

THE INFLUENCE OF SERVICE QUALITY ON USER SATISFACTION THROUGH OFFICIAL CREDIBILITY AT SUKABUMI PUBLIC LIBRARY

Dedi Mulyadi¹, Ike Rachmawati², Sugihartto³

^{1,2,3}Administrative Science Master Study Program, Faculty of Administrative and Humanity,
Muhammadiyah University Sukabumi
Email : dmulyadi27@gmail.com

ABSTRACT

Ideally, services in the library can be more attractive, friendly, fast, and accurate. This means that the orientation of library services must be based on user needs, anticipation of developments in information technology and friendly service, in other words, placing users as one of the factors. However, the results of a community satisfaction survey conducted in February 2023, the Sukabumi Regency library obtained a satisfaction index below 28 or was in the Unsatisfactory category. This study aims to analyze the effect of service quality and staff credibility on user satisfaction at the Sukabumi District Public Library.

Descriptive method with quantitative approach and verification method used in this research. The research population is the average number of users from January to March 2022, with a total population of 650 users. The research sample of 388 users was selected using simple random sampling technique. The data obtained from the samples were analyzed using inferential partial least squares (PLS) analysis using the smartPLS application.

The results of the data analysis show that service quality has a significant and positive influence on the credibility of officers. In addition, the credibility of officers also has a significant and positive influence on user satisfaction. Furthermore, service quality also has a significant and positive influence on user satisfaction through the credibility of officers as mediators.

These findings indicate that improving and improving the quality of services provided by librarians can increase the user's perception of the credibility of the officers. In addition, the high credibility of officers can also increase user satisfaction with the services and facilities provided by the Sukabumi District Public Library. Therefore, it is suggested that libraries increase training and skills development for officers in providing the information needed by users and pay attention to other factors such as the strategic location of the library.

This research contributes to the understanding of the factors that influence user satisfaction at the Sukabumi District Public Library. The results of this study can be used as a basis for improving service quality, officer credibility, and user satisfaction in an effort to improve library services as a whole.

Keywords: Service quality, User Satisfaction, Officer Credibility, Library

INTRODUCTION

The influence of reform and the demands of the strategic environment that surrounds public services is one of the most important issues in the development of public organizations today. These reforms and demands lead to the performance of public management which is considered to be still not optimal, even though the need for public management that is professional, competent and provides the best service, not only because of the encouragement

of organizational development, but further than that, the need for public management is the need to succeed in achieving the goals of public organizations more specifically by being guided by the principles of the best service to the public.

Libraries as public organizations will always receive a sharp spotlight, especially with regard to public service and satisfaction, because every day the library deals directly with people from various walks of life. The public's demand for the library as a public service institution is the best service so that a sense of satisfaction with the service arises. Good public service is measured by the achievement of satisfaction felt by the public served. Public service that is able to satisfy the public is of course not an easy job, because many factors influence it. Satisfying public services of course require strong commitment, great energy, adequate service competence of the apparatus, adequate supporting materials, simple and non-bureaucratic procedures, and very large public participation. The implementation of good public services is not as simple as when formulating it.

However, because it has become a public demand, as the most important party in the dialectical process of public services towards quality public life, to avoid this dissatisfaction, various efforts must be made by government officials to provide the best possible service to the community, along with increasing societal demands.

Service is a major element in achieving a successful library organization because it is this part that deals directly with users in disseminating information and utilizing the services and facilities in the library. Many arguments state that library services are the central point of library activities and are synonymous with services, because there is no library if there are no service activities.

Library services include all service activities to users related to utilization, use of library collections in an appropriate and timely manner for the benefit of library users (Lasa, 1994: 122).

Service activities to library users are services provided by a library to disseminate information and use collections. Library users not only want the services provided by the library, but also want these services in adequate quantity and quality.

Ideally, services in the library can be more attractive, friendly, fast, and accurate. This means that the orientation of library services must be based on user needs, anticipation of developments in information technology and friendly service, in other words, placing users as one of the factors.

The Archives and Libraries Service considers that library services are the spearhead of the Office, so service officers are encouraged to improve the quality of service so as to be able to provide satisfaction to the community. If the user is satisfied, it will correlate with the number of library visitor numbers increasing.

Especially after the occurrence of complaints from users, who often visit the library, and get unwanted events in the library. In fact, these complaints were told and uploaded on social media (Instagram), so that anyone could read them.

METHODS

The research method is a method used by researchers in collecting research data. By using the research method, it will be known that there is a significant relationship between the variables studied so as to produce conclusions that will clarify the description of the object under study. Sugiyono (2021:2) explains that research methods are basically a scientific way to obtain data with specific purposes and uses.

Efferin, Darmadji, and Tan (2004:7) explain the research method is part of a methodology that specifically describes how to collect and analyze data. The method used in this study is a descriptive method with a quantitative approach and a verification method, namely the results

of the research which are then processed and analyzed to draw conclusions, meaning that the research carried out is research that emphasizes its analysis on numerical data (numbers), using research methods This will reveal a significant relationship between the variables studied, resulting in a conclusion that will clarify the description of the object under study.

Sugiyono (2021:21) states that the descriptive analysis method is statistics used to analyze data by describing or describing the data that has been collected as it is without intending to make general conclusions or generalizations.

Nazir (2003: 54) defines the descriptive method, which is a method in examining the status of human groups, an object, a condition, a thought, or a class of events in the present. Sugiyono (2021:21) mentions a verification approach basically for testing theories by testing hypotheses. Verification means testing a theory by testing a hypothesis whether it is accepted or rejected.

From the above understanding it can be concluded that the descriptive method with a quantitative approach and verification method is a method that aims to describe systematically and factually about the facts and the relationship between the variables investigated by collecting data, processing, analyzing and interpreting data in hypothesis testing.

In this study the descriptive method was used to explain the influence of officer credibility and service quality on user satisfaction. From this information, an analysis can then be made to become input for the Archives and Libraries Service. While the verification method is used to answer the hypothesis of whether or not there is an effect of Officer Credibility and Service Quality on User Satisfaction. And a quantitative approach is used to analyze the magnitude of the influence of Officer Credibility and Service Quality on User Satisfaction.

RESULTS AND DISCUSSION

Description of Research Subjects

Collecting data in this study using a questionnaire addressed to users. The total number of well-filled questionnaires was 388 respondents. Description of research subjects can be seen from gender, age, and last education.

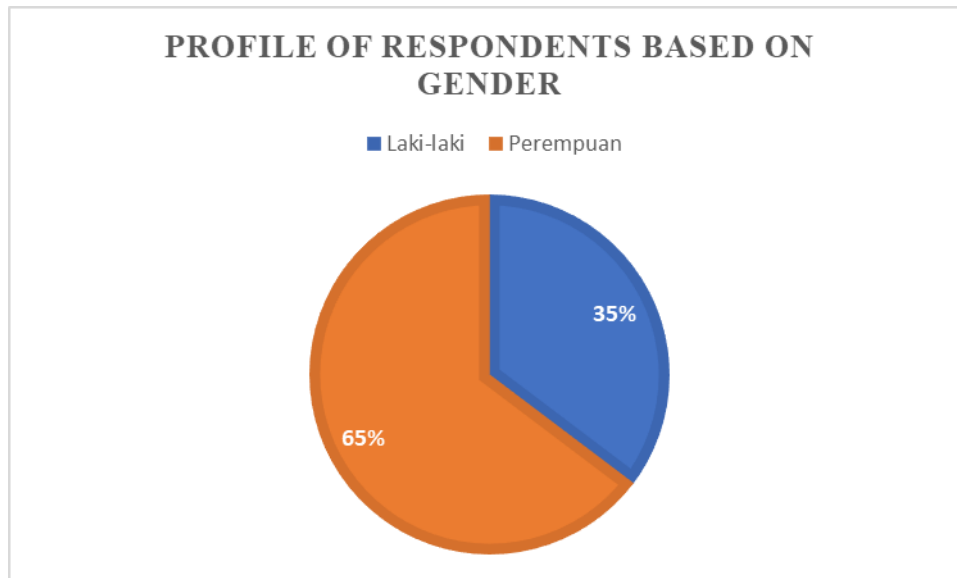
Gender

Respondents in this study amounted to 388 users consisting of men and women. The identity of respondents based on gender can be seen from the following table:

Profile of Respondents Based on Gender

No	Gender	Number of respondents	Percentage (%)
1	Man	137	35,30
2	Woman	251	64,70
Total		388	100

Source: Data processed by researchers, 2023



Source: Data processed by researchers, 2023

it can be seen that the identity of the respondent is determined based on gender. Of the total respondents, there were 137 men, which accounted for 35.30% of all respondents. Meanwhile, there were 251 women, which constituted 64.70% of the total respondents. Thus, it can be seen that the respondents in this study were divided proportionally between men and women, with the majority of respondents being women.

Description of the Research Object

The description of the object of this study contains the responses of 388 user respondents to several statements related to service quality variables, user satisfaction with officer credibility as a mediating variable. Questionnaire questions using a Likert scale. The following are the results of the questionnaire.

Quality of service

The quality of service to users is very important in maintaining user satisfaction and increasing the effectiveness of the library. Factors such as the speed and responsiveness of librarians in responding to user requests or questions, as well as providing the necessary assistance, are the keys to providing good service. In addition, the attitude of friendliness and courtesy of librarians is also very necessary. Users should feel warmly received and heard when asking questions or seeking sources of information. The librarian's technical expertise in helping users use library facilities also contributes to service quality. In maintaining the quality of user services, libraries can also involve users in the decision-making process, hold training or workshops, and provide adequate facilities. By paying attention to all of these factors, the library can provide satisfying services and contribute to the learning, research, and entertainment needs of its users. The user responses to the service quality of the Sukabumi Regency Public Library, namely:

Respondents' responses to service quality

Service quality							Average
No.	Indicator	STS	TS	N	S	SS	
1	The services provided by the Sukabumi District Public Library are in accordance	13	38	98	146	93	3,69

	with my expectations.						
2	I am satisfied with the competence of the Sukabumi District Public Library staff.	7	37	121	137	86	3,66
3	Sukabumi District Public Library officers are ready to respond to my request as a user.	4	6	60	203	115	4,08
4	Sukabumi District Public Library officers have a polite attitude in serving users.	4	10	37	215	122	4,14
5	Sukabumi District Public Library officers have good administrative and technical service capabilities.	6	9	46	197	130	4,12
6	Sukabumi District Public Library officers have good ethics in serving users.	5	7	45	214	117	4,11
7	The Sukabumi Regency Public Library officers really help users.	5	7	37	198	141	4,19
8	I feel that the Sukabumi District Public Library staff cares about my needs as a user.	20	62	129	76	101	3,45
9	The Sukabumi Regency Public Library applies equal rights and does not discriminate in providing services.	23	73	105	128	59	3,33
10	The library room at the Sukabumi District Public Library is always clean and well maintained.	30	108	70	128	52	3,16
11	The interior design of the library at the Sukabumi District Public Library is interesting and invites my interest as a user.	24	66	76	78	144	3,65
12	The location of the library in the Sukabumi District Public Library is strategic and easy to reach.	76	37	86	134	55	3,14
13	Sukabumi District Public Library officers are always willing to help users.	24	59	57	189	59	3,52
14	Sukabumi District Public Library officers are responsive in responding to user complaints.	75	54	68	65	126	3,29
15	The service process at the Sukabumi District Public Library runs quickly.	29	56	68	123	112	3,60
Average							3,68 (Good)

Source: Data processed by researchers, 2023

shows the results of the responses of 388 user respondents to the variable statement of service quality. From a total of fifteen statements, the majority of respondents agreed to the statements that had been submitted. The statement that shows the lowest average value is statement number 12, namely "The location of the library at the Sukabumi Regency Public Library is strategic and easy to reach" While the statement that shows the highest average value is statement number 7, namely "Sukabumi Regency Public Library Officers in earnest".

User Satisfaction

User satisfaction is very important in evaluating the quality of services provided by the library. Users will be satisfied if the library provides good accessibility, both physically and through online platforms, so that they can easily access library collections and services. In

addition, the availability of collections that are relevant to the needs of users, whether in the form of books, journals, articles or other sources of information, also contributes to their satisfaction. Then, the assistance provided by librarians, both in helping to find sources of information and providing guidelines for use, greatly influences user satisfaction. Adequate facilities and technology, such as comfortable reading rooms, fast internet access, and modern equipment, are also important factors in creating user satisfaction. In addition, the existence of interesting programs and events that suit the interests and needs of users can also increase their satisfaction. Therefore, to improve service quality and create a satisfying environment for users, libraries need to continuously measure the level of satisfaction of users and pay attention to their needs and expectations. The user responses to user satisfaction at the Sukabumi Regency Public Library, namely:

Respondents' Responses to User Satisfaction

User Satisfaction							Average
No.	Indicator	STS	TS	N	S	SS	
1	I am satisfied with the availability of a collection of reading materials at the Sukabumi District Public Library.	30	60	72	165	61	3,43
2	The services provided by the Sukabumi District Public Library are in accordance with my expectations.	23	115	79	115	56	3,17
3	The infrastructure facilities at the Sukabumi District Public Library are in accordance with my expectations.	22	55	128	82	101	3,48
4	I am interested in making a return visit to the Sukabumi District Public Library because the services provided have been satisfactory.	24	45	87	175	57	3,51
5	I am interested in making a return visit to the Sukabumi Regency Public Library because I get good benefits after utilizing a collection of reading materials.	75	117	77	66	53	2,76
6	I am interested in making a return visit to the Sukabumi Regency Public Library because the infrastructure facilities provided are adequate.	66	52	124	68	78	3,10
7	I will advise friends or relatives to visit the Sukabumi District Public Library because the services provided have been satisfactory.	1	8	40	236	103	4,11
8	I would suggest friends or relatives to visit the Sukabumi District Public Library because the infrastructure facilities provided are adequate.	1	14	47	223	103	4,06
9	I will suggest friends or relatives to visit the Sukabumi District Public Library because they can get good benefits.	2	13	46	190	137	4,15
Average							3,53 (Good)

Source: Data processed by researchers, 2023

shows the results of the responses of 388 user respondents to the statement of the user satisfaction variable. From a total of nine statements, the majority of respondents agreed to the

statements that had been submitted. The statement that shows the lowest average value is the statement with number 5, namely "I am interested in making a return visit to the Public Library of Sukabumi Regency because I get good benefits after utilizing a collection of reading materials." Meanwhile, the statement that shows the average value is the statement with number 9, namely "I will advise friends or relatives to visit the Sukabumi District Public Library because they can get good benefits."

Officer Credibility

The credibility of librarians has an important role in building user trust and satisfaction with the services provided. Librarian trust in librarians depends on several factors, including the competence of librarians, reliability in providing accurate and up-to-date information, and integrity in maintaining professional ethics. Librarians who are competent and skilled in helping users find sources of information, provide appropriate advice, and provide guidance in using library technology will increase their credibility. In addition, the reliability of officers in keeping promises, maintaining the confidentiality of users' personal information, and responding quickly to requests and questions from users will also strengthen their credibility. The responsiveness and professional appearance of librarians also play a role in building user trust and satisfaction. By maintaining the quality and credibility of librarians, libraries can create a trusted environment and provide satisfying services for users. The user responses to the credibility of the Sukabumi District Public Library officers, namely:

Respondents' responses to the credibility of officers

officer credibility							Average
No.	Indicator	STS	TS	N	S	SS	
1	Librarians are able to convey the correct information.	2	13	49	157	167	4,22
2	Librarians are able to provide good advice.	2	8	43	167	168	4,27
3	Librarians have integrity in providing answers.	4	10	59	195	120	4,07
4	Librarians are able to build good relationships.	4	16	53	178	137	4,10
5	Librarians are able to provide the required information.	10	44	106	139	88	3,65
6	Librarians are able to help find appropriate reading sources.	1	16	85	158	128	4,02
7	Librarians are able to communicate well.	4	10	51	178	145	4,16
8	The librarian is able to solve the problem.	5	7	43	171	162	4,23
9	Librarians are attractive.	3	6	34	189	156	4,26
10	Librarians have confidence.	4	10	40	207	127	4,14
11	Librarians are friendly.	2	10	39	223	114	4,13
12	Librarians are polite.	3	14	55	184	132	4,10
Average							4,11 (Good)

Source: Data processed by researchers, 2023

shows the results of the responses of 388 user respondents to the statement of the officer's credibility variable. From a total of twelve statements, the majority of respondents

agreed to the statements that had been submitted. The statement that shows the lowest average value is statement number 5, namely "Library staff is able to provide the information needed" While the statement that shows the highest average value is statement number 2, namely "Library staff is able to provide good advice".

Measurement Model Test Results (Outer Model)

Validity Test

According to Hair et al., (2017) in measuring convergent validity, a suitable assessment is an assessment with the AVE (Average Variance Extracted) standard. In addition, the average value of validity analysis (AVE) in each variable must be higher than 0.5 in order to have a stable validity value.

Convergent Validity Results (Outer Loadings)

	User Satisfaction	Employee Credibility	Service quality
KPL1			0.040
KPL10			0.765
KPL11			0.676
KPL12			0.655
KPL13			0.713
KPL14			0.746
KPL15			0.625
KPL2			0.207
KPL3			0.154
KPL4			0.203
KPL5			0.198
KPL6			0.172
KPL7			0.296
KPL8			0.779
KPL9			0.751
KPU1	0.747		
KPU2	0.776		
KPU3	0.812		
KPU4	0.794		
KPU5	0.473		
KPU6	0.642		
KPU7	0.093		
KPU8	0.141		
KPU9	0.128		
KRD1		0.665	
KRD10		0.758	
KRD11		0.638	
KRD12		0.708	
KRD2		0.721	

KRD3		0.308	
KRD4		0.320	
KRD5		0.451	
KRD6		0.266	
KRD7		0.702	
KRD8		0.703	
KRD9		0.730	

Source: Data processed by researchers, 2023

From the table above, it can be seen that the results of the outer loadings of convergent validity show a value > 0.5 . This means that there are indicators that do not meet the convergent validity requirements, namely KPL1, KPL2, KPL3, KPL4, KPL5, KPL6, KPL7, KPU5, KPU7, KPU8, KPU9, KRD3, KRD4, KRD5 and KRD6 Based on the table containing the results of the convergent validity test. Cells with black numbers show valid data, while red ones show invalid data. If there are invalid data results, a re-test is carried out by removing problematic indicators. This retest was carried out with the aim of knowing whether the indicator should be deleted or can be maintained. The results of the convergent validity and reliability tests can be seen as follows:

Final Convergent Validity (Outer Loadings) Results

	User Satisfaction	Employee Credibility	Service quality
KPL10			0.802
KPL11			0.693
KPL12			0.690
KPL13			0.712
KPL14			0.776
KPL15			0.634
KPL8			0.812
KPL9			0.770
KPU1	0.754		
KPU2	0.789		
KPU3	0.846		
KPU4	0.797		
KPU6	0.606		
KRD1		0.613	
KRD10		0.806	
KRD11		0.591	
KRD12		0.686	
KRD2		0.715	
KRD7		0.709	
KRD8		0.730	
KRD9		0.742	

Source: Data processed by researchers, 2023

Based on the table, after re-testing by removing some invalid indicators, new loading factors values were obtained. The results of this data show that all the remaining indicators are valid

Results of Average Variance Extracted

Variabel	AVE	Critical Value	Information
Service quality	0.545	> 0.5	Valid
Officer credibility	0.593	> 0.5	Valid
User satisfaction	0.661	> 0.5	Valid

Source: Data processed by researchers, 2023

From the table above, it can be seen that the Average Variance Extracted (AVE) results show a value of > 0.5, which means that the values of all these variables are valid (Hair et al., 2017).

Reliability Test

a. Cronbach's Alpha test

Hair et al., (2017) state that the Cronbach's alpha value must be greater than > 0.6.

Cronbach's Alpha Test Results

Variable	Cronbach's Alpha	Critical Value	Information
Service quality	0.879	> 0.6	Valid
Officer credibility	0.859	> 0.6	Valid
User satisfaction	0.817	> 0.6	Valid

Source: Data processed by researchers, 2023

From table 4.10 it can be seen that all results on the Cronbach's alpha test are declared valid because they achieve a value greater than > 0.6, which means that the value is reliable. So that the data is feasible to use for the next stage.

b. Composite Reliability Test

According to Hair et al., (2017) explains that the standard value or minimum value of the composite reliability test in this study is acceptable and said to be consistently reliable if it gives a value of 0.6 or greater > 0.7.

Composite Reliability Results

Variable	Composite Reliability
Service quality	0.905
Officer credibility	0.885
User satisfaction	0.873

Source: Data processed by researchers, 2023

From the table above it can be seen that all the results on the composite reliability test value have achieved greater than 0.7. This means that the value is reliable.

4.3.2 Inner Models

a. Coefficient of Determination (R²)

Hair et al., (2017) explained that through the Partial Least Square (PLS) method, the R² value is divided into 3 groups, namely:

- R² value of 0.7 = large (strong / substantial)
- R² value of 0.5 = moderate (medium / moderate)
- R² value of 0.25 = small (weak)

R² Square results

	R-square
Officer credibility	0.002
User satisfaction	0.701

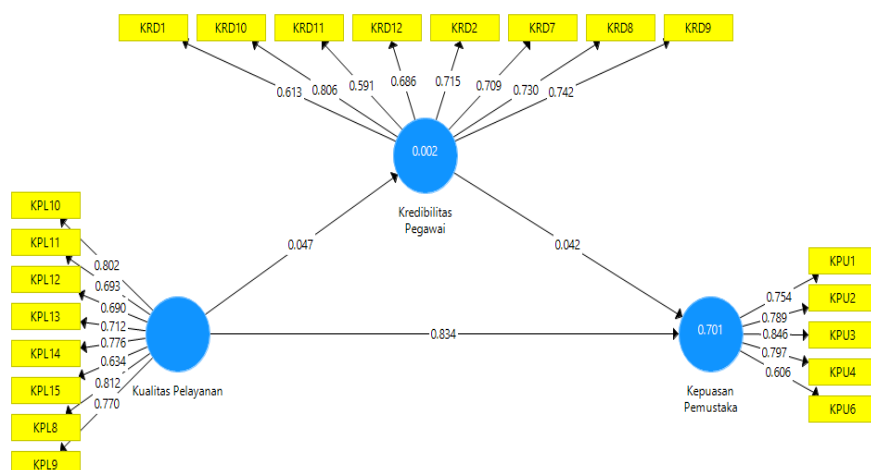
Source: Data processed by researchers, 2023

In the table above it is known that the R² value for the influence of officer credibility is 0.002. This means that the ability of the independent variable, namely the quality of service in explaining the variable Credibility of officers is 0.2%, which means it has a small effect (weak) and the remainder, namely 99.8%, is determined by other variables outside those discussed in this study. While the ability of the officer's credibility variable in explaining the user satisfaction variable is 70.1%, meaning that it has a small influence (weak) and the remaining 29.9% is determined by other variables outside those discussed in this study.

b. Path Coefficient

Hair et al., (2017) stated that the results of the study would be significant if the significance level reached 5% or the equivalent of 0.05. As for the results

Figure Path coefficient test results



Path coefficient test results

	User Satisfaction	Officer Credibility	Service quality
User Satisfaction			
Officer Credibility	0.042		
Service quality		0.047	

Source: Data processed by researchers, 2023

Based on the table above, it explains the path coefficient value of the service quality variable on officer credibility of 0.047, this shows that the service quality variable has a positive effect on officer credibility. While the variable officer credibility on user satisfaction is 0.042, this shows that the officer credibility variable has a positive effect on user satisfaction.

Hypothesis Testing

Testing the hypothesis in this study aims to determine whether the hypothesis that has been made can be accepted or rejected. This test can be seen from the t-statistics and p-values contained in the path analysis between variables (path analysis) through the bootstrapping method.

Bootstrapping results

Variable	<i>T Statistics</i> ($ O/STDEV $)	<i>P Values</i>	Information
service quality -> officer credibility	2.885	0.006	Accepted
officer credibility -> user satisfaction	9.689	0.000	Accepted

Specific Indirect Testing

Variable Relations	Mark <i>p-values</i>	Conclusion	Mediation Status
Service quality → Officer credibility → User satisfaction	0.008	Significant	there is mediation (Mediation)

From the table it can be interpreted the seven hypotheses as follows:

- 1) The first hypothesis is that there is an influence between the quality of service on the credibility of officers because the test results have a p-value of 0.006, which means that the value is below 0.05 so it has a significant result.
- 2) The second hypothesis is that there is an influence between the credibility of officers on user satisfaction because the p-value test results are 0.000, which means that the value is below 0.05 so it has significant results.
- 3) The third hypothesis is that there is an influence between service quality and user satisfaction through the credibility of the officers because the test results have a p-value of 0.008, which means that the value is below 0.05 so it has a significant result.

Service quality has a significant and significant influence on the credibility of officers.

The results of the H1 test which show that the acceptance of service quality has a direct and significant effect on the credibility of the Sukabumi District Public Library staff indicating that the quality of service received by library visitors has a significant impact on visitors' perceptions of the credibility of staff at the library.

In this context, "acceptable quality of service" at the Sukabumi District Public Library refers to how visitors experience and evaluate the quality of service they receive from librarians. This includes factors such as service speed and efficiency, courtesy and friendliness of the staff, clarity of information provided, and the ability of the staff to provide assistance or answers to visitor questions.

In this context, "credibility of officers" refers to the level of trust and confidence visitors have in the knowledge, competence, and integrity of librarians. The higher the quality of service received by visitors, the higher the credibility of officers who are trusted by visitors in providing quality services and meeting their needs.

The results of this H1 test indicate that there is a positive relationship between the quality of service received by visitors and their perception of the credibility of officers at the Sukabumi District Public Library. In this context, improving and improving the quality of services provided by librarians can increase visitors' perceptions of the credibility of officers, which in turn can contribute to visitor satisfaction and loyalty to the library.

Aspects that affect source credibility according to Venus (2018) are 1) Trustworthiness, related to the assessment given by users to librarians when providing correct information, librarians are objective when giving suggestions, and have integrity in providing answers to questions asked. This assessment is given based on the experience felt by users while in the library. Trustworthiness is an important factor in source credibility. A librarian will lose his trust when he is deemed to have no personal integrity even though his librarian conveys his message calmly and masters the material being discussed. 2) Expertise, related to assessment by users where librarians can provide services such as providing needed information, helping users find appropriate reading sources, and being able to communicate with users, as well as with the university that houses them. 3) Attractiveness, divided into physical attractiveness possessed by a librarian and psychological identification of a librarian, and is explained as follows a) Physical attractiveness is the appearance of a librarian which will influence how the user perceives his appearance. Because librarians who have social appeal will get more attention from users, are more appreciated and accepted by users who come to the library. Librarians will also get a positive response when interacting with users. b) Psychological attractiveness, on the aspect of psychological attractiveness related to similarity or resemblance. This means that librarians and librarians have similarities in language, are not too far apart in generations so that they can still be invited to talk comfortably, although they must maintain politeness.

Credibility of officers has a positive and significant influence on user satisfaction.

The results of the H2 test which show that the acceptance of officer credibility has a direct and significant influence on user satisfaction at the Sukabumi District Public Library indicates that officer credibility has an important role in creating user satisfaction in the library. In this context, "acceptance of officer credibility" refers to the user's perception of the knowledge, competence, and integrity of librarians at the Sukabumi District Public Library. The higher the credibility of the officers received by users, the greater their trust and confidence in the officers' ability to provide quality services and meet their needs.

"User satisfaction" refers to the level of user satisfaction and satisfaction with the services and facilities provided by the Sukabumi District Public Library. Factors such as the

quality of the collection of books, accessibility of facilities, cleanliness, clarity of information provided, and interactions with officers can affect the level of user satisfaction.

The results of this H2 test indicate that there is a positive relationship between the credibility of the officers received by users and user satisfaction at the Sukabumi District Public Library. This indicates that the higher the credibility of the officers, the higher the level of user satisfaction. Thus, it is important for libraries to ensure that their officers have adequate knowledge, competence, and high integrity in providing services to users. These results are in line with the research of Handayani, et al., (2020) which states that credibility affects user satisfaction.

Service quality has a significant and positive influence on user satisfaction through the credibility of officers.

The results of the H3 test which show that the quality of service received has an influence on user satisfaction through the credibility of the Sukabumi Regency Public Library officers indicating that the credibility of the officer acts as a mediator between the quality of service received by users and the level of user satisfaction in the library.

In this context, "acceptable quality of service" refers to how users experience and evaluate the quality of service they receive from the library. This includes various aspects such as speed of service, accessibility of book collections, convenience of facilities, clarity of information, and interaction with officers.

"Officer credibility" refers to the user's perception of the knowledge, competence, and integrity of librarians at the Sukabumi District Public Library. The higher the credibility of the officers received by users, the greater their trust and confidence in the officers' ability to provide quality services.

"User satisfaction" refers to the level of user satisfaction and satisfaction with the services and facilities provided by the library. This level of satisfaction can be influenced by factors such as quality of service, adequate collection of books, convenience of facilities, clarity of information, and positive interactions with officers.

The results of this H3 test indicate that the credibility of the officer acts as a mediator between the quality of service received by users and the level of satisfaction of users at the Public Library of Sukabumi Regency. That is, the quality of service received by users affects their perception of the credibility of officers, which in turn affects the level of user satisfaction.

CONCLUSIONS

Service quality has a significant and positive influence on the credibility of officers at the Sukabumi District Public Library. This shows that the quality of service received by visitors plays an important role in shaping visitors' perceptions of the credibility of officers.

Credibility of officers has a significant and positive influence on user satisfaction at the Sukabumi District Public Library. The higher the credibility of the officers felt by users, the higher the level of user satisfaction with the services and facilities provided.

Service quality has a significant and positive influence on user satisfaction through the credibility of officers. The credibility of the officer acts as a mediator between the acceptance of service quality by users and the level of user satisfaction. In other words, high service quality will increase the credibility of officers, which in turn will increase user satisfaction.

REFERENCES

- Abdullah, T., & Tantri, F. (2012). *Manajemen Pemasaran*. Jakarta: Rajawali Pers.
- Aliyan, Ivan, M., Naili, F., & Listyorini, S. (2013). Pengaruh Citra Toko dan Kualitas Pelayanan Terhadap Keputusan Pembelian Ulang Melalui Kepuasan Pelanggan. *Jurnal Ilmu Administrasi Bisnis Universitas Diponegoro Semarang*, 41-50.
- Ariastuti, Ni Gusti Agung Ayu dan Antara, Made. (2006). Faktor-Faktor yang Menentukan Loyalitas Pelanggan Terhadap Merek Teh Botol Sosro di Kota Denpasar. *Socio-Economi of Agribusiness*, 6(3), 1-15.
- Awa, R. K., & Roring, F. (2017). Servicescape dan *Service Quality* Pengaruh terhadap kepuasan konsumen muda yang berkunjung di waralaba. *Jurnal Emba V*, 2.
- Azwar, S. (2014), *Sikap Manusia dan Teori Pengukurannya*. Edisi ke2. Jakarta: Pustaka Pelajar.
- Bahar, Taslim. (2009). *Pengaruh Kualitas Pelayanan Terhadap Kepuasan Dan Loyalitas Penggunaan Moda Angkutan Umum Informal*. Simposium XII FSTPT, Universitas Kristen Petra Surabaya.
- Cortés-Villalba, C., Gil-Leiva, I., & Artacho-Ramírez, M. Á. (2017). Emotional design application to evaluate user impressions of library information desks. *Library & Information Science Research*, 39(4), 311-318.
- Darsono. (2013). Analisis Pengaruh Citra Toko dan Barang, Sarana, Pemdukung Terhadap Keputusan Pembelian. *Jurnal Ekonomi STIE DharmaPutra Semarang*.
- Deddy, S., Suryoko, S., & Listyorini, S. (2014). Pengaruh Harga, Produk dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan. *Diponegoro Journal Of Social and Political Science*, 1-10.
- Efferin, Sujoko., Hadi Darmadji, Stefanus., dan Tan, Yuliawati. (2004). *Metode Penelitian untuk Akuntansi*. Malang: Bayu Media.
- Ellitan, Lena. (1999). *Membangun Loyalitas melalui Costumer Satisfaction dan Costumer Oriented*. Kompak.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program SPSS*. In Badan Penerbit Universitas Diponegoro.
- Gultom, K. D., Paham, G., & Sembiring, K. B. (2014). Pengaruh bauran pemasaran jasa dan kualitas pelayanan terhadap kepuasan mahasiswa program studi manajemen fakultas Ekonomi dan Bisnis universitas muhammadiyah sumatera utara. *Jurnal manajemen dan bisnis*, 21-33.
- Hair et al., 2017. (2017). A Primer on Partial Least Square Structural Equation Modelling (PLS-SEM). In *Journal of Chemical Information and Modeling* (Vol. 53, Issue 9).
- Handayani, P. W., Gelshirani, N. B., Azzahro, F., Pinem, A. A., & Hidayanto, A. N. (2020). The influence of argument quality, source credibility, and health consciousness on satisfaction, use intention, and loyalty on mobile health application use. *Informatics in Medicine Unlocked*, 20, 100429.
- Harini. (2008). *Penetapan Harga, Pengantar Makro Ekonomi*. Jakarta: PT Gramedia .
- Hayati, N. (2011). Pengaruh Kualitas Pelayanan Terhadap Intensi Pembelian Ulang di Toko Buku Gramedia Merdeka Bandung. *Jurnal Sains Manajemen dan AKuntansi*.
- Irianti, P. (2017). Kepuasan Pemustaka Terhadap Fasilitas Perpustakaan di Fakultas Psikologi Universitas Gadjah Mada. *Berkala Ilmu Perpustakaan Dan Informasi*, 13(1), 47.
- Ismagilova, E., Slade, E., Rana, N. P., & Dwivedi, Y. K. (2020). The effect of characteristics of source credibility on consumer behaviour: A meta-analysis. *Journal of Retailing and Consumer Services*, 53, 101736.
- Kotler, P. (2002). *Manajemen Pemasaran Analisis Perencanaan Implementasi dan Kontrol, Jilid I*. Penerbit Prenhallindo: Jakarta.

- Kotler, P., & Amstrong, G. (2018). *Prinsip-prinsip Pemasaran (Edisi Pertama)*. Jakarta: Erlangga.
- Kotler, P., & Keller, K. (2016). *Marketing Management (Edisi Keempat Belas)*. England: Pearson Education.
- Kristiyaningsih, E. (2020). Faktor-Faktor Yang Memengaruhi Kepuasan Pemustaka Terhadap Layanan Perpustakaan Puslitbang Perkebunan Badan Litbang Pertanian,. *Media Pustakawan*, 27 No. 2, 86-94.
- Kuncoro (2013). *Perilaku Konsumen (Teori dan Penerapannya dalam pemasaran) dalam Pemasaran*, Jakarta: Ghalia Jakarta.
- Kurniasih, N. (2018). Analisis Pengaruh Pelayanan Perpustakaan Terhadap Kepuasan Pengguna Perpustakaan Di Institut Agama Islam Imam Ghozali. *Jurnal Tawadhu*, 2(1), 447–468.
- Kusumawardhani, D., Rachmawati, T. S., & Prijana, P. (2018). Hubungan Kredibilitas Pustakawan dengan Loyalitas Pemustaka Pada Perpustakaan UNISBA. *LIBRARIA: Jurnal Perpustakaan*, 6(1), 153.
- Lasa, H. S. (1994). *Jenis-Jenis Pelayanan Informasi Perpustakaan: sirkulasi, referensi*. Yogyakarta: Gadjah Mada University Press.
- Lovelock, C., & Wiertz, J. (2011). *Service Marketing*. New Jersey: Pearson.
- Lovelock, L., & Wright, L. K. (2007). *Manajemen Pemasaran Jasa*, PT. Indeks, Indonesia
- Lumentut, F., & Palendeng, I. (2014). Fasilitas, Servicescape dan Kualitas Pelayanan Pengaruhnya Terhadap Kepuasan Konsumen McDonald's Manado. *Jurnal Emba*, II (3), 126-136.
- Lupiyoadi, Rambat. (2001). *Manajemen Pemasaran Jasa*, Salemba Empat, Jakarta.
- Mulyadi, D., Gedeona, H. T., & Affandi, M. N. (2018). *Administrasi Publik untuk Pelayanan Publik*. Bandung: Alfabeta.
- Nasution, A. Z. (2001). *Hukum Perlindungan Konsumen Suatu Pengantar*. Diadit Media. Jakarta.
- Nazir, M. (2003). *Metode Penelitian*. Jakarta : Ghalia Indonesia
- Priyatno, Duwi. (2016). *Belajar Alat Analisis Data Dan Cara Pengelolannya Dengan SPSS*. Gava Media, Yogyakarta.
- Sarwono, Jonathan. (2012). *Path Analysis dengan SPSS*. PT. Elex Media Komputindo, Jakarta.
- Sugiyono. (2021). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Supranto. (2006). *Pengukuran Tingkat Kepuasan Pelanggan*. Jakarta: Rineka Cipta.
- Tjiptono, F. (2019). *Kepuasan Pelanggan - Konsep, Pengukuran, & Strategi*. Yogyakarta: Andi.
- Venus, Antar. (2018). *Manajemen Kampanye Panduan Teoritis Dan Praktis Dalam Mengefektifkan Kampanye Komunikasi Publik Edisi Revisi*. Bandung: Simbiosis Rekatama Media.
- Xu, F., & Du, J. T. (2018). Factors influencing users' satisfaction and loyalty to digital libraries in Chinese universities. *Computers in Human Behavior*, 83, 64-72.