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Determinants of Reading Interest with User Satisfaction as a Mediator at the National Library of the Republic of Indonesia

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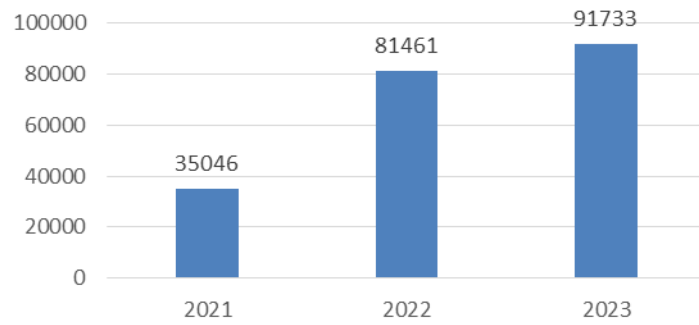
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Abstract: The National Library of the Republic of Indonesia is a non-ministerial government institution that carries out government duties in the library sector which functions as a supervisory library, reference library, deposit library, research library, preservation library and library network center and is located in the nation's capital. As a library institution, the National Library of the Republic of Indonesia must strive to increase the number of visits and reading interest of the Indonesian people.. The aim of this research is to analyze reading interest at the National Library of the Republic of Indonesia and user satisfaction as a mediator variable. The variables used as factors influencing reading interest in this research are promotion and visits. The research was conducted by surveying 100 visiting users using convenience sampling techniques. Data analysis was carried out using path analysis. The results of the research are that there is an influence of promotion and visits on user satisfaction and user satisfaction has an influence on reading interest. User satisfaction is a mediating variable, meaning that reading interest is influenced by promotion both directly and indirectly through user satisfaction and reading interest is influenced by visits both directly and indirectly through user satisfaction.

Keyword: Promotion, Visits, User Satisfaction, Reading Interest, Path Analysis.

INTRODUCTION

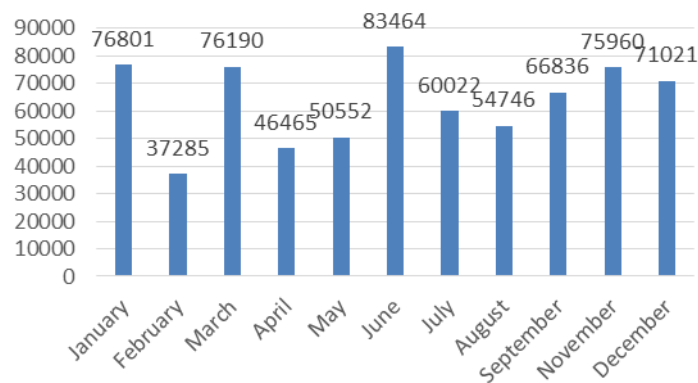
The National Library of the Republic of Indonesia is a national scale library that provides printed and recorded works intended for public use. According to Law number 13 of 2018, the National Library of the Republic of Indonesia is a non-ministerial government institution that carries out government duties in the library sector which functions as a supervisory library, reference library, deposit library, research library, preservation library and library network center and is located in the nation's capital. . As a library institution, the National Library of the Republic of Indonesia must strive to increase the number of visits and reading interest of the Indonesian people. Data on the number of book borrowers for 2021-2023 are as follows:



Source : Inlislite National Library

Figure 1. Number of Book Borrowers 2021-2023

One of the efforts to increase reading interest carried out by the National Library is by conducting promotions. One of the strategies used by librarians to increase interest in reading is a promotional strategy (Fany, 2022). Research conducted by Saputra (2022) stated that the promotion of online services through social media contributed 53.5% to the satisfaction of members of the National Library of the Republic of Indonesia. Apart from that, the number of book borrowers increased along with the increase in the number of visitors. Below is presented data on the number of visitors throughout 2023 as follows:



Source : Inlislite National Library

Figure 2. Number of Visitors 2022

Interest in reading can also arise because of user satisfaction with the National Library. The same thing was conveyed by Yusuf 2021 that there is an influence of consumer satisfaction on interest. Based on this, research will be carried out with the following problem formulation:

1. Do facilities affect service quality?
2. Does Information Technology influence Service Quality?
3. Does service quality influence user satisfaction?
4. Do facilities influence user satisfaction as a mediator of service quality?
5. Does Information Technology influence User Satisfaction as a mediator of Service Quality?

This research is limited to visitors to the National Library of the Republic of Indonesia unit of the Center for Library Information Services and Archipelago Manuscript Management.

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). Library promotion according to Qulyubi (2002) states that library promotion is an effort to introduce the identity

of the library organization regarding the information products and services provided with the various facilities they have and their advantages and disadvantages.

A visit to the library is visiting the library for the purposes of the learning process so that coursework or school assignments can be completed, knowledge increases, and the final result, learning achievement increases. A visit to the library is certainly very beneficial if students are able to utilize the learning resources in the library properly and correctly. It should be understood that by visiting the library, it is hoped that every user will be able to make the library a learning facility, a research facility, an information facility, a recreation facility for intelligence, a means of preserving culture, which is able to make the user a person who is faithful, pious, of noble character, knowledgeable, capable, creative, independent, healthy, democratic and responsible. User visits are the first step towards library development. Libraries provide maximum services to their users as much as possible.

The definition of interest according to etymology is effort and willingness to learn and search for something. In terms of terminology, interest is a deep mental tendency of a person which is characterized by feelings of pleasure and a strong desire to read without compulsion (Anjani, Dantes and Arawan, 2019). According to Mansyur (2019), reading interest is an individual's awareness of reading which originates from individual self-motivation which is supported by the environment. Factors that influence reading interest according to Triatma (2019) are factors within a person and factors outside a person. The internal factors in question are feelings, motivation and attention. Meanwhile, factors that influence interest in reading from outside consist of the role of the environment, family and facilities.

Kotler and Keller (2016) state customer 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 customer is disappointed. If it matches expectations, the customer is satisfied. If it exceeds them, the customer is delighted." According to Park in (Irawan 2021:54), expressing customer satisfaction is a customer's feeling as a response to the product or service that has been consumed. Meanwhile, according to (Tjiptono 2017) consumer satisfaction is a post-purchase evaluation, where the perception of the performance of the selected alternative product/service meets or exceeds expectations before purchase. According to Daryanto and Setyobudi (2019), consumer satisfaction is an emotional assessment of consumers after consumers use a product where the expectations and needs of consumers who use it are met. According to Daryanto, (2019) stated that consumer satisfaction is an emotional assessment of consumers after consumers use a product where the expectations and needs of consumers who use it are met.

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

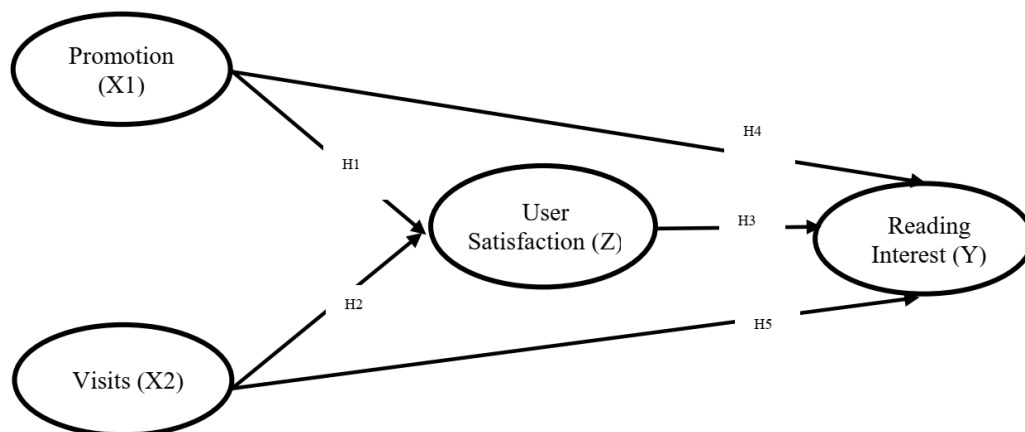


Figure 3. Conceptual Framework

The hypothesis put forward in this research is:

- H₁: Promotion influences user satisfaction
- H₂: Visits influences user satisfaction
- H₃: User satisfaction influences reading interest
- H₄: Promotion influences reading interest
- H₅: Visits influences reading interest

METHOD

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

1. Independent variable Promotion

According to Kotler and Keller (2016) promotion indicators include:

- a. Promotional Messages are a measure of how well promotional messages are carried out and delivered to consumers or the market;
- b. Promotional Media is the media chosen and used by the company to carry out promotions;
- c. Promotion Time is how long the company carries out the promotional program;
- d. Promotion Frequency is the number of sales promotions carried out at one time by the company through sales promotion media.

2. Independent variable Visit

Visit indicators according to Dahlan (2006) are:

- a. There is an interest in libraries;
- b. Visit intensity
- c. User behavior

3. Mediating variable User Satisfaction

According to Kotler (2017) there are 4 ways to measure customer satisfaction:

- a. Complaint and suggestion system
- b. Customer satisfaction surveys
- c. Ghost shopping
- d. Lost customer analysis.

4. Dependent variable Reading Interest

Indicators of reading interest according to (Arinda Sari, 2018: 363) are as follows:

- a. Reading pleasure
- b. Awareness of the benefits of reading
- c. Reading frequency
- d. Quantity of reading sources

Each indicator will be measured using a Likert scale. The research was conducted during September – December 2023 at the National Library of the Republic of Indonesia. The population in this study were users who visited the national library with a sample size of 100 people taken using convenience sampling techniques. Data was collected by distributing questionnaires to respondents, namely visitors at the Center for Library Information Services and Archipelago Manuscript Management units. 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.

RESULTS AND DISCUSSION

Results

Deskriptive Respondent

The research was conducted on 100 visitors who visited as respondents. Most of the users are women aged between 21-30 years, students who live in Jakarta and visit the national library 2-5 times. The library's perception of promotions is that promotions are carried out by

the National Library of the Republic of Indonesia through online media (Instagram, Twitter, Youtube, Facebook) and the perception of the reason for visiting is to complete assignments. information technology is that the national library has adequate ICT equipment. Users feel that their interest in reading is measured by always trying to make time to visit and borrow books at the library and users feel satisfied because the National Library of the Republic of Indonesia gives awards to users who are most active in using the service.

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
Visits	5	Valid
User Satisfaction	4	Valid
Reading Interest	6	Valid

Source: Questionnaire results, data processed

Based on the analysis results, all indicators are valid for each variable so they can be used for further analysis.

Reliability

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

Table 2. Reliability Test

Variable	Cronbach Alpha	Result
Promotion	0.921	Reliabel
Visits	0.915	Reliabel
User Satisfaction	0.897	Reliabel
Reading Interest	0.932	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.

Hypothesis testing

Structure 1

The results of data analysis are as follows:

Table 3. Structural Model Test 1

Model	R Square	Adjusted R Square	Std. Error of the Estimate
1	.921	.899	.33337

a. Predictors: (Constant), Promotion, Visits

b. Dependent Variable: User Satisfaction

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69.971	2	34.985	259.148	.000
	Residual	13.235	98	.135		
	Total	83.206	100			

Dependent Variable: User Satisfaction

Predictors: (Constant), Promotion, Visit

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 90%, meaning that 90% of user satisfaction can be explained by promotions and visits.

Table 4. Structural Equation 1

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	t
1(Constant)	.089	.160		.494
Promotion	.338	.067	.335	4.720
Visits	.677	.078	.638	9.887

a. Dependent Variable: User Satisfaction

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 satisfaction and with a sig of 0.000 the research hypothesis H₂ is correct, meaning that visits have an effect on user satisfaction.

Structure 2

The results of data analysis are as follows:

Table 5. Structural Model Test 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.912	.831	.878	.35532

a. Predictors: (Constant), Promotion, Visit, User Satisfaction

b. Dependent Variable: Reading Interest

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.333	3	22.777	267.964	.000
	Residual	8.295	97	.085		
	Total	76.628	100			

a. Dependent Variable: Reading Interest

b. Predictors: (Constant), Promotion, Visits, User Satisfaction

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 83%, meaning that 83% of reading interest can be explained by promotions, visits and user satisfaction.

Tabel 6. Structural Equation 2

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	t
1 (Constant)	.143	.132		1.084
Promotion	.276	.059	.286	4.636
Visits	.232	.076	.232	3.067
User Satisfaction	.452	.076	.469	5.943

Dependent Variable: Reading Interest

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 promotion has an effect on reading interest, with a sig of 0.000 the research hypothesis H₄ is correct, meaning that visits have an effect on reading interest and with a sig of 0.003 the research hypothesis H₅ is correct, meaning that user satisfaction has an effect towards reading interest.

Sobel Test

The results of data analysis are as follows:

Table 7. Sobel Test

Independen	A Coeff	B Coeff	SEA	SEB	Sobel test statistic	Sig.	Result
Promotion (A) □ User Satisfaction (B) □ Reading Interest	0.338	0.452	0.066	0.076	3.775	0.000	Accepted
Visits (A) □ User Satisfaction (B) □ Reading Interest	0.677	0.452	0.068	0.076	5.174	0.000	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 satisfaction as a mediating variable is correct, meaning that user satisfaction mediates the effect of promotion on reading interest and with a sig of 0.000 the research hypothesis that user satisfaction as a mediating variable is correct, meaning that user satisfaction mediates the influence of visits on reading interest.

Discussion

The Influence of Promotion on User Satisfaction

The results of the hypothesis test confirm that promotions have a significant impact on the level of user satisfaction at the National Library of the Republic of Indonesia. The results of the hypothesis test which confirm the significant impact of promotion on user satisfaction at the National Library of the Republic of Indonesia are in line with previous findings. (Indah and Wedar, 2016) and (Murdiyah, 2023), both show that promotion is an important factor that has a crucial role in shaping user satisfaction. These results confirm the consistency of findings across different service and product contexts. The correspondence between these findings and previous research confirms that promotion is not just an influential variable, but a significant element in creating user satisfaction. The implication is that increasing library promotion can be considered an effective strategy to increase overall user satisfaction, supporting overall library activities in increasing user satisfaction.

The significant increase in user satisfaction at the National Library of the Republic of Indonesia in response to promotions can be explained by several key factors. First, complete promotion makes it easy for the national library to inform about all activities in the national library, accessibility for users in searching for information. Having a library in an easily accessible location can increase user engagement, giving them faster and more efficient access. In addition, promotions and services that are tailored to the needs of users in promotions can create positive experiences, strengthening users' attachment to the library. In this context, the interaction between these factors is the main key in understanding the positive impact of promotions on user satisfaction. This finding is in line with the view that complete promotion is not just a complement to running a library, but also includes excellence and services that meet user expectations.

The Influence of Visit on User Satisfaction

The results of the hypothesis test confirm that visits have a significant impact on the level of user satisfaction at the National Library of the Republic of Indonesia. The results of this research are in line with findings in research which notes that librarians have an important role in increasing user satisfaction. Promotion not only helps to complete and facilitate the running of library activities. but also with continuous visits it can meet the needs of the users. Vita and Rima (2017) and Hariz (2018) in their research highlighted the importance of user visits as a measure of user satisfaction. Therefore, the congruence of these

findings with previous research strengthens the idea that promotional activities and user interactions play a crucial role in shaping positive user experiences, making libraries responsive and satisfying institutions for their users.

Promotions that influence user satisfaction at the National Library of the Republic of Indonesia can be explained by several factors. First, librarians who have in-depth knowledge about promotions, especially in the field of libraries and can provide efficient assistance, increase the user's experience in searching for information. Second, good interpersonal skills enable librarians to establish positive relationships with patrons, creating a friendly and supportive environment. Apart from that, punctuality and the availability of librarians to help are also important factors. The results are in accordance with findings in previous research, such as those presented by Vita and Rima (2017) and Hariz (2018), confirming that focusing on user visits can be the main key in running a library.

The Influence of User Satisfaction on Reading Interest

The results of the hypothesis test confirm that user satisfaction has a significant impact on reading interest at the National Library of the Republic of Indonesia. These results are in line with research conducted by Agus (2019) and Ranto (2019), which emphasizes the importance of user satisfaction as a moderator factor in forming a strong bond between reading interest and user satisfaction. Thus, this research strengthens the understanding that increasing user satisfaction is the key to fostering service quality in the library environment.

The success in increasing reading interest at the National Library of the Republic of Indonesia through increasing user satisfaction can be explained by the interaction mechanism between variables found in previous research by Kesuma (2021) and Risparyanto (2017). Reader satisfaction, as a moderator, has a substantial influence on reading interest. The positive relationship between user satisfaction and reading interest shows that positive experiences in the library, especially in terms of promotions and visits, have a significant long-term impact on reading interest. Therefore, investment in increasing reading interest and efforts to meet user needs not only directly increase user satisfaction but also has the potential to increase the level of reading interest. These findings provide a richer and more contextual view of the complex dynamics between these variables, encouraging libraries to continually improve the user experience to achieve more positive outcomes in the future.

The Influence of Promotion on Reading Interest with User Satisfaction as Mediators

The results of the hypothesis test confirm that promotion has a significant impact on the level of service quality at the National Library of the Republic of Indonesia. Increasing interest in reading at the National Library of the Republic of Indonesia through increased promotions is in accordance with previous findings by Chasanah (2019) and Sukamdani (2009). These studies support that factors such as product quality, service, and location have a positive impact on library promotion. Analysis consistent with previous research shows that improvements in promotion can create a positive experience for readers, which in turn increases reading interest. These results provide continuity in the literature and related research, confirming that the concept of strategy in service is not only relevant in a business context but is applicable in library management. By understanding and optimizing promotional elements, libraries can build and maintain reading interest more effectively, creating a stronger and more sustainable library ecosystem.

There are several reasons underlying the positive impact of promotion on reading interest at the National Library of the Republic of Indonesia, in line with previous research. First, promotions can create better accessibility for users. Continuous promotions make the library more accessible to visitors, increasing interest in reading and use of facilities. Second, promotions related to reading interest provide positive experiences for readers, such as efficient assistance, availability of relevant collections, and a comfortable atmosphere. Third,

libraries that understand the needs of their users and position themselves strategically can provide more appropriate and relevant services. Thus, the results of this research provide an in-depth understanding of why promotion plays an important role in increasing reading interest, creating a strong foundation for the development of more effective and responsive library strategies.

The results of hypothesis testing reveal the crucial role of reader satisfaction as a significant mediator in linking promotions with reading interest. Reader satisfaction not only responds directly to reading interest, but also acts as a mediator that moderates the positive impact of promotion on. The low level of significance strengthens the validity of these findings, providing deep insight into the complexity of the relationships between variables. These results underline the essential role of user satisfaction in shaping and moderating the relationship between promotion and reading interest in the National Library. (Fitriyani & Pramusinto, 2018) have identified a similar pattern in a business context, emphasizing that customer satisfaction acts as a critical bridge that strengthens the relationship between independent and dependent variables. Through the mediation of user satisfaction, library promotions are proven to influence reading interest positively. (Fitriyani & Pramusinto, 2018) These findings are in accordance with previous research which shows that positive experiences and promotions lead to higher interest in reading. Thus, good library promotion not only directly increases user satisfaction, but also through mediation mechanisms, strengthens emotional ties and commitment. leading to a stronger interest in reading.

The reasons behind the crucial role of user satisfaction as a mediator in the relationship between promotion and reading interest in the National Library reflect the dynamics of the interaction between these variables. Maulidiah, et., al, 2023 and Sianturi, A.C., Trianita, M., & Irda (2020) have highlighted that customer satisfaction plays a role as an important element in moderating the influence of the independent variable on the dependent variable. This research confirms that user satisfaction not only measures direct responses to promotions and user satisfaction but also acts as a shaper and regulator of the positive impact of promotions on reading interest.

The effectiveness of this mediation can be explained by the positive interaction between positive promotional experiences and reading interest. When users are satisfied with the services and promotions of the library, they tend to form strong emotional bonds, creating a desire to remain loyal. Therefore, the mediating mechanism of user satisfaction explains how good facilities can have a sustainable impact on reading interest. These findings provide valuable insights for library managers to increase satisfaction and strengthen interest in reading through good promotional planning.

The Influence of Visit n on Reading Interest with User Satisfaction as Mediators

The results of the hypothesis test confirm that visits have a significant impact on reading interest at the National Library of the Republic of Indonesia. The results of research regarding the impact of visits on interest in reading at the National Library of the Republic of Indonesia are in accordance with previous findings, as explained in research by Ranto (2018). This research shows that visits not only have a direct effect on service quality, but also through a mediating variable, namely user satisfaction. Likewise, research by Inawati, et al. (2021), which shows that user satisfaction has a moderating role in strengthening the relationship between visits and reading interest. Therefore, the results of this study not only provide a deeper understanding of the importance of visits but also support previous findings, confirming that positive interactions between librarians and patrons have a significant impact on reading interest.

The reasons for the positive impact of visits on reading interest at the National Library of the Republic of Indonesia can be explained through effective interpersonal interactions, informative services, and responsive assistance from librarians. Risparyanto (2017) suggests

that when users feel satisfaction with the services provided by librarians, they will tend to return to the library. Apart from that, the findings of Inawati, et al. (2021) emphasize that user satisfaction moderates the positive influence of visits on reading interest, indicating that a high level of satisfaction strengthens the bond between librarians and users. Reader satisfaction not only responds directly to visits, but also acts as a mediator that moderates the positive impact of visits on reading interest. The low level of significance strengthens the validity of these findings, providing deep insight into the complexity of the relationships between variables. These results underline the essential role of user satisfaction in shaping and moderating the relationship between visits and reading interest at the National Library.

Siti (2018) and Rifa, et al. (2020) is in line with these findings, highlighting that user satisfaction is not only a direct response to librarian services, but also acts as a link that strengthens the positive relationship between visits and user satisfaction. The importance of user satisfaction as a mediator can be explained through the positive experiences of users while interacting with librarian services. When the quality of librarian services improves, patrons not only feel immediate satisfaction, but also form emotional bonds and a desire to remain loyal. The mediating mechanism of user satisfaction illustrates how visits can influence reading interest indirectly through satisfaction. Thus, these findings provide in-depth and relevant insights for library managers to increase reading interest and, thereby, strengthen visits for increased satisfaction.

Siti (2018) and Rifa, et al. (2020) emphasized the importance of reader satisfaction as a mediator in linking visits with reading interest, and similar findings in this study underscore the importance of understanding this complex dynamic. This phenomenon can be explained by the fact that users who experience quality librarian service tend to have a positive and satisfying experience. Users who feel satisfied, not only because the services provided are in line with expectations, but also because of ongoing user visits which can strengthen the bond between users and the library.

The trust and involvement that is established during a visit is one of the bases for user satisfaction. This can create a deeper affective bond, making users feel cared for and appreciated by the library. Therefore, user satisfaction is not only the result of satisfactory service, but also the accumulation of positive interactions and relationships between users and visiting services. In this context, this research makes an important contribution in understanding how the dynamics of these variables are interrelated and interact, providing a more holistic and in-depth understanding of the factors that influence reading interest.

CONCLUSION

The conclusion of this research is:

1. Promotion influence user satisfaction
2. Visit influences user satisfaction
3. User satisfaction influences Reading Interest
4. Promotion influence Reading Interest both directly and indirectly with a mediator of user satisfaction.
5. Visit influences Reading Interest both directly and indirectly with a mediator of user satisfaction.

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