

Influence Quality Service to Satisfaction and Loyalty Student, Study Empirical on Users UMS Library**Chandrika Kusumastuti^{1*}, Anton Agus Setyawan¹**¹ Muhammadiyah Surakarta University

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*Email: b100190385@student.ums.ac.id**ABSTRACT**

This study aims to analyze the influence of service quality and internet access in mediating the relationship between user satisfaction and user loyalty. The population and sample of this research are users and visitors of the UMS library. In this study, there were 200 respondents. The type of data used in this research is primary data. The data collection method uses a questionnaire and is processed using a path analysis tool with AMOS 22. The results of this study indicate that service quality has a positive and significant effect on user satisfaction, service quality has a positive and significant effect on user loyalty, user satisfaction has a positive and significant effect on loyalty users, internet access has a positive and significant effect on user satisfaction, internet access has a positive and significant effect on user loyalty

Keywords: service quality, internet access, user satisfaction, and user loyalty.

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INTRODUCTION

Reading is a dynamic and evolving process, reader increases their vocabulary and level of information, generally reading is becoming a habit base for pushing them to obtain information and knowledge. Required policy and steps which are effective for increasing interest read students. Reading can be done anywhere one often-used place for reading is a library. Library Muhammadiyah University of Surakarta (UMS) is a center for activity-based academic technology information and since 2015 has been accredited by the library National Republic of Indonesia. In time this is UMS itself is Universities that have excellence and is accredited "A" by the Accreditation Board National College. Increasing library increasing in support welfare on campus has been identified as one trend top 2020 in the library academic by the Committee Planning and Reviewing ACRL Research (Benedetti et al. 2020).

Quality service library college high in evaluating naturally no could be conducted in a manner direct, needed system evaluation which structured for determine quality service which is accepted, the user. Halliburton, Kolenbrander, and Robertson (2008) argue that librarians in colleges proportional high in trained information must take more role in actively helping students in discovering and evaluating information. The satisfaction of the user is reliability and trust in the user quality service library, which is measured by use coming back and offering to user others. (Haruna et al. 2017) meanwhile loyalty users are defined as ambitious customers for create a connection period long with provider service (Iglesias et al. 2020) loyalty concept user called Becomes profitable bond as well as satisfying. As for proof empirical showing that no there is a connection between live statistics. Among quality service and loyalty users in the context library (Bakti & Sumaedi, 2013). However, literature shows that there is a connection live Among the perception of quality service and satisfaction user service library (Kiran & Diljit, 2011). Remembering Thing this, the research attempted to test the influence of service library quality on loyalty through satisfaction. The purpose of the study is to test whether is quality of Internet access and services are affected in mediating the connection Between satisfied users to the loyalty user library.

Literature Review and Formula Hypothesis**Quality Service Library**

Quality service library including in category quality service, which in a manner general drip weight on effort fulfillment need and desire customer as well as accuracy delivery for fulfill hope customer. There are five dimensions of a quality service library, namely: 1. Material (proof physical), that is things which real in a manner physical. 2. reliability, that is the ability for giving service in a manner fast, appropriate and satisfying corresponding with which promised. 3. Not quite enough answer that can help customers and availability service customers which ok. 4. security, that is security which could trust so that customers feel safe and free from danger. 5 empathy, means flavor concern to service customers individually and convenience for contact. (Visitors, n.d.) quality service is with method Importance-Performance Analysis that is with method map connection Among level interest customer with a performance from each the variables proposed by the party's manager library and view the gap (gap) between performance with interest from variables (Gregory, 2007). Helgesen and Nettet (2011) and Choshaly and Mirabolghasemi (2019) found that influence service owns a significant relationship with satisfaction in the user library. Besides it, Mar Tensen and Grønholdt (2003) found that side humans from service libraries influence satisfaction users. Connection quality service with satisfied customers has proven well in literature academics (Danaher and Mattsson, 1994; Kim et al., 2004). Kiran and Diljit (2011)

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believe that noticing loyal customers is very important in the library college because academics worry that customers will use Google rather than source power and service library. satisfaction customers and communications in a manner live influence loyalty customers and perceived value in a manner no live influence loyalty customers through satisfaction customer Hadadian et al. (2012).

H 1: quality service influential positive significant to satisfaction user UMS library**H 2: quality service influential positive significant to loyalty user UMS library****Satisfaction User Library**

Satisfaction user is one important thing to do in the library where level feeling somebody after comparing perceived results/performance with hope. Whereas satisfied users tend to show loyalty and spread recommendations positively from mouth to mouth (Yuksel and Rimmington, 1998). Literature shows that there is a connection live Among the perception of quality service and satisfaction in user service library (Bakti & Sumaedi, 2013; Kiran & Diljit, 2011). Remembering Thing this, the research attempted to test the influence of loyalty through satisfaction.

H 3: satisfaction user influential positive significant to loyalty UMS library**Loyalty User Library**

Loyalty user library does not happen when the management library only increases the quality library (I big Mahatma, 2013). on the contrary, except there is some factor other which makes the user want to back. If the user feels satisfied with the service given so could guarantee the user will return and recommend it (Cristobal, 2018). Factor other influence loyalty user is satisfaction after using service/product, desire to visit them in future, and recommend service to people other.

Access Information Library

The Internet is the place source of power digital. The Internet offers alternative news for the collection and deployment of information in a manner simultaneous. Librarians must actively respond to the threat of the development Internet. Provide access to the Internet, including providing conditions and infrastructure which possible librarians and user libraries to use the Internet. In Thing this, the library provides some computers as site Internet. The purpose provision of service access is so that community scientists could obtain information which needed from the Internet needed for support activity study teach and research. (Roys, 2016) . User satisfaction reflects how far the user believes in something system the information provided to fulfill need information, or satisfaction user describes how the user looked at system information in a manner real (Aditya, 2019). Although satisfaction user system information no characteristic economical or not could connect in a manner direct, user satisfaction could be measured and compared throughout time.

H 4: effective internet access positively significant to satisfaction user UMS library

Use Access Information to make it easy to access users to services and information provided in Library. According to (Remick, 2019), the application web is a program that could run using technology browsers and accessed through the Internet. Whereas according to (Rouse, 2019), the application web is a program which saved on servers and sent through the Internet and could access through browsers (Fahmi et al. 2016). Tjipton (Anggraini and Yasa, 2012) explain loyalty as a situation ideal expected part big marketers when users attitudes are positive to service or provider service and are accompanied by pattern use repeated which consistent.

H 5: effective internet access positively significant to loyalty user UMS library

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METHOD

Approach study quantitative with *accidental sampling survey* possible researcher for choose respondents who have used libraries and data used in research this is the primary data where the data comes from the measured questionnaire from method answer distributed Likert scale to respondents via google form. Indicator study this total 19. Size the sample used in the study to as many as 200 respondents. Study this using AMOS 22 to analyze data.

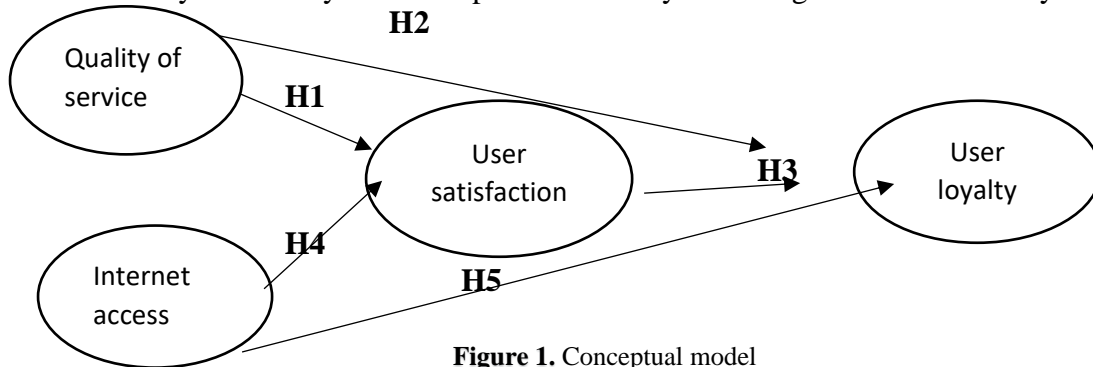


Figure 1. Conceptual model

RESULT AND DISCUSSION

Corresponding with the method used in research, then a tool for analyzing data using AMOS 22 application. Here results of the data analysis conducted by researchers:

1. Path Charts

Inside the path diagram, relationships Among constructs will be stated through the child arrow. The child's straight-arrow show a connection direct casual Among construction with another construction. The following is a path diagram in research:

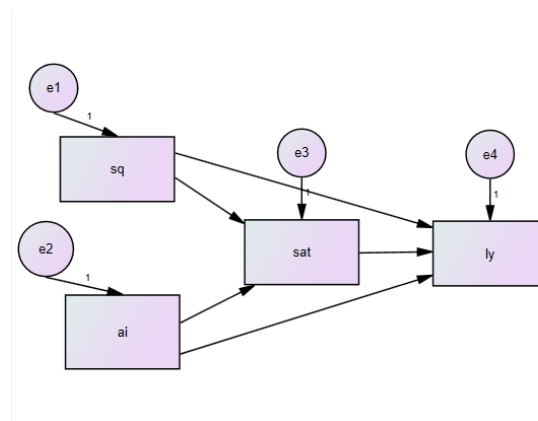


Figure 1. Path Diagram

2. Evaluate the Goodness of Fit criteria

Evaluate google of fit to know how far the hypothesized model “fits” or is suitable with sample data. The following this result from the goodness of fit are shown in the table following this:

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Table 1. The goodness of Fit Results Test

The goodness of the Fit index	Cut-off values	Research Results	Information
Chi-Square	Expected small	164,790	Not Fit
Probability	≥ 0.05	0.000	Marginal
RMSEA	≤ 0.08	0.907	Not Fit
CFI	≥ 0.90	0.698	Marginal
GFI	≥ 0.90	0.786	Marginal

Source: Data processing, 2023

From Table 1 you can see that through observation using chi-square value, significant probability, RMSEA, CFI, and GFI, the research model this not fit yet. this is shown in the Chi-Square value (164.790) and RMSEA (0.907) shows results that are not fit, while Probability (0.000), CFI (0.698), and GFI (0.786) are stated own marginal value close to model fit. Besides it (Ghozali, 2008) stated that if there are one or two criteria for the goodness of fit that have been met, then the model is said ok.

3. Test Hypothesis (Analysis Influence Between variable)

Statistical test results data processing with Amos 22 is done for look level significant connection between the variable shown through the estimate, critical ratio (cr), and each significant probability value connection between variables. Following this is the output table and figure testing hypothesis research in the form of output *Regression Weights* as in the table and figure below this.

Table 2. Regression Weights

Variable			Estimates	SE	CR	P	Label
Satisfaction User	←	Quality Service	,670	.038	17,432	0.000	
Loyalty User	←	Quality Service	,362	.080	4,525	0.000	
Loyalty User	←	Satisfaction User	,210	,093	2,260	0.024	
Satisfaction User	←	Internet access	,215	.043	5,001	0.000	
Loyalty User	←	Internet access	,256	.060	4,276	0.000	

Source: Data processing, 2023

Information from (* **) = 0.000 (P value very small and below 0.05). Based on table 2 shows that the results of the *regression weights* test can explain the influence between variables related. Results of analysis the show that:

1. hypothesis first (H1)

The testing hypothesis first is to know if there is an influence quality service positive and significant to satisfaction user UMS library. Based on Table 2 shows the estimated parameters score coefficient *standardized regression weights* obtained of 0.670 and a CR value of 17.432, p this show that there is a connection positive Between quality service and satisfaction of the user. Testing connection second variable the show score probability 0.000 ($p < 0.05$), so could state there is an influence in a manner live Among quality service and satisfied users.

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2. hypothesis second (H2)

Next testing hypothesis second for now there is an influence of quality service positive and significant to loyal users UMS library. Based on Table 2 shows the estimated parameters score coefficient *standardized regression weights* obtained of 0.362 and a CR value of 4.525, p this show that there is a connection positive Among quality service and loyalty user. Testing connection second variable the show score probability of 0.000 ($p < 0.05$), so could state there is an influence in a manner live Among quality service and loyalty users.

3. hypothesis third (H3)

Next, test the hypothesis third for knowing if there is an influence satisfaction users positive and significant to loyalty user UMS library. Based on table 2 shows the estimated parameters score coefficient *standardized regression weights* obtained of 0.210 and a CR value of 2.260, p this shows that there is a connection positive Among satisfaction users and loyalty users. Testing connection second variable the show score probability 0.024 ($p < 0.05$), so could state there is an influence in a manner live Among satisfaction users and loyalty users.

4. hypothesis fourth (H4)

Testing hypothesis fourth to know there is an influence of positive and significant internet access to satisfaction user UMS library. Based on Table 2 shows the estimated parameters score coefficient *standardized regression weights* obtained of 0.215 and a CR value of 5.001, p this show that there is a connection positive Among internet access and satisfaction user. Testing connection second variable the show score probability 0.000 ($p < 0.05$), so could state there is an influence in a manner live Among quality service and satisfaction user

5. hypothesis fifth (H5)

The fifth testing hypothesis, for now, is whether there is an influence of positive and significant internet access to loyalty user UMS library. Based on Table 2 shows the estimated parameters score coefficient *standardized regression weights* obtained of 0.256 and a CR value of 4.276, p this show that there is a connection positive Among internet access and loyalty user. Testing connection second variable the show score probability of 0.000 ($p < 0.05$), so could state there is an influence in a manner live Among internet access and loyalty user.

DISCUSSION**1. Quality service influential to satisfaction user UMS library**

AMOS analysis results show that there is a positive and significant influence on the variable quality service to satisfaction user library at UMS, with so the more good quality service so satisfaction use will the increase. From p that, the hypothesis is first proven and possibly accepted. Quality services provided by the UMS library are believed to create an effect on the satisfaction of the user. When visitors are satisfied with utilizing quality services offered, will influence satisfaction use to UMS library. Research results in this are in line with research conducted by Irnandha (2019) which shows quality service is influential positive to satisfaction usage. Satisfaction use appears after somebody experiences services provided by the provider service According to Tjiptono & Chandra (2018: 125) quality service has a close relationship with satisfaction. Quality good service could be felt and is something hope from users in providing service. Show professionalism and quality service could bring up satisfaction use moment visit UMS library. satisfaction level use could be known after the use of quality service. If services provided could fulfill wants, hopes, and

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needs, then one could rate service that satisfactory, and vice versa, if services provided no could fulfill wants, hopes, and needs, then one could conclude service the not satisfying.

2. Quality service influential to loyalty user UMS library

Analysis results show that there is a positive and significant influence on the variable quality service to the loyalty user library at UMS, which means the more good quality services rendered, then the more increase in loyalty users. From p that, hypothesis second proved and possibly accepted. Line with a study by Swastha (2020) stated that acquiring user-quality service goods will tend to do and enjoy serving in a manner over and over again. Besides that, Hardiwan and Mahdi (2019), stated that users in use the service feel satisfied and Certain will be loyal. Quality good service will create and maintain satisfaction with a user as well as make the user loyal. Loyalty could form if customers feel satisfied with the level of quality service received and continued to intend to continue in a manner over and over again (Akbar, 2017: 21). Loyalty user is faithful to a successful service to fulfill hope. Loyalty no could be formed before the service process, because Loyalty is also formed. After all, there is an impression of quality service and experience in using the facilities provided. as the Opinion of Oliver (2016), loyalty is the commitment user endure in a manner deep for use or enjoy service many times.

3. Satisfaction user influential to loyalty user UMS library

The results of the analysis researchers do, show that there is a positive and significant influence on the variable satisfaction user to loyalty user library at UMS, that is the taller the satisfaction usage, then the more increased loyalty user. From p that, hypothesis third proved and possibly accepted. Research results are in line with research conducted by Haq (2017), that there is an influence on Satisfaction to store loyalty in Samarinda. Besides that, other studies also support the same result, that satisfaction use influential to loyalty usage (Nulow Y, 2013). Loyalty use could see with exists will from some people feel satisfied will use the library at UMS as well as recommend it to students/society in general other as the place for looking for literature in progress scripts and assignments college. this means that quality service provided by the staff or employee library will amp increase satisfaction use in a manner no life will impact loyalty usage. Rasyid, H (2017), argues that the purpose of measurement satisfaction use is to give information so the user Becomes loya and can increase performance whole from something organization. creation level optimal satisfaction, then push creation loyalty in mind students and institutions must create products/services always could fulfill satisfaction usage.

4. Internet access matters to satisfaction user UMS library

The results of the analysis in the researcher line, show that there is a positive and significant influence on the variable access information to satisfaction user UMS library. So, from that, the hypothesis fourth is proven and possibly accepted. Supporting research findings performed by Chris Lazris et al (2021), show access information integrated with influential positive to Satisfaction usage. Other research that goes along with it namely Jaya (2019), influences positive access information to satisfaction product use Shepora in Surabaya. According to Zhang et al (2018) accessing information means customers can access available information from different channels (eg internet) and users can with easy access it. Internet access is one indicator of the shape obtained from interactions through the website. Accessing information will give a speed of access to the library and help us far more easily.

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5. Internet access matters to loyalty user UMS library

The results of the analysis by the researcher show that there is a positive and significant influence on the variable access information to loyalty user UMS library. So, from that, the hypothesis fifth is proven and possibly accepted. In line with the study by Hadi et al (2019), where access information is influential and positive to loyalty usage. Besides that, research from Query Ival D (2020), results shows that access information is influential and positive to loyalty usage, which is access information provided by the library already enough to build loyalty usage. The web application is a program that can run using browser technology and is accessible via the internet. Kotler (2016) said that there is an attachment between accessing information a loyalty which is when users get information a manner fast, then the level of Satisfaction will use higher. On the side, it also has a close relationship to produce profit for a library. The more many access library via the web, the increasing clothes and judged own complete and adequate facilities for a visit. Library with the use of progressive technology could make it easy for the user to search journals electronically or book electronics.

CONCLUSION

Judging from the results of the analysis that has been carried out, this study can be concluded that the first hypothesis is supported by service quality which has a positive and significant effect on library user satisfaction at UMS, then for the second hypothesis service quality has a positive and significant effect on library user loyalty at UMS, the third hypothesis three user satisfactions have a positive and significant effect on library user loyalty at UMS, the fourth hypothesis is that internet access has a positive and significant effect on library user satisfaction at UMS and the fifth hypothesis that internet access has a positive and significant effect on library user loyalty at UMS. To understand more deeply the Effect of Service Quality on Student Satisfaction and Loyalty, Empirical Studies on Library Users, subsequent research is recommended to be more active in distributing questionnaires to get more respondents. and further research is suggested to increase the generalization and diversity of variables in research. The limitations of this study are the limited time of the research, the number of respondents in this study can be said to be very limited, namely only 200 respondents, given the large population, the actual number of respondents can be added again and this research only examines the variables of service quality, internet access and user loyalty to customer satisfaction. while many other variables can be used to see customer satisfaction.

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