



Analysis of the Influence of Library Facilities on Visiting Decisions at Maranatha Christian University

¹Neneng Sayidah, ²Betarum Damaris²

^{1,2}Universitas Kristen Maranatha

nengdawiti@gmail.com, betarumd@gmail.com

DOI: 10.30742/tb.v10i1.5104

Received: 16 December 2025

Revised: 27 April 2026

Accepted: 27 April 2026

ABSTRACT

Purpose Research. This study aims to analyze the influence of library facility usage on the visiting decisions of the academic community at Universitas Kristen Maranatha. Amidst digital transformation, the library's role as an intellectual hub is vital, yet relatively low visit data presents a paradox. This research is important for providing an empirical analysis of the relationship between facility usage and visiting interest. **Research Method.** Using a quantitative correlational approach, primary data were obtained through an online questionnaire from 125 respondents selected using a simple random sampling technique. Direct observation and literature studies were also conducted as secondary data. **Analysis Data.** The data were analyzed using IBM SPSS Statistics software. Validity (Pearson Product Moment) and reliability (Alpha Cronbach) tests were conducted to ensure the research instrument was reliable. Hypothesis testing was performed using Spearman's rank order correlation analysis at a significance level of 0.05. **Results.** : A significant relationship was found between the use of library facilities and the visiting decision, with a correlation coefficient of 0.780, which is classified as "high". Visitors gave a very positive perception of the facilities, especially the comfort of the rooms. **Conclusions.** The quality and completeness of facilities have a strong and significant influence on a person's decision to visit the library, indicating that investment in infrastructure and resources is an effective strategic step to increase visits.

Keywords: visiting decision; facilities; library; maranatha christian university

A. INTRODUCTION

In the midst of a digital disruption era, the role of university libraries has fundamentally transformed. Not only a collection warehouse, the library is now an essential intellectual center in supporting the tridharma of higher education. As mandated in Law Number 43 of 2007, libraries are professional institutions that function to meet the needs of education, research, information preservation, and even recreation for users. In the progress of the times, university libraries are required to innovate through technology-based services and meet national standards, where facilities are one of the main pillars. Commitment to the renewal of facilities and infrastructure is not only a matter of fulfilling regulations, as stated in Government Regulation Number 14 of 2014, but also a form of service orientation to users which leads to the growth of interest in visiting.



Facilities are a determining factor that affects the satisfaction and interest of visitors. Facilities, according to Lawe, Harindah, and Senduk (2016), are all completeness that aims to make it easier for users to use the library and support the efficiency of librarians' work. This concept includes library elements broadly, ranging from physical elements such as adequate library space, modern equipment, and relevant collections (Rizkyantha, Tamalah and Iswanto, 2022). According to Natazha, Murwaningsih and Widodo (2024), the management of mandatory facilities is based on the principles of comfort, openness, and ease of access, even when adopting advanced technology. Thus, complete and well-managed facilities will have an impact on a conducive and attractive environment for the academic community.

However, there is a significant gap between these ideal conditions and the reality observed in the Maranatha Christian University Library. This context is captured in library visit data from 2022–2024.

Table I. Data on Student Visits to Maranatha Christian University Library from 2022–2024

Month	2022 Visitor	2023 Visitor	2024 Visitor
January	661	3,366	6,097
February	686	5,174	3,422
March	401	8,480	5,964
April	454	3,386	4,833
May	381	6,474	5,976
June	575	4,680	5,249
July	886	2,207	2,989
August	154	1,577	1,775
September	4,445	6,802	6,913
October	6,271	11,363	11,866
November	3,994	9,386	7,774
December	1,803	5,389	5,021
Total	20,711	68,284	67,879
Average per month	1,726	5,690	5,656

Internal data source: Library visitor data

Despite having a very large area (about $\pm 4,600 \text{ m}^2$) with a wide variety of spaces, student visit data from 2022 to 2024 shows a relatively low rate of visits when compared to the total student population. This situation raises a paradox: why is a library with great physical potential not able to become a magnet for its community? Early observations indicate that the problem does not lie in the absence of facilities, but in their quality and function. Various crucial facilities were found to have not operated optimally, such as air conditioners (AC) many of which were not functioning, outdated computer specifications, limited availability of power outlets, and the absence of facilities for visitors with disabilities. This shortcoming is directly contrary to the principles of convenience and ease of access that should be the standard of modern libraries. This condition confirms that users' interest in visiting does not appear automatically, but must be achieved through meeting needs and satisfaction with services, as stated by Lutfiah (2022). The existence of inadequate facilities creates an unsatisfactory user experience, thus potentially reducing interest in visiting.

To measure the variables effectively, this study is grounded in several theoretical frameworks. Facilities, as defined by Tjiptono (2019), are physical resources that must exist before a service is offered to consumers. Furthermore, Lawe, Harindah, and Senduk (2016) emphasize that library facilities encompass all equipment that facilitates users in utilizing the library. This is reinforced by Harianza et al. (2021), who state that facilities are everything provided to be used and enjoyed by visitors to ensure their comfort during the service experience. These frameworks serve as the foundation for measuring the independent variable (Library Facilities) and its direct impact on the dependent variable (Visiting Decisions).

In the context of library services, the decision to visit is fundamentally analogous to a consumer's purchasing decision. According to Kotler and Keller (2012), a purchasing decision is the stage where a consumer takes action after evaluating various alternatives to solve a problem or meet a need. This process involves crucial stages, particularly information search and alternative evaluation. Therefore, the completeness and quality of library facilities act as the main criteria when students evaluate their options for a conducive learning space, ultimately driving their visiting decisions. Schiffman and Kanuk (2004) similarly define the purchase decision as the activity of selecting from various alternative choices, where alternatives must exist for the decision process to occur. In the library context, a student's visiting decision reflects the culmination of a reasoned evaluation process in which facility quality plays a determinant role

Based on these problems, researchers are interested in researching the relationship between Use of Library Facilities (X) and Visiting Decision (Y). This study uses Use of Library Facilities (X) as an independent variable and Visiting Decisions (Y) as a dependent variable. Therefore, the purpose of this study is to find out if there is a significant relationship between the use of library facilities and the decision to visit the library in the academic community of Maranatha Christian University. The hypothesis in this study is that H_0 = There is no significant relationship between Use of Library Facilities (X) with Visiting Decision (Y). And H_1 = There is a significant relationship between Use of Library Facilities (X) with Visiting Decisions. This research is important to contribute in the form of an empirical analysis of how much the real impact of the quality of facilities—including their completeness, condition, and accessibility—on students' decisions to visit the Maranatha Christian University Library.

B. METHODS

The method used in this study is a quantitative approach with a correlational method. Quantitative correlational research is research that measures the influence of two or more variables. In the measurement, an ordinal scale is needed. The independent variables in this study are (Creswell and Creswell, 2018) Use of Library Facilities (X) and its bound variable are Visiting Decision (Y).

Researchers use *simple random sampling* technique. This technique is used without regard to the strata of the population. The selection of this technique was

carried out because the characteristics already represent the population, namely the users of the Maranatha Christian University Library. The researcher determined the number of samples using the Slovin formula so that 125 respondents were obtained as samples. The target population for this study comprises active users visiting the Maranatha Christian University Library during the one-month data collection period. To justify the statistical representativeness of the obtained sample size a calculation was performed using Slovin's formula. Assuming a 95% confidence level with a margin of error of 5% (0.05), the calculation estimates the total monthly active population to be approximately in average 182 to 185 users. Consequently, the sample of 125 respondents provides a robust and statistically significant representation of this specific population within a simple random sampling framework.

The types of data obtained are in the form of primary data and secondary data. Primary data was obtained from questionnaires distributed online. Meanwhile, secondary data is obtained from literature studies by searching for journals, scientific papers, books, and other sources. The research also conducts observations by means of direct observation on data and user visits to obtain information during the research.

Based on the results of the statistical analysis used in this study is a descriptive analysis described with an overview of the data as it is (Sugiyono, 2017). *Pearson Product Moment*. If the value of the correlation coefficient of the item under test is greater than the r critical of 0.3, then it can be concluded that the statement item is a construction (*construct*) that is valid. Reliability test using Alpha Cronbach. The reliability value of the statement item on the variable being studied is greater than 0.7. These results show that the statement items on the questionnaire are reliable for measuring the variables.

Table 2. Validity test results of statement items

Statement Item	Calculation	R Critical	Remarks
Statement 1	0.743	0.3	Valid
Statement 2	0.744	0.3	Valid
Statement 3	0.621	0.3	Valid
Statement 4	0.678	0.3	Valid
Statement 5	0.712	0.3	Valid
Statement 6	0.696	0.3	Valid
Statement 7	0.696	0.3	Valid
Statement 8	0.711	0.3	Valid
Statement 9	0.776	0.3	Valid
Statement 10	0.598	0.3	Valid
Statement 11	0.810	0.3	Valid
Statement 12	0.797	0.3	Valid
Statement 13	0.693	0.3	Valid
Statement 14	0.750	0.3	Valid



Statement 15 | 0.790 | 0.3 | Valid

Table 3. Reliability test results

Variable	Reliability Index	Critical Values	Remarks
Use of Library Facilities (X)	0.928	0.7	Reliable
Visiting Decisions (Y)	0.948	0.7	Reliable

The researcher conducted a correlational test using statistical analysis assisted by IBM SPSS Statistics software. *Bivariate* analysis to find out the significance between 1 independent variable and 1 dependent variable. Then the researcher used *rank Spearman order* correlation analysis because they want to see how the relationship between two variables with ordinal ranks is.

The error rate or called the level of significance used is 5% or the significance level (α) 0.05, in other words the degree of confidence is 95%. The hypothesis test criteria used are:

1. If the significance value is less than alpha, then H1 is accepted and H0 is rejected.
2. If the significance value is greater than alpha, then H0 is accepted and H1 is rejected.

Post-hypothesis test interpretation was carried out by paying attention to the level of relationship between variables. The guidelines used refer to the Guilford table [see Table 4].

Table 4. Guilford correlation interpretation guidelines

Rxy Value	Interpretation
0.90–1.00	Very High (Very High Relationship)
0.70–0.90	High (High Relationship)
0.40–0.70	Moderate (Moderate Relationship)
0.20–0.40	Low (Low Relationship)
0.00–0.20	Very Low (Very Low Relationship)
< 0.00	Not Valid (Invalid Relationship)

C. RESULT AND DISCUSSION

The data in this study is primary data obtained from the distribution of online and offline questionnaires to 125 respondents who are in accordance with the criteria, namely visitors to the Maranatha Christian University Library. The comparison of respondents was 44 male respondents and 81 female respondents. Secondary data in this study was obtained from scientific journals, books, and other sources. In terms of demographics, the majority of respondents were students and women (64.80%). These findings indicate that the library's primary audience is an internal community that actively follows campus information. This shows that the library has successfully carried out its role as a supporting center for academic activities for students.



Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	44	35.2	35.2	35.2
	Female	81	64.8	64.8	100.0
Total		125	100.0	100.0	

Source: Primary data processed, 2025

Correlations			Use of Library Facilities (X)	Visiting Decisions (Y)
<i>Spearman's rho</i>	Use of Library Facilities (X)	Correlation Coefficient	1.000	.780**
		Sig. (2-tailed)	.	.000
		N	125	125
	Visiting Decisions (Y)	Correlation Coefficient	.780**	1.000
		Sig. (2-tailed)	.000	.
		N	125	125

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data processed, 2025

This research reveals a clear picture of the profile of visitors to the Maranatha Christian University Library and the factors that influence their decision to visit. The majority of the respondents in this study were women, who accounted for 64.80% of the total respondents. In terms of profession, students are the largest user group, which is 68.80%. This shows that libraries play an important role in the academic life of students in the university environment. Interestingly, the main source of information about the library for visitors is the announcements distributed in the university environment, which managed to reach 56.00% of respondents.

The reliability of the results of this study is supported by the validity and reliability tests that have been carried out. All statement items in the questionnaire used for the variables "Use of Library Facilities" and "Visiting Decisions" were declared valid, because the value of the correlation coefficient was greater than the critical standard of 0.3. In addition, this research instrument has also been proven to be reliable.

In Table 4, it is reviewed that the significance value is 0.000 which is smaller than the alpha value ($\alpha = 0.05$). Based on these results, hypothesis (H1) is accepted and hypothesis (H0) is rejected. It can be concluded that there is a significant relationship between the use of the library facilities of Maranatha Christian University and the decision to visit. Then, the *Spearman rank* correlation value obtained is 0.780 which if you look at the Guilford table, it is concluded that the level of relationship between the use of facilities and the decision to visit is included in the *High Correlation* category.

Based on the results of this high relationship category, it means that the use of library facilities has an influence and is the main factor in the decision to visit. This means that in the context of library facilities, starting from rooms, equipment, and equipment from the library play a big role in the assessment of visitors. So that visitors can decide to visit again and give recommendations to other visitors to visit the library.

The overall respondent perception of the Library Facility Utilization variable (X) was classified as "very good" (excellent), with an average score of 4.30. This positive assessment covered multiple facility dimensions. The building and room aspect emerged as the most prominent, with the comfort of the reading room, the calm and conducive atmosphere, and the availability of tables, chairs, and sofas receiving very high average scores. These findings align with Natazha, Murwaningsih, and Widodo (2024), who emphasize that facility management must prioritize comfort (*kenyamanan*), openness (*keterbukaan*), and ease of use (*kemudahan bagi pengguna*) as the three fundamental principles of service orientation.

From the perspective of facility measurement, the study confirms the relevance of Harianja et al.'s (2021) four-indicator framework: (1) completeness, cleanliness, and tidiness, (2) condition and function, (3) ease of use, and (4) completeness of tools. The high scores received across these indicators—particularly for room comfort and atmosphere—reinforce Lawe, Harindah, and Senduk's (2016) argument that well-managed library facilities directly facilitate both users and librarians in achieving their respective goals. The correlation further aligns with Rizkyantha, Tamalah, and Iswanto's (2022) evidence that library space, equipment, and supplies collectively constitute the physical service environment that shapes user decision-making.

One of the key findings of this study is respondents' perception of the facilities available in the library. Overall, respondents gave an "excellent" rating to the library facilities, with an average score of 4.30. This assessment covers various aspects, ranging from buildings and rooms, equipment, to existing equipment. Some of the points that stood out from the respondents' assessment include: the comfort of the space in the form of reading is considered very comfortable for learning activities; the atmosphere of the library is considered calm and conducive to learning; and supporting facilities in the form of the availability of tables, chairs, and sofas are considered very adequate and comfortable to use by visitors.

The findings above are in line with what is described that facilities form an atmosphere both exterior and interior in building a sense of security and comfort. Facilities are a material need that is useful for adding value to an object or even a service. Tjiptono (2019). In the context of libraries as information service providers, the condition of physical facilities directly affects the perception and experience of users. The high correlation in this study is clear evidence that investment in physical facilities and infrastructure has a direct impact on the "purchase decision" of services, which in this case is manifested as the decision to visit the library (Sari, Ayu Karnasih, and Fakhriza, 2025). This indicates that if library

facilities still do not meet a need, then the assessment of the sense of comfort will be reduced.

Descriptively, respondents' perception of the overall Library Facility Utilization variable (X) was classified as "very good". This positive assessment is an important foundation that explains why facility variables have a strong influence. This shows that the majority of users who are respondents in this study are satisfied with the physical resources provided, which ultimately forms a positive experience while in the library.

If analyzed more deeply, the "excellent" score is supported by several specific indicators that receive high appreciation from respondents. The "library" aspect is the most prominent, where the comfort of the reading room, the calm and conducive atmosphere, and the availability of tables, chairs, and sofas get very high average values. These findings underscore the importance of "convenience" as a key factor in facility management, in line with the concept expressed by Natazha, Murwaningsih and Widodo (2024).

However, a paradox arises when this very positive user perception is faced with initial observation data that finds that there are facilities that are not optimal, such as air conditioners that are not operating and low computer specifications. This phenomenon is seen from the characteristics of the research sample who are active visitors to the library. For them, the advantages of atmosphere and room comfort are likely to be more dominant so that they can compensate for the shortcomings in other facilities. Meanwhile, the overall low level of visits compared to the total number of students may reflect a group of non-users who feel hampered by the lack of these facilities.

This paradox can be explained through the theoretical lens of Tjiptono (2019), who asserts that facilities form an atmosphere—both exterior and interior—that builds a sense of security and comfort. Even though specific functional facilities (like air conditioners and computers) were lacking, the library successfully provided a core comfort atmosphere in its reading spaces. According to Harianja et al. (2021), facility assessment is holistic; a severe lack in one specific tool can be compensated by the exceptional comfort and tranquility of the spatial layout. Therefore, active users prioritize the conducive learning atmosphere over specific technological deficiencies, bridging the gap between field limitations and the satisfaction scores given in the survey.

To understand this paradox, it is essential to look through the lens of Kotler and Keller's (2012) consumer behavior theory, specifically the 'alternative evaluation' stage. In fulfilling their learning needs, students act as consumers who gather information and evaluate various learning spaces. Despite the field observations indicating suboptimal functional facilities, such as non-operating air conditioners and low-specification computers, the active visitors prioritize the spatial comfort and conducive atmosphere over specific technological deficiencies.

Positive experiences regarding the tranquility of the reading room and the availability of comfortable furniture become the primary consideration during this alternative evaluation stage. When students need a place to study, a library that

fulfills this core need for an 'excellent' atmosphere successfully outweighs its minor physical flaws, making it the top alternative choice. Consequently, this positive evaluation directly translates into the final purchasing action, which in this context is the decision to visit the library.

In meeting learning needs, visitors to the Maranatha Christian University Library will look for what information is available from the library facilities. Starting from physical facilities to facilities for academic needs such as journals or book collections. In line with what is explained that the visitor, or in this case the consumer, will seek information to make various alternative choices before determining whether or not to visit the library. It will be unfortunate if the needs of users are not met so that dissatisfaction arises. Kotler (2012). Positive experiences with the comfort of the room and the completeness of the equipment will be the main consideration in the "alternative evaluation" stage. When a student needs a place to study, a library with facilities that is rated as "excellent" will be the first choice. This then leads to the decision to visit.

In accordance with previous research, namely research that states that comfortable and diverse facilities, good spatial arrangement and physical facilities have shown a positive impact in increasing the interest of visitors. Strengthened by the research conducted shows that users expect libraries to have more adequate facilities so that they can increase room comfort factors such as air conditioning, a comfortable library is a library that has complete facilities, visitors feel comfortable and the library environment is very supportive of user activities. In addition, the condition of library infrastructure which is considered less supportive contributes to the low level of visits. Latiefah and Ahwan (2024), (Prihatini, 2021), (Sari, Ayu Karnasih and Fakhriza, 2025).

Syafrita and Rahma Doni (2025) stated that comfortable room facilities, free internet access are external factors that encourage students to visit the library. The relocation and improvement of library facilities has a significant impact on increasing the number of visitors with attractive building designs, comfortable facilities and discussion rooms that support collaboration so that students are increasingly interested in using the library as a more comfortable learning center.

Facilities play a role in shaping the decision to visit the Maranatha Christian University Library. The main strength lies in the comfort and atmosphere of the library room. Nonetheless, more attention needs to be paid to the update and maintenance of technology-based equipment. To increase the reach and overall number of visitors, the strategic step that can be taken is to maintain the excellence in the aspect of convenience while gradually improving the quality of the technological infrastructure, in accordance with the advice to carry out renovations and optimizations on an ongoing basis.

D. CONCLUSION

Aligned with the research objectives, this study concludes that there is a positive, strong, and significant relationship between the use of library facilities and the visiting decisions of the academic community at Maranatha Christian

University. This is evidenced by a high correlation coefficient of 0.780 and a p-value of 0.000 (< 0.05). Physical comfort and spatial arrangement heavily influence users' decisions to return to the library

Adequate and quality facilities have a significant influence on a person's decision to visit a library. The very positive perception of the existing facilities by users shows that the investment in the repair and maintenance of the facilities at the Maranatha Christian University Library is an effective strategic move to continue to attract interest and increase the number of visits.

Practically, libraries must shift their competitive mindset. The real competitors for university libraries today are not other libraries, but comfortable public spaces such as cafes. The library must transcend its traditional role as a mere bookshelf repository and transform into a highly comfortable hub not only for retrieving information but also for generating it.

For future research, it is highly recommended to introduce new variables that reflect current user behaviors, such as 'Digital Experience' and 'Social Media Influence'. Furthermore, expanding the locus of research to regional public libraries or unaccredited libraries would provide broader comparative insights and novel findings.

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