Effect of Service Quality and Collection Quality on Use Decisions through Library Image as Intervening Variables at the University Library North Sumatra

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ABSTRACT

Education is the main thing that must be owned, because education is the root of the civilization of a nation. Education is a basic requirement for everyone to be able to face the challenges ahead. To obtain education, many media can be used, including through the library. Libraries as a source of required information, where libraries include several activities ranging from collecting, storing, processing and maintaining books and other publications both printed and digital which are arranged in such a way according to a certain arrangement. One type of library that can support, expedite and enhance the quality of the implementation of the teaching and learning process is a university library. The purpose of this study was to analyze the effect of service quality and collection quality on the decision to use through library images as an intervening variable at the University of North Sumatra Library. The population of this research is students of USU S2 and S3 who have an active period in lectures with a total sample of 363 respondents. The sampling method used was cluster sampling. Data analysis was carried out through PLS-SEM using the SmartPLS 3.0 program. The results showed that service quality, collection quality and library image directly had a positive and significant effect on the decision of use, then indirectly the service quality and collection quality had a positive and significant effect on the decision to use through library images.

Keywords: Service Quality, Collection Quality, Use Decision, Library Image

INTRODUCTION

Education is the main thing that must be owned, because education is the root of the civilization of a nation. Education is a basic requirement for everyone to be able to face the challenges ahead. To obtain education, many media can be used, including through the library. Libraries as a source of required information, where libraries include several activities ranging from collecting, storing, processing and maintaining books and other publications both printed and digital which are arranged in such a way according to a certain arrangement. Libraries as part of the activities of providing education and research have the aim of providing information services needed by library users as well as supporting, expediting and enhancing the quality of the implementation of teaching and learning activities through the services and facilities provided. One type of library that can support, expedite and enhance the quality of the implementation of the teaching and learning process is a university library.

The College Library is one of the sources of knowledge so that the college library is called the heart of the college. University libraries can be said to be one of the supports for the Tri Dharma of Higher Education which is always a reference for academicians in providing information services for learning activities, research and in fulfilling the needs of information sources. Library is one of the absolute

requirements for the formation of a university. This has become a requirement in the existence of a unit. This is understandable because the library unit in a university is a support unit for the implementation of the learning process, transfer of knowledge, and technology to students, therefore libraries must pay attention to aspects of consumer decisions in visiting libraries.

The consumer's decision is a form of attitude in deciding whether to purchase or use a required product / service. Consumer decisions are generally influenced by several factors, one of which is service quality. A university library is said to be good if the library has done a good service in providing information, which can be felt and enjoyed by users. The good or bad assessment of the library can be seen and felt directly from the library service. So it can be seen that library services are one of the main activities that play an important role in carrying out its function in achieving higher education goals.

Apart from improving the quality of service, another thing that the library needs to pay attention to in making decisions about its use is the quality of its collections, because without a quality and adequate collection the library will not be able to provide good services. The collection is one of the pillars or the main attraction for visitors. Library collections in this case are all library materials that are collected, processed, and stored to be disseminated to users to fulfill information needs.

Collections can be an incentive for students and the public to visit the library. The quality of a collection is a determining factor whether the library will be accessed by many readers or not. In order to support these activities, at least schools or colleges are able to provide 10 titles of books for one student / student and increase the number of books at least 10% of the total collection each year (National Standardization Agency, 2009). Collections play a big role in a library to attract the interest of visitors,

this is absolutely a must-have in every library.

The definition of the availability of collections according to Sutarno (2006) is that a number of collections or library materials owned by a library are quite adequate in the number of collections, with the aim that they can be used by library users. Sutarno continued that there are several things that need to be considered in carrying out the availability of collections in a library, namely the relevance of library collections to educational institutions where the library is located. If the library is a college library, then the collection it must have must be in accordance with the needs of students and lecturers (Sutarno, 2006).

Another thing that needs to be considered in the availability of library collections is that it is oriented towards user needs, that is, collection development must be aimed at meeting user needs. Then the completeness of the collection needs to be considered and the completeness of the collection should not only consist of textbooks that are directly used in learning, but also cover fields of science that are closely related to existing programs. The library collection is expected to cover a wide range of scientific subjects. All components of the collection receive reasonable attention according to an assigned priority level. In addition, the latest in library collections also needs to be considered because the latest in the development of this information material needs to be anticipatory with the development of science and the scope of the library itself.

The latest collections can be seen from the year they were published and if the library materials were published in the last year, then it can be said that they are up to date (Sutarno, 2006). Apart from service quality and collection quality, library image also really needs to be considered in order to make library visitors want to come to visit a library, because good and quality service and supported by quality library collections that are able to meet the needs of library

visitors will form the library image itself so that the library has an increasing number of visitors.

The image of a place or an object does not only arise from within the place or thing itself, but it is also a view or perception, as well as a process of accumulating trust that has been given by individuals by forming broad and abstract public opinion). Thus, paying attention to the quality of a library's collection also means building the quality and image itself. So that the image of a library can be called an instrument that really needs attention. If a library manages to maintain the image and quality of its collection, then the user's decision to use the library will certainly increase by itself.

In this regard, the University of North Sumatra (USU) positions the library as an academic support element in supporting the vision and mission of higher education. In accordance with the Status of USU (PP No. 16/2014) article 25 paragraph 4 and article 49 paragraph 1 clearly states that libraries provide services for scientific information sources at USU. The USU Library itself was founded in 1970 which later became a central library which began with the joining of a number of faculty libraries and moved to a new building which was inaugurated on November 2, 1987 by the Minister of Education and Culture.

When traced back to USU's history, the first library established in USU's environment was the Medical Faculty Library (1952) and then followed by the Law Faculty Library (1954). At that time USU was still a foundation which was later handed over to the government and inaugurated as the seventh State University in Indonesia on November 20, 1957. The USU library has experienced rapid development since the last twenty-five years. In 1991 the USU library made fundamental changes in various aspects of its services by implementing new management in empowering the academic community. The USU library is oriented towards the interests of students and

lecturers as main customers. The entrepreneurial principle that prioritizes customer satisfaction is used as the philosophy of USU's library services in serving visitors.

Everything related to the library in a university becomes a catalyst for the advancement of a university, especially in the field of literacy, namely reading and writing. Therefore, the main task of the USU library in a university is to provide all the needs of users within the academic community. Based on the Government Agency Performance Accountability Report (LAKIP) which is an agency performance accountability document for its strategic plans and annual plans, information was obtained that currently the USU library has several types of collections to support the needs of its users, as for the number and types of collections it has. the USU library can find out through Table 1.1 below:

Table 1.1 Number of North Sumatra Library Collections by Type

No.	Collection Type	Amount	
		Title	Item
1.	Book	142.149	505.452
2.	E-Books	11.780	11.780
3.	Journal (Printed)	3.442	4.562
4.	Journal (Microfis)	515	61.440
5.	Electronic Journal (CD-ROM & Online)	51.298	51.298
6.	E-Thesis & Dissertation	1.600.000	1.600.000
7.	Video	40.636	40.636
8.	USU deposit	54.471	54.479
Amount		1.906.259	2.331.712

Source: Data processed (2020)

Table 1.1 shows that the collections in the USU library can be said to be quite complete because they have several different types of collections and a large number of titles and items that can be accessed by users who need them and must be updated every year so that the quality and completeness of the collections are maintained and up to date.

Respondents' assessment of USU's library services is considered to be inadequate because respondents still feel that library employees are not friendly to visitors. The assessment of the quality of the respondents' collections stated that the available books were still deemed not up-to-

date and limited in titles and numbers to meet the need for reference studies on the USU campus. The condition of the quality of collections and services like this certainly greatly influences the use decision and library image in the eyes of the user. But there are also respondents who think that the image of the library is quite good because only by using student identification cards (KTM) students can borrow books from the library even though there are respondents who choose another place because the collection is not complete and adequate, this situation can also trigger an assessment. poor in terms of service, usage decisions and library image. This should be of particular concern to the USU Library.

The USU Library has also never conducted an assessment survey of service conditions, collections, utilization, usage decisions and images to users, where the survey function is useful as evaluation material in determining strategic plans and treatments to improve service quality. This is very important so that in the future the library can carry out the function of the Tridarma of Higher Education and make library visitors feel satisfied and evoke the image of a library. This situation will ultimately improve the competence of higher education personnel and encourage them to become better educational institutions.

In other words, the library as the center and channel of information must always be ready to provide the best to its users both in terms of service and collection. A quality collection is a collection that is able to meet user needs as a resource. For students starting from the beginning of lectures to the final stage, namely compiling a final report such as a thesis, thesis and dissertation. Likewise for lecturers and researchers, the collections provided must be able to become an actual reference. This can improve the use decision and image of the University of North Sumatra Library.

According to previous research conducted by Netty and Siska (2017), it was found that the results of research stating that

product quality does not have a significant effect on purchasing decisions through brand image, while according to research conducted by Afwan (2018), research results show that Product quality has a significant relationship with purchasing decisions through brand image. Likewise with research conducted by Indriani (2019) where this research shows that the variables of product quality, service quality and brand image have a significant positive effect on purchasing decision variables. This study has different and inconsistent results, causing a research gap between the two studies. This research gap is an interesting phenomenon that supports this research to be carried out.

LITERATURE REVIEW
Marketing
Marketing is a management process for identifying, anticipating, and satisfying customers profitably. The above definition can be understood that marketing is a social and managerial process of individuals and groups to meet needs and desires through the creation, offering and exchange (value) of products with other parties, where it is also expected to be able to provide satisfaction to its customers (Alma, 2013).

Service Quality
Service quality is the overall characteristics of a product or service that affects its ability to meet the stated or unstated needs and desires of clients (Kotler, 2012).

Collection Quality
The product quality in this study is the quality of the collection, availability, and completeness of books in the library. One of the success of a library in the modern world can be measured by the quality of the collections in it. The more diverse and quality the collections are, the better the library accreditation itself will be (Sutarno, 2006).

Library Image

Assessment of library images can be shown through the views or impressions of the library users. Like a company, a library also has an image in the eyes of its librarian. The image of a library can be said to be a view given by the community about a library institution (Astuti, 2016).

RESEARCH METHODS

This research is an associative study with a quantitative descriptive approach. According to Sugiyono (2011), associative research is research that aims to determine the effect or relationship between the independent variable and the dependent variable and how close the relationship is. According to Sugiyono (2011), quantitative research is research by obtaining data in the form of numbers or extrapolated qualitative data.

The population in this study were students at the University of North Sumatra S2 and S3. Based on data obtained in 2019, the number of students was 3,893 people. The technique or sampling used in this research is cluster random sampling. Sampling by cluster (Cluster Random Sampling) is to randomize groups, not to individual subjects (Sugiyono, 2013). Researchers use this technique due to the number of populations where USU students consist of faculty clusters or clusters of students from USU S2 and S3 who have active periods in lectures. The determination of the sample size in this study was carried out using the Slovin formula so that the number of samples in this study was 363 respondents.

The data in this study will be collected through primary data and secondary data. Primary data is data that is obtained to be processed directly and used for analysis and decision making in research conducted. Primary data to be taken for this research is obtained through research instruments, namely tools used to measure observed natural and social phenomena.

The data collection technique used by the author in this study is a questionnaire, a questionnaire is a way of collecting data by asking the respondents questions about the variables in the study. The line method is used to reveal the identity of the researcher and the variables in the study. Interviews, conducted by communicating with related parties in accordance with the topic under study and documentation study is a way of collecting data by collecting and studying data obtained from books, journals, and information from the internet related to line research.

RESULT AND DISCUSSION
INFLUENCE OF LIBRARY IMAGE ON USE DECISIONS

Based on the results of hypothesis testing, it shows that the Library Image variable has a positive and significant effect on the Use Decision. This is evidenced by the significance value for Library Image 0.000 with alpha 5%, namely ($p = 0.000 < 0.05$), which means that the Library Image has a significant effect on the Use Decision. Meanwhile, according to several studies by Masikah et al (2016); Anwar (2016) and Ninik, (2015), state that the image of the library has a positive and significant influence on usage decisions.

Based on the distribution of questionnaires distributed to 363 respondents, it was found that most respondents gave positive answers about the USU Library Image, as in the statement that the USU Library could be trusted by students who came, which indicated that the respondents agreed with the statement. Based on interviews conducted by researchers with respondents, it was found that USU students found it easy when they wanted to make transactions for borrowing books or returning books because the USU library has 15 integrated branch libraries, this is also an advantage of USU libraries compared to other libraries, namely the system built connected to each other. The strategic location of the library and located

in each campus also gives a good image for students because it brings services closer. In terms of library facilities, it also provides Wifi access with a radius of 50 meters as well as reference and information literacy services making it easier for students to find references for their theses, namely using repository.usu to see student research collections that can be used as a reference in conducting student research. With the better the image of the library in the eyes of consumers, it will increase the decision to use in using products / services.

THE EFFECT OF COLLECTION QUALITY ON LIBRARY IMAGE

Based on the results of hypothesis testing, it shows that the Collection Quality variable has a positive and significant effect on Library Image. This is evidenced by the significance value for the Collection Quality variable 0.000 with alpha 5%, namely (p = 0.000 <0.05), which means that the collection quality has a significant effect on the library image. This research is in line with research conducted by Indriani (2019), Laura, (2017), and Anis et al (2015), if the quality of the collections from the library is good and can meet consumer needs, it will improve the image of the library itself.

Based on the distribution of questionnaires distributed to 363 respondents, it was found that respondents were more dominant in giving positive answers, where positive answers were for e-journal collections. Where electronic journals are subscribed to are reputable and latest journals, and there are quite a lot of e-journal databases subscribed to by the library, reaching 37 databases such as Proquest, Ebsco, Emerald, Wiley, IOP, TEEAL, CABI and others which certainly makes it easier for students to research. they. This shows that the diversity of collections available, both printed and digital, gives a good image to the USU library. However, there were several statements that received a less agreeable response from respondents such as the statement "USU's library books are very

complete", namely that there are still many books needed by students, a small number of examplars, so that some students consider this unavailability to be incomplete even though it is due to its high volume. The circulation of the book or commonly known as the library in material use library is very high. This, of course, must be considered by the library because the availability of collections greatly affects the image of the library towards users as well as regarding consumer confidence in the collections in the library. For the quality of bookbinding that students feel is still not good, where there are several books that have been separated from their binding and also some pages are missing, so this concerns the trust and image of the library in accordance with its vision of presenting collections properly and efficiently. This should also be taken into account by the USU library, because it will affect the image of the library where the decline in image decreases library visits.

THE EFFECT OF COLLECTION QUALITY ON USE DECISIONS

Based on the results of hypothesis testing, it shows that the Collection Quality variable has a positive and significant effect on the Use Decision. This is evidenced by the significance value for the Collection Quality variable of 0.002 with an alpha of 5%, namely (p = 0.002 <0.05), which means that the quality of the collection has a significant effect on the decision to use. This research is in line with research conducted by Laura, (2017), Hasan (2015) and Fathoni et al (2015) which state that collection quality has a positive and significant effect on usage decisions.

Based on research on the Collection Quality variable that has been distributed to 363 respondents, it shows that most respondents agree with the statements submitted, although there are still respondents who disagree with the existing statements, such as the incomplete books in the library, thus making some students choose to use another library. The USU library must pay a lot of attention to the

collection of its books because the more complete the collection of books it has, it will increase student decisions in using the library.

For the quality of volumes and books that are considered by students to be still not good, there are some books that have been separated and some pages are missing, where this condition causes users to feel uncomfortable when reading them, and books with missing pages also give the respondent a feeling of disappointment because the information needed is not fully obtained. This can cause users to discourage using the collection as learning material. Undoing the intention of using a collection is a form of decision use attitude.

EFFECT OF SERVICE QUALITY ON LIBRARY IMAGE

Based on the results of hypothesis testing, it shows that the Service Quality variable has a positive and significant effect on Library Image. This is evidenced by the significance value for the Service Quality variable 0.000 with alpha 5%, namely (p = 0.000 <0.05), which means that service quality has a significant effect on library image. This research is in line with research conducted by Indriani (2019), Afwan (2018) and Indahtianti, Tjuparmah (2013) and El Salam et al (2013), showing that service quality has a positive and significant effect on usage decisions through corporate image. With the better the quality of service and how the image of a company becomes an aspect in determining usage decisions for users.

Based on research on the Service Quality variable that has been distributed to 363 respondents, it shows that most respondents agree with the statements submitted, although there are still respondents who disagree with the existing statements. The statement for librarians in the USU library understands the needs of students. This shows that there are still many things that need to be paid attention to by the USU library because according to librarian respondents who are in USU's

library there is still no initiative in helping students as well as the friendliness of the librarian who is still not friendly. The good and bad image of the library can be seen through how the services provided, this of course must be paid attention to by the USU library.

Likewise with the image of the library, some respondents still think the library is less responsible for loss, it is indicated that the respondent wishes that if there is a loss of personal belongings during a library visit, the respondent hopes that the library will investigate the thief until it is found and do the best it can by publishing the thief's picture from CCTV to bulletin boards in the campus environment, library social media or sending privately to respondents who have lost. This must also be considered by the library because it will affect the quality of service, especially understanding user needs and the library image is a sense of trust and a positive impression.

For respondents who responded negatively to "Libraries have advantages over other libraries, they argue that libraries are still considered weak in service. A library should have an excellent service principle, which obliges its staff to be more caring, friendlier and more informative. This situation can also lead to a decline in the image assessment of the library and service quality, especially presenting the latest information.

EFFECT OF SERVICE QUALITY ON USE DECISIONS

Based on the results of hypothesis testing, it shows that the Service Quality variable has a positive and significant effect on the Use Decision. This is evidenced by the significance value for the Service Quality variable of 0.003 with an alpha of 5%, namely (p = 0.003 <0.05), which means that Service Quality has a significant effect on the Use Decision. This research is in line with research conducted by Rusdin (2019), Indriani (2019), Afwan (2018), Hutabarat et

al (2018) which states that service quality has a positive effect on usage decisions.

Based on research on the Experiential Quality variable that has been distributed to 363 respondents, it shows that most respondents agree with statements such as "The facilities in the USU Library are complete such as (AC, Tables, Chairs, Lockers)", this is one aspect. which needs to be maintained because with the good existing facilities it will make students comfortable and more intense in visiting the library, the library itself is the place most often visited by students because students themselves can enjoy all campus facilities for nothing, many students come to do assignments and also using library facilities such as digital library services, this was also strengthened by the statement of respondents who said that the USU library had comfortable rooms. Therefore, the better the quality of service provided by a company, the consumer's decision to use goods / services will also increase.

THE INFLUENCE OF COLLECTION QUALITY ON USE DECISIONS THROUGH LIBRARY IMAGE

Based on the hypothesis test, it is known that Collection Quality has a positive and significant effect on the Use Decision variable through Library Image. This is evidenced by the significance value of 0.000 with 5% alpha (p = 0.000 <0.05), which means that the quality of the collection has a significant effect on the decision to use through library images. This research is in line with research conducted by Afwan (2018), Khotimatunisa (2018), Masruroh (2018) and Netty and Siska (2017), which show that product quality has a positive and significant effect on use decisions through corporate image. The more companies can provide quality products in terms of libraries, which is the fulfillment of the needs of book collections, it will increase the user's decision to decide on choosing a library, especially with the good image of a library, it will be an added value in the use decision.

Based on the statements distributed through questionnaires distributed to 363 respondents, it shows that respondents still give positive responses to the statements given, even though there are some respondents who give less agreeable answers such as the statement "the books in the USU library are very complete" indicating that respondents have not fully agreed because many respondents themselves still feel that books in the library are still included in old books and so are the limitations of books so that some respondents sometimes have to scramble to borrow books from the library. This is what the library must pay attention to because if the collection from the library does not meet the needs of students, it will only reduce the image of the library itself and will reduce the student's decision to use.

THE INFLUENCE OF SERVICE QUALITY ON USE DECISIONS THROUGH LIBRARY IMAGE

Based on the hypothesis test, it is known that Service Quality has a positive and significant effect on the Use Decision variable through Library Image. This is evidenced by the significance value of 0.000 with 5% alpha (p = 0.000 <0.05), which means that service quality has a significant effect on the decision to use through library images. According to several studies such as Afwan (2018), Netty and Siska (2018), Karyose et al (2017) and El-Salam and Shawky (2013) show that service quality has a positive and significant effect on usage decisions through company image. With the better the quality of service and how the image of a company becomes an aspect in determining usage decisions for users.

Consumer decisions are the attitudes of consumers who decide to buy or use a service item they need. Consumer decisions are generally influenced by several factors, one of which is service quality. Based on the distribution of the questionnaire itself, it is known that respondents who are USU students still feel the problem of service

quality to existing librarians, respondents think that there are librarians who are less friendly then still lacking in meeting student needs. This, of course, must be paid more attention to by the USU library, especially for respondents, the USU library has a good image because the USU library makes it easy for students to borrow books and use library facilities. A college library is said to be good if the library has done a good service in terms of providing information to users that can be felt and enjoyed by users, so that the good or bad of the library will be seen and felt directly from the library service, as well as the library image which is also aspects in determining the decision to use, because if the image of a company is good it will give a good impression to consumers, and if the image of the company is bad, it will give a bad impression to consumers, and consumers can switch to other competitors with superior offers.

CONCLUSION AND SUGGESTION
Conclusion
Based on the results of the research and discussion that has been carried out in this study, the researchers draw the following conclusions:
1. Library image has a positive and significant effect on the Use Decision at the Library of the University of North Sumatra.
2. Collection quality has a positive and significant effect on the Library Image at the Library of the University of North Sumatra.
3. Collection quality has a positive and significant effect on the Use Decision at the University of North Sumatra Library.
4. Service Quality has a positive and significant effect on the Library Image at the Library of the University of North Sumatra.
5. Service Quality has a positive and significant effect on the Decision to Use the Library at the University of North Sumatra.

6. Collection quality has a positive and significant effect on the decision to use through library images at the Library of the University of North Sumatra.
7. Service quality has a positive and significant effect on the decision to use through library images at the Library of the University of North Sumatra.

Suggestion
Based on the results and discussion, there are several suggestions that can be delivered:
1. Service quality has a significant effect on usage decisions. This indicates that the USU library must maintain and improve service quality. The problem with service quality according to respondents is that librarians are not friendly, alert and less responsive in helping students, the USU library must pay more attention to its human resources by providing training to librarians both in developing interests, talents and soft skills, then monitoring how the development of librarian in providing services to students. Likewise, libraries must regularly evaluate and identify possible problems that can hinder the ease of finding book and journal information online and offline, such as synchronizing catalog data with field conditions, control of internet systems and networks,
2. The quality of collections has an effect on the decision to use, this shows that the quality of collections must be further improved by the USU library, there are several things that must be considered by the USU library such as the completeness of the collection, this of course must be paid more attention because students visiting the library are more dominant in borrowing book. Respondents argue that many books in the library do not yet have the latest editions. Libraries must pay more attention to book collections in terms of number and publication, because most students who visit the library look for

the latest references to support their research. The quality of the volume must also be considered by identifying and evaluating to check the physical condition of the collection on a scheduled basis. Libraries can also list proposals for new books based on the titles of books whose volumes have been severely damaged. Electronic journal collections also require attention, because respondents expect the contents of electronic journals available in the USU library to be good. There are steps that need to be taken to support these activities, such as making analytical studies related to journal content assessment by involving several expert researchers and lecturers on campus as well as involving lecturers and researchers to propose subscriptions to electronic journals and

3. The library image also influences the use decision. The library image must be able to mediate the relationship with service quality and collection quality. One of the concerns in supporting this activity is security. The USU Library must increase security in order to anticipate loss in its environment, such as adding CCTV points in areas prone to loss, scheduling announcements every 2 hours through speakers announcing warnings about guarding goods, scheduling controls around security and helping with the process of resolving lost cases with campus security or other parties the authorities. The USU library must also increase advantages that are more visible to users, such as national and international achievements in order to increase a positive impression in the eyes of users.

4. The USU library must also maintain its quality during this pandemic because implementing lockdowns and learning from home will make student visits to the USU library drastically reduced. USU Libraries can use social media online to inform services and improve

health protocols recommended by the government within the library.

5. It is hoped that further research can further refine this research, namely by focusing on the faculty libraries at the University of North Sumatra and can also add other variables such as Experience, Loyalty and Revisit Intention so that better results can be obtained in the future and can further advance the library from the University of North Sumatra.

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