



## The Level Motivation Visitor at the Corner Collection Services of UIN Sunan Ampel Surabaya Library: Clayton Alderfer's Perspective

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### ABSTRACT

**Research purposes.** Find out the level of motivation for visitors to visit through innovation in corner collection services at the UIN Sunan Ampel Surabaya Library, which contains eight types, namely Gus Dur, Sunan Ampel Santri, Gender and Inclusion, Language, Indonesian Islam, Bank Indonesia, Kid's, and Wayang Gubug. Measuring the level of motivation uses Clayton's ERG theory, namely Existence, Associatedness, and Growth. **Research methods.** They simultaneously use mixed methods, namely qualitative and quantitative, in one study to obtain more accurate, objective, and comprehensive results. The quantitative method is carried out by giving questionnaires to respondents to get data based on the research objectives. Meanwhile, qualitative data was obtained from observations and interviews. **Data analysis.** Quantitative data was analyzed using the percentage formula and scale interpretation. Meanwhile, qualitative data is analyzed using data reduction, data presentation, and concluding the form of descriptions to facilitate understanding. **Results.** Based on the results of data analysis using the percentage formula, a figure of 82% (very high) was obtained for Existence, a value of 83% (very high) for the Connectedness element, and 79% (high) for the Growth element. **Conclusion.** The final score for the third element of motivation from Clayton Alderfer's perspective, namely Existence, relatedness, and growth, can be taken as an average of 81% or in the very high category.

**Keywords:** Corner Collection, ERG, Clayton Alderfer

### A. INTRODUCTION

The library has a role as a supporting means in achieving educational goals in the institution. Providing services, collections, and activities is an effort to realize the library as a center for education, research, preservation, information, and recreation for the community (Indonesia, 2007). It is not enough to provide complete services and collections; libraries must promote and disseminate information about their resources. Library managers must continually innovate through services and collections to increase physical and virtual visits. Innovation is carried out for *existence* and *sustainability strategies*. Through good management, collection, and promotion services, it is hoped that visitors will be more



motivated to physically visit the library (Umam & Ismiyati, 2020; Supriyanto, 2019).

Motivation is a strong drive to achieve the goals, beliefs, and achievements that a person strives for (Wang et al., 2021, p. 2). Intrinsic and extrinsic motivation determines a person's behavior, such as hobbies, self-awareness, rewards, and punishment. Thus, motivation becomes one of the most critical elements for a person to improve learning achievement and performance (Wouters et al., 2016).

We can find various theories related to motivation, one of which was put forward by Clayton Alderfer. Alderfer measures motivation using three elements: *Existence*, *associatedness*, and *growth*, or ERG theory. ERG theory was developed in 1961 and 1978 to compare with Maslow's hierarchy theory, which was developed in 1961 and 1978 (R. Caulton, 2012). ERG cut Maslow's five needs theories down to just three. *Its existence* includes basic human and material needs. *Relatedness* is a person's desire to connect with those closest to them. Meanwhile, *growth* is the desire to be more productive and creative.

In the library context, ERG is closely related to the available services, collections, and facilities. Its existence covers the basic needs of users, such as easy access to information, complete collection, excellent service, and comfortable space. *Linkages* or relationships, including interactions with partners and discussions among users. Meanwhile, *growth includes* the desire to develop academic competence through accelerating the completion of academic assignments and sources of inspiration.

Alderfer's ERG motivation theory will be used to measure the motivation of visitors to visit the corner collection service, one of the unique collection services available at the UIN Sunan Ampel Surabaya Library. It is an exceptional collection service because it has special rules based on utilization procedures, subject, language, and number of copies (Nurma, 2022). Special collection services at the library consist of final assignments, references, reservoir and serial collections, and corners. Specifically, Corner Collection Services at UIN Sunan Ampel Surabaya Library is divided into eight (8) types, namely Gus Dur, Santri Sunan Ampel, Gender and Inclusion, Language, Indonesian Islam, Bank Indonesia, Kid's, and Gubug Wayang (Admin, 2023).

Indonesian Bank (BI) Corner is the first corner owned by the UIN Sunan Ampel Surabaya Library, launched in December 2018. Then, in February 2022, another corner collection was inaugurated directly by the Chancellor of UIN, Sunan Ampel Surabaya (Humas, 2023). Unique spatial concepts and distinctive characteristics through collection subjects become service excellence.

This corner collection service management innovation is a strategy to increase user visits to the library. Other innovations can be carried out by organizing activities and competitions according to user culture (Ardiansyah, 2020); Al-Husna, 2022). The aim is to increase library visits and utilization. Physical visits to libraries have become the main focus of managers after the

COVID-19 pandemic, including at UIN Sunan Ampel Surabaya. Akbar (2023) stated that library visit statistics have now increased up to two times compared to during the pandemic. However, it must be admitted that the number of visits is still far from those before the COVID-19 pandemic occurred at the beginning of 2020 (Agusti, 2020). The following is a recap of visit reports on the UIN Sunan Ampel Surabaya Library automation database during the pandemic and post-pandemic period:

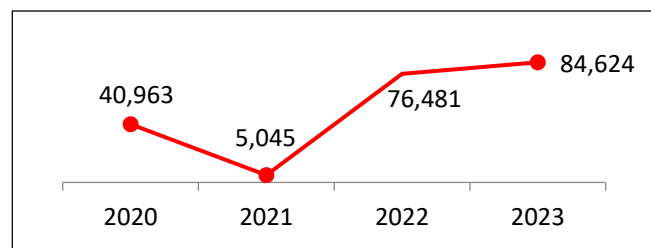


Diagram 1. Recapitulation of Face-to-Face Visit Data at the UINSA Library

Through the Corner collection service, user visits to the library can be increased. Excellence through the collection's uniqueness, the facilities' completeness, and the unique and attractive layout are superior so that users want to visit the library. The targets for using the collection corner are academics and researchers who need sources of information according to the subject. The various types of corners are an indication of the seriousness of the library in its efforts to provide information needs for people who come from various backgrounds, including age, education, and profession (Febriati & Prajawinanti, 2024).

The UIN Sunan Ampel Surabaya library became the object of research based on several considerations. Among them are achieving A or superior accreditation since 2015 and ISO 9001:2015 *Quality Management System certification* since 2022. Another achievement is supporting the achievements of the parent institution through digital collections such as PTKIN (State Islamic Religious College), number 3 in Indonesia, *Webometrics Version* (Perpustakaan, 2021).

With the considerations above, it is necessary to carry out a more comprehensive study to determine the level of motivation to visit the collection service corner of UIN Sunan Ampel Surabaya Library: Clayton Alderfer's perspective as material for evaluating the implementation of the available services.

## B. METHODS

This research uses *a mixed method*, namely qualitative and quantitative methods, used simultaneously in one study to obtain more accurate, objective, and comprehensive results (Sugiyono, 2016). Applying *the Mixed method* will produce data that complement each other so that it is more testable. The



quantitative method is carried out by giving respondents questionnaires to obtain data that is in accordance with the research objectives (Yusuf, 2017). Meanwhile, qualitative data was obtained from observations and interviews.

The main research method is quantitative research, using questionnaires as a data collection technique and percentage formulas as data analysis. This quantitative analysis will be strengthened by qualitative data in the form of observations and interviews. There are three data collection techniques in this research: questionnaires, observations, and interviews.

1. A questionnaire is a systematic arrangement of questions asked to respondents, answered according to the conditions that occur (Bungin, 2015). The questions in the questionnaire method are based on three elements of Clayton Alderfer's ERG theory

Table 1. Questionnaire Grid based on Clayton Alderfer's ERG Theory

ELEMENT	QUESTION
<b>There is</b>	Internet access and digital information Completeness collection Collection in accordance need Completeness means And infrastructure
<b>Linkages</b>	Freedom in activity Comfort in interaction And discussion Excellent management service library
<b>Growth</b>	Acceleration in solution task academic Means recreation Means emergence inspiration

2. *Observation* is a data collection technique carried out through accurate observations of occurring phenomena, which are used as notes according to research needs (Gunawan, 2017). observation data consists of the results of observations on service infrastructure and user behavior while using the service
3. The interview is a data collection technique through question and answer between two people face to face to exchange information and data about a topic (Sanjaya, 2010). Interviews or debriefs will be conducted randomly with several users who visit the corner collection service through verbal questions based on Clayton's ERG theory to complement the data obtained from the other two methods. Interview questions included the frequency of weekly visits, activities undertaken at the service, and reasons for visiting the service.

The collected data is then analyzed. Data analysis techniques are carried out by researchers in processing research data to make it easier to draw results or conclusions in a study (Juliansyah, 2012). The quantitative data analysis uses the following formula:



$$\text{Percentage Value} = \frac{\text{Number of Scores Entered} \times 100\%}{\text{Maximum Total Score}}$$

The percentage value of the summary results is then concluded on an interpretation scale in order to obtain an overview of the level of motivation for user visits to corner collection services as follows (Arikunto, 2010):

Table 2. Percentages and interpretation

Percentage	Interpretation
0-20%	Very Low
20-40%	Low
40-60%	Enough
60-80%	Tall
80-100%	Very high

Meanwhile, qualitative data from observations and *interviews* used the Miles and Huberman analysis technique, which was carried out in three stages: data reduction, data presentation, and drawing conclusions in the form of descriptions to facilitate understanding (Sugiyono, 2014). Quantitative and qualitative data analysis was carried out to obtain complete and strong results/conclusions regarding the level of motivation to visit the librarian at the Corner Collection Service at UIN Sunan Ampel Surabaya Library through the sampling method.

The research sample used a *purposive sampling technique*, namely random sampling, taking into account users who were currently using the service and knew the Corner Collection Service. Thus, the selected sample consists of respondents who can easily explain the object's current condition by the research data requirements of 100 people (Arikunto, 2010).

### C. RESULTS AND DISCUSSION

A visit to Corner Collection Services is sufficient because there are available resources. Among them are diverse title collections and reasonable and adequate room design. Support means and infrastructure are also included, and the visits are oriented toward comfort and security.

The following is data from the results of distributing a questionnaire to one hundred (100) readers taken in four corners, namely Santri Sunan Ampel, Gender and Inclusion, Bank Indonesia, and Language based on the three elements of Clayton Alderfer's ERG theory *Existence, Associatedness, and Growth*. There are seven total questions, each worth a maximum of five points. Thus, each question has a maximum score of 500. Questionnaire data will be supplemented with the results of interviews with service visitors.

## I. Existence

The motivation level of users to visit the Corner Collection Service based on the questionnaire results was 81.3% for the *Existence element*. The results of this questionnaire are based on an entry score of 1,226 from three questions. Thus, based on the results of the questionnaire, it can be concluded that the level of visitor motivation to visit is in the very high category because it is in the range of 80%-100%.

Table 3. Questionnaire results scores on the *Existence indicator*

Indicator	Score	%
Internet Access and Digital Information	406	81
Collection Completeness	384	76
Service Support Facilities	436	87

This very high category is supported by observation results, which show that the service room design is well organized. This is because the library collaborates with architecture lecturers at the Faculty of Science and Technology, UIN Sunan Ampel Surabaya. The following is a partial view of the rooms in the corner collection service:



Figure 1. Library Service Corner at UIN Sunan Ampel Surabaya

Facilities to help with activities are an important note in creating high motivation to visit users, such as:

- a. The collections available match the name of the corner
- b. Easy and stable internet access. WiFi passwords are the same in all library areas, even with different network names. This is to make it easier for users to search for internet-based digital information. I tested the internet speed via *speed test*, and I obtained results of 87.11 Mbps for download and 72.97 Mbps for upload.



Figure 2. Test Wifi Speed Using Speedtest

- c. Standard air conditioning and lighting
- d. Lying table and pillows as needed

The results of the interview corroborate the two data above with statements given by users in utilizing corner collection services.

*"We often visit this place because the atmosphere is comfortable and the internet is smooth." (W.ATS)*

*"Yes sir, I often come to this room (Corner of Santri Sunan Ampel) not to read books, but to do paper work because the place is nice and cool. Moreover, the grass carpet is smooth and soft, sir." (W.NA)*

The results of the interview above explain that users visit because they perceive the comfort of the service location with the support of good facilities according to standards. The availability of complete facilities such as the Internet attracts users to visit and use the services (Sasmitasari et al., 2021; Tanjung et al., 2022; Ibrahim, 2017).

## 2. Relatedness

The level of user motivation in the corner collection service for the *Related element* is in the very high category, at 82.5%, based on two questions with an entry score of 825. The high level of the *Related element* is confirmed by the observation that users usually visit in groups or with friends. The availability of a floor table in the corner room makes it even more comfortable to discuss or just chat between users.

The following are the details of the questions and scores for the *Linkage elements*.

:

Table 4. Questionnaire results scores on the *Connectedness indicator*

Indicator	Score	%
Freedom in Activities	420	84
Comfort in Interaction and Discussion	405	81

The high score on the questionnaire is reinforced by the results of interviews from users regarding the library of choice as a place for activities.

"I usually come to *the language corner* not to read the collection, sir, but because it's a good place to do assignments and discuss with friends."  
 (W.SN)

The results of the interview above state that users visit corner collection services not only because of the availability of collections but also because of the freedom in their activities. Students are free to carry out activities at the service, from reading and discussing to relaxing to relieve fatigue between lectures: excellent service and the friendliness of the staff impact increasing user motivation to visit and use the library. (Saputri & Rusmiatiningsih, 2022).

Observation results support the questionnaire and interview data, stating that users do not always come individually but in groups with friends. The activities include reading, discussing, doing lecture assignments, and relaxing. The following are the results of observations from users who visited the corner collection service:



Figure 3. User Behavior in the Corner Collection Service

### 3. Growth

Based on the questionnaire results and the level of motivation for visiting users at the collection service corner, *Growth Element* obtained a score of 793 from two questions related to supporting the smooth completion of academic assignments and the inspiration obtained. Thus, the questionnaire results show a high level of motivation because it is at 79%, because it is in the range of 60%-80%.

Table 5. Questionnaire results scores on *Growth indicators*

Indicator	Score	%
Support in Completing Academic Assignments	409	82
Giving inspiration	384	76



Placing corner collection services closest to other services, such as *the Bank Indonesia Corner* with Tandon and Serial and *the Indonesian Islamic Corner* with References, makes users more flexible in meeting their print information needs.

"I'm happy to be here (BI Corner) because the place is nice and close to the tandon (tandon and serial collection service). So, if you need a reference, you can borrow it directly, not far away." (North West)

"When I was on break from college, the first place I remembered was the library, sir. Especially if there is an assignment and it has a *deadline* and must be submitted immediately, I will definitely go to the library." (W. FUS)

The interview data above shows that most users visit the service corner because of the ease of access to the information they need. This condition is due to the strategy of placing two services in one space, as observed in the following image:



Figure 4. Corner collection service room combined with other services

## E. CONCLUSION

Based on the results of data analysis using the percentage formula, a figure of 82% (very high) was obtained for *Existence*, a value of 83% (very high) for the *Relationship element*, and 79% (high) for the *Growth element*. Thus, the final score of the three motivations from Clayton Alderfer's perspective, namely *Existence*, *Connectedness*, and *Growth*, can be taken as an average of 81% or in the very high category.

The very high level of user motivation in visiting the corner collection service is supported by the fact that observations show that most users of the corner collection service use laptop devices during their visits. This indicates that the user prepares and completes academic assignments such as papers or final assignments during the visit. The observation data was confirmed by interviews, which stated that when visitors visit, it is not solely for using the collection but also for the need for a comfortable place to do assignments or discuss with friends. The complete facility support available at the corner collection service makes it a destination for visitors visiting the UIN Sunan Ampel Surabaya Library.



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