



Strategy Improving Students 'Visit To Library Through Convenience, Facilities And Collections And Interest To Read (Case Study: Public Library and Archives of Lamongan District)

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ABSTRACT

The development of education in Indonesia is inseparable from the role of the library, because the library is an information center or information center. So to increase the visit to the library required facilities and infrastructure in accordance with its development. This study aims to analyze the factors that can affect the increase of student visits to the library. This study aims to explain whether the convenience variables, collections, facilities and interests can increase the number of visits students read. Population in this research is all visitor of student of Public Library and Archive of Lamongan Regency. The entire population and sample were 80 students who used total sampling or whole population were sampled because the population was less than 100. The instrument used in this study was questionnaire. Based on the results of data analysis shows that the indicators used in this study Interest in Student Visits and Quality Library showed significant results with the value of t count of convenience 41,630, collection 7,003 and 7,849 facilities. This value is greater than 1.96. In addition, a significance level of 0.000 ($P < 0.05$) was obtained. Therefore to increase Interest in student visits significantly influenced by the quality of the library including convenience, facilities, and collections. Students' perceptions of strategies to increase traffic applied by Lamongan Public Library and Archives are getting better (positive), so student visits to the General Archives and Regional Archives of Lamongan District will increase. With the addition of convenience, facilities and collections so as to provide excellent service to students.

Keywords: Strategy, Public Library, convenience, facilities and collections

INTRODUCTION

The development of education in Indonesia is inseparable from the role of the library, because the library is the center of information or information center. So to increase the visit to the library needs of facilities and infrastructure in accordance with the current development of which should include comfort factors, collections, facilities and reading interest that aims to increase the visit of library users. Comfort factor is spatial arrangement, temperature space, ventilation (circulation) air and good lighting. a



collection of libraries that have a collection of fiction and fiction, a convenient, open and easy-to-use facility. The factors affect reading interest are socioeconomic factors and reading habits(Setiawan, Sukoco, Dhaniarti, & Hasyim, 2017).

One of the libraries that have an important role in education in Indonesia is public library. Public libraries are located in the city of a district or are in the capital. Public libraries that are usually in addition to functioning as libraries also serve as the institution responsible for the regional archives(Sekolah Tinggi Agama Islam At-Tahdzib, 2016).

Public libraries have an important role in community life. The library is a neutral institution, the library provides information needed by the community, among others, on the different principles held by the community, where the citizens are easy to know the information needed without coercion about the various news that concern them (Siregar, 2004).

According to Law Number 43 Year 2007 About Library pasal 1 ayat 1, the Library is the institution managing the collection of written papers, prints, and / or professional record work with a standard system to meet the needs of education, research, conservation, information and recreation readers. Then In Article 1 Paragraph 6 of Law Number 43 Year 2007 explains, public library is a library that is intended for the wider community as a lifelong learning tool regardless of age, gender, ethnicity, race, religion, and socio-economic status.

As stipulated in Article 14 Paragraph 2 to 6 of Law Number 43 of 2007, it can be concluded that the library should pay attention to aspects of convenience convenience, safety and health for library users, in addition to the library is also required to provide facilities and infrastructure needed, the location is easy to access, safe, comfortable, good spatial arrangement and has public facilities and special facilities.

The presence in public libraries and Lamongan regional archives is an integral part of the students as visitors, who have always experienced a decrease in the number of



students to the library in the last 3 years. In 2014 the number of students visiting public libraries and Lamongan area archives is a number of 22,370 visitors or an average of 62 people per day. Year 2015 slightly decreased to 21,877 visitors or an average of 60 visitors per day. Then in 2016 again experienced a decrease in the number of students who visited the library, even the decrease in the number of visits this time quite significant, to 15,652 people or an average of 42 students per day (Data visitors of public libraries and archives of the Year 2014 to 2016).

LITERATUR REVIEW

The research (Ridwan Siregar, 2004) indicates that public libraries and regional archives have not been successful in attracting citizens to visit them. This is mainly due to the weak management of public libraries, where librarians do not make strategic planning documents and do not use their efforts to raise strategic issues related to public library services in the future so as to become public. attention and decision makers at the parent institution level. Then research (Moh Roby Septiawan, 2014) whose research results show that there is a significant influence between the level of comfort of the library room with the visit of visitors who become respondents to the library of 64% of visitors who visit the library feel comfortable, because the library room has an interior design consisting of space, color, lighting, air circulation and good sound system so that visitors feel comfortable in the library.

From the results of previous research as described previously, efforts should be made to make public libraries and archives of the region need effort in order to increase the number of user visits to the library by improving the quality and quantity of facilities and infrastructure and other facilities Support between, in addition to public libraries and archives area also requires a strategy to increase the level of comfort of the library space so that visitors feel at home in the library.



RESEARCH METHODOLOGY

This study is an explanatory research, which aims to explain the relationship between variables of student interest to the library, and library quality variables include ease, collection, facilities and reading interest. The population in this study were all students who visited public libraries and archives in Lamongan District as many as 80 students. The sample to be used in this research is 80 respondents or visitors of General Library and Archives of Lamongan District to meet the measurement requirements with SEM model. Sampling technique by means of total sampling means the entire population is sampled. Data analysis techniques in this study using Structural Equation Model (SEM) through multigroup or multisample analysis to test whether there is influence between exogenous and endogenous variables.

RESULTS AND DISCUSSION

Model Evaluation

Evaluation of Convergent Models

Convergent Validation Test

Convergent validity evaluation is the first check to know the validity of each indicator in the model, by looking at the loading factor value of each indicator. The value of the loading factor as the criterion used should be greater than 0.5. If the indicator has a loading factor value, then the indicator is said to be valid. Whereas if the loading factor value, then the indicator must be removed from the model. The hypothesis used in testing convergence validity is:

H_0 : loading factor can not measure latent variable ($\lambda_i = 0$)

H_1 : loading factor can measure latent variables ($\lambda_i \neq 0$)

Convergent Validity Test for University Library Quality Interest

Convergent validity test results for each indicator of student interest interest with library quality in the following table 1. Based on table 1 it can be seen there are indicators that have value loading factor, so the indicator is removed from the model and re-validated. Validation is done until the value of loading factor with some literacy analysis. But in addition to paying attention to the value of loading factor, also need to note the test results of the measurement model parameters. The parameter test using bootstrap resampling is 200, since 200 is the largest resampling used in this research. In the initial analysis of library quality indicators to be excluded from the model is a collection, whereas for the indicator of interest of student visit there is no indicator issued. In literacy 1 there is no indicator of the quality of the library to be issued ie facilities, comfort and reading interest. These indicators can be said to be valid.

Table 1 Convergent Validity Test Results For Student Visit Interest

Indikator Ketertarikan Kunjungan Mahasiswa	Loading factor	Indikator Kualitas Perpus	Loading factor
Ketertarikan kunjungan mahasiswa	1,000	Fasilitas	0,739
		Kenyamanan	0,889
		Koleksi	0,253
		Minat baca	0,658
Literasi I			
Ketertarikan kunjungan mahasiswa	1,00	Fasilitas	0,739
		Kenyamanan	0,889
		Koleksi	0,658

Test Discriminant Validity

Subsequent examination of discriminant validity indicating that the indicators (manifest variables) with different (latent variable) constructs are not highly correlated (Ghozali, 2012). Discriminant validity can be seen from the value of cross loading which



describes the correlation between indicator interest of student visit and quality of library.

The hypothesis used is as follows

H₀ : latent variables are not able to predict the indicator compared to other latent variables

H₁ : latent variables are able to predict the indicator compared to other latent variables

The result of discriminant validity test at the last iteration between indicator of interest of student visit and library quality is as follows

Table 2 Discriminant Validity Test Results between Student Visit Interest and Library Quality

Indikator	Variable Laten	
	Ketertarikan Kunjungan Mahasiswa	Kualitas Perpustakaan
Ketertarikan mahasiswa kunjungan	1,00	
Fasilitas		0,358
Kenyamanan		0,371
Koleksi		0,346

Based on the above table 2, it can be seen that in the interest of student visits and library quality, each indicator has a higher correlation with latent variables than other latent variables. This shows that each latent variable is able to predict the indicator better than other latent variables

Test Reliability

Subsequent examination is the examination of the reliability of latent variables, namely by looking at the output composite reliability. Reliability tests are performed to prove the accuracy, and consistency and accuracy of indicators in measuring latent variables. If the value of composite reliability is greater than 0.5 then the indicator can

be said to be consistent in measuring the latent variable. The hypothesis used in the reliability test is as follows:

H₀ : The indicator is inconsistent in the size of its latent variable

H₁ : The indicator is consistent in the size of its latent variable

The results of the reliability test on the interest of student visit and the quality of the library are as follows:

Table 3. Result of Reliability Test of Student Visit Interest and Library Quality

Variabel Laten	Composite Reliabilitas
Ketertarikan kunjungan mahasiswa	1,00
Kualitas Perpustakaan	0,810

Based on the above table it can be seen that all latent variables on interest of student visit and library quality have composite value of reliability > 0.5. So the indicator can be said konsinsten in measuring latent variable.



Figure 1 Interest Line Chart of Student Visits and Library Quality

Based on the picture above can be seen the value of loading factor of each indicator greater than 0.5. It is also known that the indicators can measure the latent variables in the interest of student visits and the quality of the library. Indicators that can measure the quality of the library are facilities, convenience, and collections.

Calculation of parameter significance is done by bootstrapping procedure. The hypothesis used for testing the significance of the measurement model is as follows.

H_0 : Indicator is not significant to latent variables

H_1 : Indicator is significant to latent variables

Table 4. Test Results Significance Indicators of Library Quality

<i>Bootstrapping 200</i>			
<u>Latent</u>	<u>Indikator</u>	<u>t hitung</u>	<u>Keterangan</u>
<u>Kualitas perpustakaan</u>	<u>Fasilitas</u>	7.849	<u>Signifikan</u>
	<u>Kenyamanan</u>	41.630	<u>Signifikan</u>
	<u>Koleksi</u>	7.003	<u>Signifikan</u>

Based on the above table 4 can be seen the indicators that significantly affect the latent variable after bootstrapping 200 samples. The indicator is viewed based on the value of t arithmetic is greater than t table for the 1.96.

Evaluation of Structural Model

Evaluation of measurement model has been fulfilled, so that can be done next analysis that is examination to structural model. Examination of the structural model includes the significance of the relationship between the latent variables by looking at the coefficient value of the path and evaluating the value of R². The calculation is done by bootstrapping procedure, using different samples. The hypothesis used for testing the significance of the structural model is as follows.



H_0 : Exogenous latent variables no significant effect on endogenous latent variables
 $(\gamma_{11} = 0)$

H_1 : Exogenous latent variables have significant influence on endogenous latent variables
 $(\gamma_{11} \neq 0)$

Evaluation of structural model after counseling with bootstrapping procedure, using different samples that are 100, 150, 200, and 250 can be made table 5.

Table 5. Inner Evaluation Model Interest of Student Visits with Library Quality

Hubungan	Original sample	Boots Sample							
		100		150		200		250	
		Sub sample	t hitung	Sub sample	t hitung	Sub sample	t hitung	Sub sample	t hitung
Keterarikan kunjungan mahasiswa → Kualitas Perpustakaan	0.644	0.654	8.567	0.647	8.427	0.651	9.374	0.637	8.413

Based on the above table, we can know the path coefficient for structural model and t value of each sample. If we look at the difference between the sub sample mean and the path coefficient, we can choose the bootstrapping process using resampling 150. Since the mean value of the sub sample is closer to its original sampling value (path coefficient value) is 0.647. So for further analysis used bootstrap with sample 150. The influence of library quality with interest of student visit is positive. It can be seen also that the quality of the library has a significant effect on the interest of student visits. It can be seen that t value of bootstrap result is bigger than t table value is $8,427 > 1,96$. This is in line with research (Alimudin, 2015) that states that students will be interested to follow if they benefit in their learning activities.



CONCLUSIONS AND RECOMMENDATIONS

The interest of students to visit (X1), influenced significantly and comfortably (Y2), Facility (Y2) and collection (Y3) at Lamongan District Public Library and Archives. This gives meaning, if the students' perceptions of the strategy to increase student visits to libraries implemented by the Public Library and Regional Archives of Lamongan District the better (positive), then the convenience, facilities and collection of students visitors Public Library and Archives of Lamongan District will increase. Thus, comfort, facilities and collections must be improved, among others, by providing comfort and modern facilities and add adequate collections. With the addition of convenience, facilities and collections so as to provide services to students who visit the library better.

Managerial implementation associated with this is the management of Public Library and Regional Archives of Lamongan District should be improved so that strategies undertaken to increase student visits to the library and comfort, facilities and collections can really increase student visits to the library.

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