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The Effect of Service Quality and User Value on the Satisfaction and Loyalty of Users at Library and Archives of Padang City

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Abstract. This study aims to determine and analyze the effect of service quality and user value on the satisfaction and loyalty of users at the Padang City Library and Archives Service. The sample used was 100 respondents. The sampling technique is purposive sampling. The data is processed using SPSS 16. The type of data used is primary data by distributing questionnaires. Data analysis method with path analysis technique. The results of the study found that the quality of service had a significant effect on the loyalty of users at the Padang City Library and Archives Service, the value of users had a significant effect on the loyalty of users at the City of Library and Archives Service, the quality of service had a significant effect on the satisfaction of visitors at the Department of Library and Archives of Padang, the value of users have a significant effect on the satisfaction of library users in the Padang City Library and Archives Office, satisfaction has a significant effect on the loyalty of users in the Library and City Archives Office in Padang, the quality of service through satisfaction has no effect on loyalty and so does the value of users through satisfaction does not affect the loyalty of users in the Padang City Library and Archives Service.

Keywords. Service Quality, User Value, Satisfaction, Loyalty of Users

Introduction

Currently, the needs of society to information quickly and accurately is not negotiable. Our society is highly dependent on the availability of information to meet the various needs of life. Advances in technology and the Global Information becomes a challenge for libraries to customize the service performance in meeting the needs of today's society. To that end, the library as one of the institutions engaged in the provision of information to users should be aware of this. The complexity of the library service users require the manager of the library or librarian can be more creative, innovative and aspirational in meeting the information needs of different users from each other. Meeting the needs of information alone is not enough without going through the provision of a good service considering the complexity of the user expectations in terms of the desire to be served. Therefore, in meeting the needs of the user information in the library, applying the concept of good service is something that is not

negotiable. Related to the above, a good service is a service orientated to the user or customer (Gaspersz, 2002),

Public libraries desert city areas that shelter the city library and archive services, hereinafter referred to as DISPUSIP field. have a strategic role in improving the quality of human resources. With a view to DISPUSIP vision far ahead where and how the government's instructions must be brought in the work, in order to remain consistent and exist, anticipatory, innovative and productive.

Table 1.1
Data Planning Documents
Department of Library and Archival Padang

Field/ Affairs	Target					Realization				
	2015	2016	2017	2018	2019	2015	2016	2017	2018	2019
Number of visitors	3,850	8,000	12,000	22,500	28,000	3,200	6656	9984	18 769	21,000
Book Collection	24,000	25,000	27,500	29,000	32,000	22 172	23 207	25 095	26 367	28 617
Collections Titles	5,500	5,700	7,200	7,500	9,000	5,543	5,800	5955	6,620	8759

Source: Department of Libraries and Archives of Padang, September 2019

Based on Table 1.1 and above is a picture of the number of visitors, the number of books and a collection of titles in the Department of Library and Archives of Padang. Where the data may be seen that the realization in 2015 until 2019 which started as of January 1st until August 31st 2019 untargeted DISPUSIP means that the manager can not reach the set target. However, realized according to the target that is only for the amount of collection of titles in 2015 and 2016 in the Department of Library and Archives of Padang.

In connection with this study the authors conducted a preliminary survey interviews in 30 visitors Department of Libraries and Archives of Padang, to uncover phenomena that occur and the results can be seen in table 1.1 below:

Table 1.2
Preliminary Survey on Visitor Loyalty to 30 People
Department of Library and Archival Padang

No.	Question	answer		Percentage	
		Yes	No	Yes	No
1	Are you going to continue to visit the Department of Libraries and Archives Padang?	11	19	36.7%	63.3%
2	Are you going to use other services at the Department of Libraries and Archives Padang?	13	17	43.3%	56.7%

3	Would you recommend the Department of Libraries and Archives Padang to others?	9	21	30.0%	70.0%
4	Are you not be interested in visiting other libraries?	13	17	43.3%	56.7%
	Total	30			

Source: Survey of early 2019

The survey interviews of 30 visitor Libraries and Archives Department of the city of Padang, it appears that the respondents would re-visit the Department of Libraries and Archives Padang got the answer "Yes" as much as 36.7% and answered "No" as much as 63.3%. The next question on whether a visitor will use other services at the Department of Library and Archives of Padang and got the answer "Yes" as much as 43.3% and answered "No" as much as 56.7%. Then the questions regarding the Department of Libraries and Archives recommend Padang to others, got the answer "Yes" 30% and answered "No" as much as 70%. And last is the visitor's interest will not visit any other library in the city of Padang got the answer "Yes" as much as 43.3% and "No" as much as 56.7%. DISPUSIP expected to lead society towards a culture like reading and the establishment of learning society through the development and empowerment of the library as a source of information in the form of paper, printing paper and / or paper records so that the process of improving the intellectual can continue to take place along with the times and the development of science and technology. Therefore, the effect of service quality and user value on the satisfaction and loyalty of users at DISPUSIP.

Literature Review

Service Quality

According to Fatmawati (2013) the quality of library services is the satisfaction gained by every pemustaka after comparing the suitability of service received by the service desired by the explanation of a quality. According to Kotler (2012) mentions five dimensions of service quality that must be met, namely: "Tangibles, Empathy, Reliability, Responsiveness, Assurance"

1. Tangibles, meaning that physical evidence of service companies such as the appearance of physical facilities, equipment, personnel, cleanliness, neatness, and media communication.
2. Empathy, meaning the willingness of employees to be concerned about giving personal attention to customers.
3. Reliability, meaning reliability to perform the promised services with accurate and reliable.
4. Responsiveness, meaning that responsiveness of companies to provide services for customers and provide services quickly in serving transactions and handling customer complaints.
5. Assurance, means the ability of the company provide a service guarantee knowledge and courtesy of employees and the ability to generate trust and confidence

User Value

Customer value is the ratio between the customers all the benefits and all the costs to accept the offer given. Total cost of the customer is a group of the costs used in assessing, acquiring and using products or services. Because customer satisfaction is highly dependent on the perceptions and expectations of customers, then as a supplier of products need to determine the factors that influence (Kotler & Armstrong, 2008),

According to Zeithaml & Bitner (2018) stated that there are four great way for companies to set the price of services / products by the values obtained by the consumer, namely:

1. Value is a low price / cost. Consumers perceive that a product / service would be worth if it charges a low price / cost.
2. Value is something that consumers want a product or service. The price set is not the main thing for consumers to get what they want from the product / service you receive, so the value is perceived as the highest quality of products / services.
3. Value is the quality received by consumers of the price paid. Some consumers see the value as a balanced exchange between money paid to the quality of products / services obtained.
4. Value is what is obtained from what is given. Finally, consumers assume that all the benefits such as money, time and effort to explain the meaning of value.

Satisfaction

Satisfaction a full evaluation of alternatives selected purchase where at least equal or exceed customer expectations, while dissatisfaction arises when the results (outcomes) did not meet expectations (Tjiptono, 2012). According to Kotler (2007) to measure satisfaction, there are five indicators that can be used as a measure of satisfaction, as follows:

- a. Professionalism
An employee of the company's performance in delivering services to consumers.
- b. responsiveness Services
Their attention to consumers and companies in response to consumer complaints.
- c. Presence Services
Is a sociable and communicative attitude developed by employees of the company to the consumer.
- d. Comprehensive satisfaction
Satisfaction perceived by the consumer or the quality of service that have been acquired.
- e. Structuring Points
The cleanliness of the building and space companies to watch out for consumer convenience.

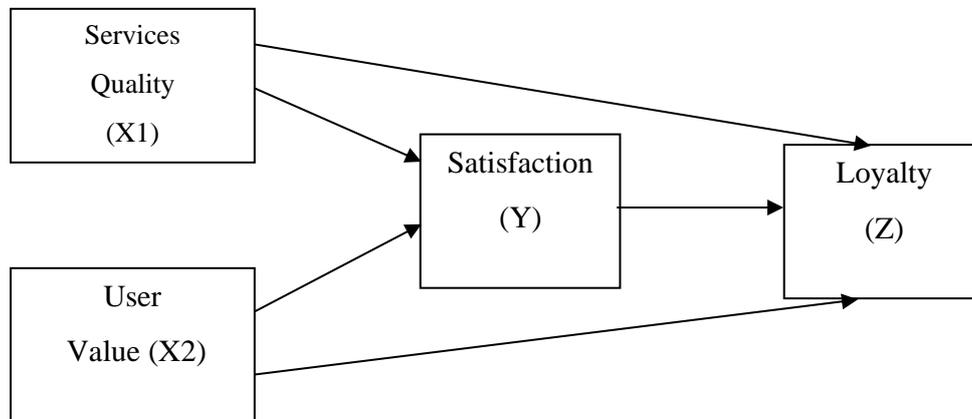
Loyalty

Loyalty or fidelity is defined as a strongly held commitment to purchase or subscribe to a particular product or service again in the future even though there is the influence of the situation and the marketing efforts that could potentially lead to changes in behavior (Kotler & Keller, 2009),

Measurement loyal customer loyalty can be measured through 4 according to the characteristics of the Griffin (2010) that is :

- 1) Re-purchase on a regular basis.
Consumers making purchases continue in a certain product.
- 2) Buying products and services between the lines.
Consumers do not just buy services and primary products but consumers are also purchasing a line of products and services from the same company.
- 3) Refer to others.
Where consumers to communicate by word of mouth (word of mouth) is pleased with the product.
- 4) Show immunity to pull out of the competition.
Consumers refuse to use alternative products or services offered by competitors.

Research Framework and Hypotheses



Based on the background, the study of theory and conceptual framework that has been stated above, the hypothesis in this study are:

- H1: The quality of service significantly influences the satisfaction of users in the Department of Library and Archives of Padang.
- H2: User value significantly influence the satisfaction of users in the Department of Library and Archival Padang
- H3: Satisfaction has a significant influence on the loyalty of users in the Department of Library and Archives of the City of Padang.
- H4: Service quality has a significant effect on the loyalty of users in the Department of Library and Archives of Padang.
- H5: User value has a significant influence on user loyalty in the Padang Library and Archives Department.
- H6: Service Quality has a significant influence on loyalty through the satisfaction of users in the Department of Library and Archives of the City of Padang.
- H7: User value has a significant influence on loyalty through the satisfaction of users in the Department of Library and Archives of the City of Padang.

Research Methods

Variable Operational Definition of Research

1. Loyalty

Loyalty or fidelity is defined as a strongly held commitment to purchase or subscribe to a particular product or service again in the future even though there is the influence of the situation and the marketing efforts that could potentially lead to changes in behavior (Kotler and Keller, 2009). The indicators used are: visitation repeatedly, Habit visit, Liking great for traveling, Utilizing other products between the lines, belief that the product / service that you are using the best, recommendations to others, Provision to visit, Attitude lack of interest in similar products.

2. Satisfaction

Satisfaction is a full evaluation of alternatives selected purchase where at least equal or exceed customer expectations, while dissatisfaction arises when the results (outcomes) did not meet expectations (Tjiptono, 2012). The indicators used are: The quality of service delivery,

Procedure service, service is fast and precise, speed response in the face of problems, effective communication of employees, the skills of employees, Satisfaction thorough look at the information provided, satisfaction of the overall system of service, cleanliness and comfort, location and parking facilities.

3. Service Quality

The quality of library services is the satisfaction obtained by each user after comparing the suitability of the services received by the service desired by the description of a quality (Fatmawati, 2013). The indicators used are: Location of office buildings, facilities reading room, Facilities parking, Appearance employees, Reputation, Compliance product, Timeliness, Handling complaints, speed of service, readiness of employees, ability of employees, attitude of employees, knowledge of employees, Procedures for services, communication, attention individually, apologies, Concern employees, hospitality.

4. User Value

Customer value is the ratio between the customers all the benefits and all the costs to accept the offer given (Kotler & Armstrong, 2012). The indicators used are: Low price, price affordability, In accordance with the wishes of consumers, customers want high quality, quality is more important than price, quality conformity received by paid, benefits obtained by consumers of the product, additional benefit received by consumers.

Population and Sample

The population in this study is the Library Members who visit the Library Services DISPUSIP to obtain services. Determination of the ideal sample size and representative is a variable amount is multiplied by 20, thus the minimum sample for this study which has independent and dependent variables as much as 4, then $4 \times 20 = 80$ respondents. To avoid sampling error the researchers took 100 respondents. Then the number of samples used in this study were 100 respondents, with a non-probability sampling techniques, the kinds of purposive sampling, with the following criteria:

1. Library visitors who visit DISPUSIP male or female aged over 18 years to 50 years.
2. Library visitors who visit DISPUSIP who come from the city of Padang.
3. Library visitors who visited DISPUSIP during the past year.

Data Analysis Techniques

Descriptive Analysis

Descriptive your analysis is done by presenting the primary data into a frequency distribution table, calculate the total score, the average score and the level of achievement of respondents (TCR).

Path Analysis

Based on the use of an intervening variable in research and for conceptual reasons, then tested using path analysis techniques. Ghazali (2014), States that:

"Path analysis is an extension of the multiple linear analysis, or path analysis is the use of regression analysis to estimate the causal relationships between variables (causal models) predetermined based on the theory".

Results and Discussion

General Descriptive Profile of Respondents

Information	Number of people)	Percentage
Gender :		
Men	35	44.0
Woman	65	56.0
Age :		
18 s / d 25 years	38	38.0
26 years s / d 34 years	36	36.0
35 s / d 43 years	16	16.0
≥ 44 years	10	10.0
Last education :		
SLTA	29	29.0
Diploma	9	9.0
Bachelor degree)	46	46.0
Masters (S2)	16	16.0
Doctoral (S3)	-	-
Based Status:		
Married	38	38.0
Single	62	62.0
Job Qualifications:		
College student	18	18.0
Government employees	42	42.0
Private employees	21	21.0
BUMN employee	16	16.0
entrepreneur	-	-
Housewife	3	3.0
Monthly income:		
<IDR. 2.000.000, -	30	30.0
Rp. 2.000.000, - s / d Rp 4.000.000, -	20	20.0
Rp. 4.000.000, - s / d Rp. 6.000.000, -	35	35.0
> Rp. 6.000.000, -	15	15.0

Based on the profile of respondents, it is known that most of the respondents are women 65 people, with criteria based on age between 18 years to 25 years as many as 38 people. Most respondents have a background in undergraduate graduate education status (S1) that is 46 with the unmarried status of 62 people and works as an employee or job qualifications are 42 and have an income of between Rp 4,000,000 to Rp 6,000,000 as many as 35 people ,

Validity test

Validity of Test Results Quality of Service

No.	item Statement	<i>Corrected item total correlation</i>	The critical value	Information
1	Office Location Library building Library and Archives Padang strategic	0570	0.30	valid
2	Reading room facility in the Department of Library and Archives Padang adequate	0613	0.30	valid
3	The availability of adequate parking facilities in the Department of Library and Archival Library Padang	0696	0.30	valid
4	Appearance Library employees at the Department of Library and Archives Padang neat	0680	0.30	valid
5	Suitability of products with acceptable quality at the Department of Library and Archival Library Padang	0610	0.30	valid
6	Timeliness provided by the employee at the Department of Library and Archival Library Padang	0610	0.30	valid
7	Employees at the Department of Library and Archival Library Padang handle complaints quickly	0595	0.30	valid
8	Speed of service provided by employees of the Department of Library and Archival Library Padang	0567	0.30	valid
9	Readiness employees in serving visitors in the Department of Library and Archival Library Padang	0647	0.30	valid
10	Employees adequate ability in serving visitors in the Department of Library and Archival Library Padang	0609	0.30	valid
11	Attitudes Employees at the Department of Library and Archival Library of Padang which was good	0546	0.30	valid
12	Knowledge of employees in the Department of Library and Archival Library Padang adequate	0527	0.30	valid
13	The procedure for structured services in the Department of Library and Archival Library Padang	0327	0.30	valid
14	Clear communication provided by the employee in the Department of Library and Archival Library Padang	0491	0.30	valid
15	Employees at the Department of Library and Archival Library Padang provide individual attention	0546	0.30	valid

16	Courtesy given by the employee in the Department of Library and Archival Library Padang	0377	0.30	valid
17	Caring attitude of employees in the Department of Library and Archival Library Padang to visitors	0544	0.30	valid
18	The friendly attitude of employees in the Department of Library and Archival Library Padang to visitors	0545	0.30	valid

From the table above can be seen from the data processing, that of all the items have a value statement corrected item total correlation to 0327 until 0696 in other words that all items statement is used in measuring the service quality variable has a value corrected item to total correlation is greater than the critical value, namely 0.30. It can be concluded that all the items of the statement is valid, so that valid statement can be continued in the next stage of data processing.

Validity of Test Results User Ratings

No.	item Statement	<i>Corrected item total correlation</i>	The critical value	Information
1	Prices were relatively low given library service Libraries and Archives Department of the city of Padang	0652	0.30	valid
2	Prices were reasonable given the services the Department of Library and Archival Library Padang	0662	0.30	valid
3	Product and service quality in the Department of Library and Archival Library Padang accordance with my wishes	0802	0.30	valid
4	The high quality of the products and services provided to the Department of Library and Archival Library Padang	0806	0.30	valid
5	The high quality of the issued price of visitors Library Libraries and Archives Department of the city of Padang	0773	0.30	valid
6	Suitability of acceptable quality to those paid by visitors Library Libraries and Archives Department of the city of Padang	0658	0.30	valid
7	The existence of the benefits derived from the products and visit the Department of Library and Archival Library Padang	0703	0.30	valid
8	The existence of the incremental benefits of visiting the Library of the Department of Library and Archives Padang	0677	0.30	valid

From the table above can be seen from the data processing, that of all the items have a value statement corrected item total correlation to 0652 until 0806 in other words that all items

statements used in measuring the value of the variable has a value corrected item to total correlation is greater than the critical value, namely 0.30. It can be concluded that all the items of the statement is valid, so that valid statement can be continued in the next stage of data processing.

Satisfaction Validity of Test Results

No.	item Statement	<i>Corrected item total correlation</i>	The critical value	Information
1	I have benefited from the Department of Library and Archival Library Padang	0720	0.30	valid
2	I feel Library Department of Library and Archives of Padang have the value of a clear	0682	0.30	valid
3	Rapid service fulfillment process in the Department of Library and Archival Library Padang	0669	0.30	valid
4	The problem solving process in the Department of Library and Archival Library of Padang given the rapid	0732	0.30	valid
5	Satisfied with the service provided by the employee in the library Department of Libraries and Archives Padang	0543	0.30	valid
6	Ease of getting information on the Department of Library and Archival Library Padang	0590	0.30	valid

From the table above can be seen from the data processing, that of all the items have a value statement corrected item total correlation to 0543 until 0732 in other words that all items statements used in measuring the satisfaction variable has a value corrected item to total correlation is greater than the critical value, namely 0.30. It can be concluded that all the items of the statement is valid, so that valid statement can be continued in the next stage of data processing.

Loyalty Validity of Test Results

No.	item Statement	<i>Corrected item total correlation</i>	The critical value	Information
1	I will visit back to library Department of Library and Archival Padang repeatedly.	0454	0.30	valid
2	I used to visit at the Library Department of Library and Archival Padang	0544	0.30	valid
3	I like during a visit at the Library Department of Library and Archival Padang	0690	0.30	valid
4	I will take advantage of other products between the lines on Library in Department of Library and Archival Padang	0746	0.30	valid
5	I am sure that the product or service in the Department of Library and Archival Library of Padang best	0597	0.30	valid

6	I would recommend the Department of Libraries and Archives Library Padang to others	0537	0.30	valid
7	I will continue to visit the Department of Library and Archival Library Padang	0615	0.30	valid
8	I would not be interested in visiting the library other than the Department of Library and Archival Library Padang	0491	0.30	valid

From the table above can be seen from the data processing, that of all the items have a value statement corrected item total correlation to 0454 until 0746 in other words that all items statements used to measure loyalty variable has a value corrected item to total correlation is greater than the critical value, namely 0.30. It can be concluded that all the items of the statement is valid, so that valid statement can be continued in the next stage of data processing.

Reliability

Reliability Testing Results

variables	<i>Cronbach's alpha</i>	Critical value	Conclusion
Service Quality (X1)	.870	0.60	reliable good
User Value (X2)	.864	0.60	reliable good
Satisfaction (I)	.736	0.60	reliable good
Loyalty (Y)	0.722	0.60	reliable good

Based on the above table reliability test results can be seen from the data processing that turns Cronbach's alpha values for Quality of Service, User Value, Satisfaction and Loyalty > 0.60. It can be concluded that the valid point declaration reliable or unreliable, so the next stage of data processing can be done.

Path Analysis Results

Regression Model I

Dependent variable	Constants and Variables	beta	Sig.
Satisfaction (Y)	Constants (a)		0000
	Service quality	.058	0,017
	User Ratings	0.667	0,000

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0716	0513	0503	2.23037

From the results of the regression model I can be seen that the significance of two variables X1 and X2 = 0.017 = 0.000 where less than 0.05. These results provide the first conclusion that the regression model, the X1 and X2 variables significantly influence the Y.

The R2 in this model at 0.513. This indicates that the contributions or donations effect of X1 and X2 to Y is at 51.3% while the remaining 48.7% is the contribution of other variables that are not included in the study. Meanwhile, for the e1 tilapia can be searched by the formula:

$$e1 = \sqrt{1 - R^2} = \sqrt{1 - 0,513} = 0,698$$

Regression Model II

Dependent variable	Constants dan Variabel Free	beta	Sig.
Loyalty (Z)	Constants (a)		0000
	Service quality	1149	0000
	User Ratings	-0558	0000
	Satisfaction	-0192	0006

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0729	0532	0517	1.77476

From the results of the regression model II it can be seen that the significance of the three variables, namely X1 = 0.000, X2 = 0.000 and Y = 0.006 less than 0.05. These results provide the conclusion that the regression models II, is the variables X1, X2 and Y significant effect on Z. The R2 in this model by 0,532. This indicates that the contributions or donations influence of X1, X2 and Y to Z is equal to 53.2%, while the remaining 46.8% is the contribution of other variables that are not included in the study. Meanwhile, for the e1 tilapia can be searched by the formula:

$$e1 = \sqrt{1 - R^2} = \sqrt{1 - 0,532} = 0,684$$

Conclusion Hypothesis

Model	variables	T	Sig	Conclusion
1	Service quality	0501	0017	hypothesis Accepted
	User value	5,629	0000	hypothesis Accepted
2	Service quality	9824	0000	hypothesis Accepted
	User value	-4146	0000	hypothesis Accepted
	Satisfaction	-1919	0006	hypothesis Accepted

Conclusion

1. Directly quality of service has an influence on user satisfaction. This means that the quality of service rendered Department of Library and Archives of Padang will give rise to a sense

- of satisfaction at attending pemustakaLibraries and Archives Department of the city of Padang.
2. User Value directly has a positive and significant impact on user satisfaction. This result proves that respondents were satisfied with the services of the Padang City Library and Archives Department because of the high efficiency bus value. The service quality directly affects the loyalty of users. Where good quality will have an impact on the level of loyalty that will increase, their desire to revisit the Department of Library and Archives of the city of Padang.
 3. User value directly has significant effect on user loyalty. This shows if loyalty is shown by users who emerge from a high level of user value. Directly satisfaction to loyalty pemustaka significant effect. This means that if a high level of satisfaction pemustaka will impact the pemustaka loyalty.
 4. The impact of service quality through customer satisfaction is not significant to Z, meaning that where the quality of service provided by the Department of Library and Archives of the city of Padang on library satisfaction does not have an impact on customer loyalty.
 5. Likewise, the value of users through customer satisfaction with customer loyalty has no effect, what if a customer drives a value that will increase customer satisfaction will not have an impact on customer loyalty.

Suggestion

1. Of indicators of quality of service, the sub-indicators of the handling of complaints related to service, Has the lowest level among the sub-indicators, yet still in a high level of achievement. Then Libraries and Archives Department of State to make a benchmark in terms of quick response in handling complaints from visitors.
2. Of indicators on customer value, the sub-indicators of the benefits of the products of the Department of Library and Archival City, Has the lowest level among the other sub-indicators, but still in a high level of achievement. so that Libraries and Archives Department of State to increase the value of the product after implantation of visitors to see the benefits of each product are owned by the Department of Library and Archival City.
3. Department of Libraries and Archives Padang improve and innovate in the future to figure how to grow the visitor's commitment to continue to be loyal visitors which will also increase the loyalty of visitors.

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