation is the main factor influencing user visiting interest. Increasing cooperation can help increase user visiting interest. Therefore, organizations need to focus on effective collaboration strategies to ensure higher user visiting interest in various organizations. Overall, these findings underline the importance of managing and strengthening cooperation within the Bung Hatta Proclaimer Library to increase user visiting interest.

The results of research discussing the importance of collaboration carried out by libraries were presented by Rismawanti and Rukmana (2023) where a university library where research was carried out in collaboration with the Higher Education Library Forum in Indonesia increased user visiting interest to use the facilities in the library so that the library could be used as best as possible and on target. Collaboration can also be carried out with the Indonesian Publishers Association (IKAPI), such as research conducted by Batubara and Prijana (2024), where collaboration in the form of an exhibition of books published by IKAPI members at one of the library activities will increase user visiting interest to the library.

3. The Influence of User Visiting Interest on User Loyalty

The results of the hypothesis test confirm that every increase in user visiting interest is positively correlated with an increase in user loyalty. In other words, increasing user visiting interest can increase user loyalty. The higher the user visiting interest, the higher the user loyalty.

Based on this, it is important for the Proclaimer Bung Hatta Library to maintain interest in visiting its users so that user loyalty remains high. The Proclamator Bung Hatta Library must be able to create a strategy so that interest in visiting the library by users remains high. Research on this was carried out by Agustina et al (2020) who proposed a strategy for giving souvenirs to readers who are interested in visiting the library by visiting the library can increase user loyalty.

4. The Influence of Promotion on User Visiting Interest and its Impact on User Loyalty

Based on the results of the hypothesis test that there is an influence of promotions on user visiting interest and there is an influence of user visiting interest on user loyalty, it can be concluded that promotions influence user visiting interest and have an impact on user loyalty. The influence of promotions on user visiting interest was stated by Dari and Zulaikha (2023) who stated that promotions influence user visiting interest and Agustina et al (2020) who stated that user visiting interest will increase user loyalty.

This conclusion can provide a richer and more contextual view of the complex dynamics of these variables, providing a solid foundation for further understanding and policy development at the Bung Hatta Proclaimer Library. If you want to increase the user loyalty, the first thing that must be increased is the user visiting interest, because increasing user visiting interest will have an impact on increasing user loyalty.

5. The Influence of Collaboration on User Visiting Interest and its Impact on User Loyalty

Based on the results of the hypothesis test that there is an influence of cooperation on user visiting interest and there is an influence of user visiting interest on user loyalty, it can be concluded that cooperation influences of user visiting interest and has an impact on user loyalty. The influence of cooperation on user visiting interest was stated by Batubara and Prijana (2024) who stated that cooperation in carrying out activities will influence interest in visiting and Agustina et al (2020) who stated that interest in visiting will increase user loyalty.

This could be a consideration for the Bung Hatta Proclaimer Library to increase collaboration between institutions because more collaboration in all fields will increase user visiting interest which ultimately has an impact on user loyalty.

BAB IV KESIMPULAN

The conclusion of this research is:

1. Promotions influence user visiting interest.
2. Collaboration influences user visiting interest.
3. User visiting interest influences user loyalty.
4. The influence of promotions on user visiting interest has an impact on user loyalty.
5. The influence of collaboration on user visiting interest has an impact on user loyalty.

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DAFTAR LAMPIRAN

Lampiran 1. Susunan Organisasi Tim Peneliti dan Pembagian Tugas

Susunan Organisasi Tim Peneliti/Pelaksana dan Pembagian Tugas

No	Nama / NIDN	Program Studi	Bidang Ilmu	Alokasi Waktu (jam/minggu)	Uraian Tugas
1	Aty Herawati 00260270	Manajemen	Keuangan	8	Melaksanakan seluruh proses penelitian

Lampiran 2. Biodata Tim Peneliti

Biodata Ketua Tim

A. Identitas Diri

1	Nama Lengkap (dengan gelar)	Dr. Aty Herawati, M.Si
2	Jenis Kelamin	Perempuan
3	Jabatan Fungsional	Lektor
4	NIP/NIK/Identitas lainnya	197002261994032001
5	NIDN	0026027001
6	Tempat dan Tanggal Lahir	Bandung, 26 Februari 1970
7	E-mail	atyherawati@trilogi.ac.id
8	Nomor Telepon/HP	021-29424608/08111232602
9	Alamat Kantor	Jl. TMP Kalibata No.1 Jakarta Selatan
10	Nomor Telepon/Faks	021-7981350
11	Lulusan yang Telah Dihasilkan	S-1 = 100 orang; S-2 = 30 orang; S-3 = 1 orang
		1 Statistika
		2 Keuangan
		3 Metodologi Penelitian Keuangan

Semua data yang saya isikan dan tercantum dalam biodata ini adalah benar dan dapat dipertanggungjawabkan secara hukum. Apabila di kemudian hari ternyata dijumpai ketidaksesuaian dengan kenyataan, saya sanggup menerima sanksi. Demikian biodata ini saya buat dengan sebenarnya.

Jakarta, 20 Februari 2024



Dr. Aty Herawati