



**THE ROLE OF CUSTOMER SATISFACTION AS A MEDIATOR OF THE EFFECT OF SERVICE QUALITY AND COMPETENCE ON CUSTOMER LOYALTY IN PUBLIC LIBRARIES TABANAN REGENCY LIBRARY AND ARCHIVES SERVICE**

Author

I Gede Agus Wirdiana  
Universitas Mahasaraswati Denpasar

Anak Agung Dwi Widyani  
Universitas Mahasaraswati Denpasar

Anak Agung Putu Agung  
Universitas Mahasaraswati Denpasar

Leandro Banan Alla  
Apayao State College, Malama, Conner, Apayao

**ABSTRACT**

This study aims to determine the effect of service quality and competence on customer loyalty either directly or through mediation of customer satisfaction. This research was conducted at the Department of Tabanan Regency Library and Archives. The sample of this study amounted to 98 people who were taken by the Slovin method from 4,134 users in 2020, hereinafter referred to as customers. The results showed; service quality and competence have a positive and significant effect on customer loyalty, service quality and satisfaction have a positive and significant effect on customer satisfaction, competence has a positive and significant effect on customer satisfaction, customer satisfaction and service quality have a positive and significant effect on customer loyalty, customer satisfaction as a mediator of the influence of service quality on customer loyalty, and customer satisfaction as a mediator of the influence of competence to customer loyalty.

**Keywords: Service Quality, Competence, Customer Satisfaction, Customer Loyalty.**

**I. INTRODUCTION**

The library is one of the central sources of information that has a very broad power, because it can cover a variety of science, technology, art and culture. The library is a multifunctional information center, so it is known as an information service unit that is needed by people who want to progress and develop, and want to master a lot of knowledge, which of course can be done by reading/studying books and other sources of information. The library is also a gathering place for library materials, both printed and recorded, which are managed regularly and systematically. technology and culture in the context of educating the nation and



supporting the implementation of national development. Libraries can be defined as services. All activities carried out in the library are in the form of services. Customer satisfaction (users) is one of the service goals of a library. To achieve quality service goals, libraries are required to meet the needs of their stakeholders. Not only the fulfillment of sources of information, but it is also necessary to pay attention to physical facilities, service quality, and technology that can assist the service process so that user satisfaction is achieved so that user loyalty is achieved, in this case the user. All activities carried out in the library are in the form of services. Customer satisfaction (users) is one of the service goals of a library. To achieve quality service goals, libraries are required to meet the needs of their stakeholders. Not only the fulfillment of sources of information, but it is also necessary to pay attention to physical facilities, service quality, and technology that can assist the service process so that user satisfaction is achieved so that user loyalty is achieved, in this case the user. All activities carried out in the library are in the form of services. Customer satisfaction (users) is one of the service goals of a library. To achieve quality service goals, libraries are required to meet the needs of their stakeholders. Not only the fulfillment of sources of information, but it is also necessary to pay attention to physical facilities, service quality, and technology that can assist the service process so that user satisfaction is achieved so that user loyalty is achieved, in this case the user.

According to Tjiptono (2012: 110) user/customer loyalty is a customer's commitment to a service, shop or supplier based on a very positive nature in long-term use. From this understanding it can be interpreted that loyalty to a particular product is obtained because of a combination of satisfaction and complaints. Meanwhile, customer satisfaction comes from how much the company's performance is to generate satisfaction by minimizing complaints so that long-term purchases made by customers are obtained. Kotler (2012:123) states that high loyalty is customers who make purchases with an increasing percentage of certain companies than other companies. Next according to Rangkuti (2013: 60), consumer loyalty is consumer loyalty to companies, brands and products. Meanwhile, according to Sutisna (2013: 41) loyalty is an attitude of liking towards a product that is presented in a consistent purchase of the brand over time. Loyalty is defined as consumer action to make repeated purchases at the same company, buy through the product and service lines offered by the same company, tell people about the satisfaction obtained from the company and show immunity to offers from competing companies. Loyalty can also be influenced by various factors including service quality and employee competence which can affect directly or indirectly. The indirect effect in question is the effect through the intermediate variable. The variable that is most likely to have an effect on customer loyalty is user satisfaction, so that service quality and competence in influencing user loyalty are mediated by user satisfaction.

Public Library Tabanan Regency Library and Archives Service is one of the services in Tabanan Regency that oversees a library that can be visited by the general public. However, in 2020, community visits decreased compared to the previous year. This is predicted due to the



influence of covid 19 which limits people's mobility. The condition of public visits to the Public Library of the Tabanan Regency Library and Archives Service in 2020 was 4,134 people.

Service quality is one of the factors to get a good or bad image in society. Rangkuti (2013), stated that service quality is a fundamental strategy in the company's efforts to achieve success and sustainability in an environment of intense business competition. Service quality in Parasuraman's opinion, *et al.* in Purnama (2015: 19), is a comparison between the perceived service (perception) of consumers with the quality of service expected by consumers. Based on this opinion, it can be seen that service quality is providing service perfection to achieve customer desires or expectations. If the service received or perceived is as expected, then the service quality is perceived as good and satisfactory, if the service received exceeds consumer expectations, then the service quality is perceived to be very good and of high quality. Conversely, if the service received is lower than expected, then the service quality is perceived as bad (Tjiptono, 2012: 33). parasuraman, *et al.* in Purnama (2015: 22) states five main dimensions in service quality, namely reliability, responsiveness, assurance, empathy and tangibles. Based on the results of interviews with several visitors, initial information was obtained about the quality of service at the Public Library of the Tabanan Regency Library and Archives Service, namely; 1) Employees have not been able to fully fulfill their promises to users, such as not being able to find the promised books. 2) Most of the employees have not been responsive to the problems experienced by visitors. 3) Employees have not been able to provide guarantees for the problems experienced by users. 4) There are still employees who lack empathy in serving visitors and 5) The physical condition of the library is still not representative, such as the reading room which is not clean and hot.

In order to support the success of increasing customer satisfaction and loyalty in a company, there needs to be an assessment of several aspects, including employee competence, this aspect has an influence on customer satisfaction and loyalty (Rangkuti, 2013). If the competencies possessed by employees are used as an element of the assessment of increased satisfaction, customer satisfaction will increase so that high loyalty will be created. This condition illustrates that competence can affect customer satisfaction and loyalty. Mangkunegara (2016: 41) states that, HR competencies are competencies related to knowledge, skills and personal characteristics that directly affect their performance. This statement indicates how important competence is for human resources in an organization or company. Wibowo (2014: 271) states that competence is an ability to carry out or perform a job or task based on skills and knowledge and supported by the work attitude required by the job. In order to create customer satisfaction, employee competencies are needed according to their duties so that employees enjoy their duties with pleasure without feeling forced. The Public Library of the Tabanan Regency Library and Archives Service has 15 employees with the title of ASN and 5 people with the status of honorary employees. When viewed from the level of education, it turns out that only 3 people have librarian education, 2 people have attended librarian training and 3 people have attended archival training.



In addition to service quality and competence have a direct effect on customer loyalty, these two variables can also have an indirect effect, namely through other variables. This variable is called the intermediate variable or the mediating variable (intervening variable). Research conducted by Marguna (2017) with the title *The Effect of Service Quality on User Satisfaction at UPT Hasanuddin University Library*. The results showed that there was a significant positive effect between user service quality and user satisfaction.

Research conducted by Kurniawan, et al. (2021) *The Effect of Library Automation Utilization, Employee Competence and Service Quality on User Satisfaction at the Probolinggo District Public Library*. The results showed that partially the employee competence variable had no effect on user satisfaction, while the library automation variable and service quality had a positive effect on user satisfaction. Simultaneously, the variables of library automation, employee competence and service quality have an effect on user satisfaction at the Probolinggo District Public Library.

Research conducted by Hidayat (2017) *The Effect of Service Quality on Customer Loyalty Mediated by Customer Satisfaction*. The analytical methods used are validity and reliability tests, descriptive analysis, classic assumption test, simple linear regression, coefficient of determination test ( $R^2$ ), and mediation test with Sobel. The results showed that service quality had a positive and significant effect on customer loyalty, mediated by customer satisfaction.

Research conducted by Mujahideen, et al. (2018) with the title *The Effect of Higher Education Image and Lecturer Competence on Student Loyalty through Student Satisfaction in Private Universities (Study at IKIP PGRI Bojonegoro)*. The results of this study indicate that the image of the university has a significant effect on student satisfaction, lecturer competence has a significant effect on student satisfaction, the image of the university has no effect on student loyalty, lecturer competence has no effect on student loyalty, student satisfaction has a significant effect on student loyalty, and student satisfaction mediates the image of higher education on student loyalty, and student satisfaction mediates the effect of lecturer competence on customer loyalty.

Research conducted by Darmawati (2017) with the title *The Role of Satisfaction in Mediating the Effect of Service Quality and Values on User Loyalty at UPT Halu Oleo University Library Kendari*. The results of this study concluded that: (1). Service quality has a significant effect on customer / user satisfaction (2). Service quality has a significant effect on user loyalty (3). The value of customer / user has a significant effect on customer / user satisfaction, (4). The value of customers / users has a significant effect on customer / user loyalty. (5). Customer / user satisfaction has a significant effect on customer / user loyalty. (6). Customer / user satisfaction does not play a role in mediating the effect of service quality on user loyalty. (7).

In this study, the mediating variable is customer/user satisfaction. The importance of customer satisfaction on the perceived benefits of a product greatly affects its loyalty. Each



customer will have a different level of satisfaction according to the system of values that applies within him. The more aspects in a product that are in accordance with individual desires, the higher the level of satisfaction felt and vice versa. Satisfied customers interact better in fulfilling obligations as stated in the product description. Reality shows that positive feelings encourage creativity, improve problem solving and decision making. Positive feelings also improve task persistence and attract more help and support from fellow customers. The phenomenon of customer satisfaction can be seen from the complaints submitted by customers to the leadership of the institution. At the Public Library of the Tabanan Regency Library and Archives Service, customer complaints that occur have been recorded in the suggestions and complaints book. The number of complaints recorded in 2020 amounted to 276 complaints from various aspects.

### **Formulation of the problem**

From the background exposure, the problem can be formulated as follows: 1. Does the quality of service affect customer loyalty at the Public Library of the Tabanan Regency Library and Archives Service? 2. Does competence affect customer loyalty at the Public Library of the Tabanan Regency Library and Archives Service? 3. Does the quality of service affect customer satisfaction at the Public Library of the Tabanan Regency Library and Archives Service? 4. Does competence affect customer satisfaction at the Public Library of the Tabanan Regency Library and Archives Service? 5. Does customer satisfaction affect customer loyalty at the Public Library of the Tabanan Regency Library and Archives Service? 6. Does customer satisfaction play a role in mediating the effect of service quality on customer loyalty at the Public Library of the Tabanan Regency Library and Archives Service? 7. Does customer satisfaction play a role in mediating the effect of competence on customer loyalty at the Public Library of the Tabanan Regency Library and Archives Service?

### **Research purposes**

The objectives to be achieved in this research are as follows: 1. To determine the effect of service quality on customer loyalty at the Public Library of the Tabanan Regency Library and Archives Service. 2. To determine the effect of competence on customer loyalty at the Public Library of the Tabanan Regency Library and Archives Service. 3. To determine the effect of service quality on customer satisfaction at the Public Library of the Tabanan Regency Library and Archives Service. 4. To determine the effect of competence on customer satisfaction at the Public Library of the Tabanan Regency Library and Archives Service. 5. To determine the effect of customer satisfaction on customer loyalty at the Public Library of the Tabanan Regency Library and Archives Service. 6. To determine the role of customer satisfaction in mediating the effect of service quality on customer loyalty at the Public Library of the Tabanan Regency Library and Archives Service. 7. To find out the role of customer satisfaction in mediating the influence of competence on customer loyalty at the Public Library of the Tabanan Regency Library and Archives Service.

## **II. LITERATUR REVIEW**





This study uses customer service theory as the main theory. According to Lucas (2012) Customer service theory is a theory of customer service that aims to achieve positive results, namely customer satisfaction and loyalty. This theory emphasizes the ability of employees / employees who have knowledge, abilities, and enthusiasm in delivering products and services to internal and external customers in a way that can satisfy needs, both identified and unidentified. Customer service is a variety of activities in all business areas that try to combine starting from ordering, processing, to providing service results through communication to strengthen cooperation with consumers (Lupiyoadi and Hamdani 2012). Customer perceptions of value and quality are often determined by the customer service that accompanies the company's main products. Even customer service will be the main weapon in an effort to win the competition, as many companies have the same product to offer to customers. Customers need complete and clear information, faster service, convenience of service, and others. Besides, it is also used *human relations theory*. Human relations theory is a theory that examines human behavior and their interrelationships within organizations with the aim of combining personal needs and goals with the needs and goals of the organization as a whole (Kossen, in Rangkuti 2013). Human relations in the organization is important because it is a bridge between employees and fellow employees as well as employees and leaders. Thus, the most important thing in realizing human relations is how we understand human nature and humanity, and how we are able to accept other people outside ourselves as they are so as to create effective and harmonious communication that can increase employee motivation to create work productivity. which will affect the expected performance results of the organization. These two theories are the main theories used in this research.

Kompotentialemployees and excellent service quality will affect customer satisfaction and loyalty. Loyalty is caused by a combination of satisfaction, supplier switching barriers and complaints (Tjiptono,2014:36). So it can be formulated that  $loyalty = f(\text{Customer satisfaction, Switching Barrier, Volce})$ . Efforts to improve and maintain the relationship between the company and its customers need to be continuously fostered. In this case, there are 2 ways to retain customers (Umar,2014:240), namely: (1) making it difficult for customers to change suppliers; (2) provide high satisfaction so that competitors will find it difficult to enter even at lower prices or with other stimuli. The attitude of customer loyalty initially focused on only aspects of behavior or attitude but was later developed by Diek dan Bmother (2012) who said that loyalty was described as a close relationship between relative attitudes and repeat purchases. Loyalty is the main goal of marketers for their products, brands or services. This loyalty can last a long time because of repeat purchases from customers. Thus, marketers seem to have to pay attention to the needs and interests of customers in order to keep making repeat purchases. According to Griffin (2012: 31) to measure customer loyalty the following indicators can be used: a. Makes regular repeat purchases, i.e. consumers feel comfortable in making repeated purchases at the same company. b. Purchase across product and service lines, i.e. consumers not only buy one type of product but also buy a variety of products produced by the company. c. Refers others, namely consumers recommend and describe their satisfaction with



the purchase of a company's products. d. Demonstrate an immunity to the pull of the competition, namely consumers are immune to the temptation of products from other companies.

Service quality is all forms of activities carried out by the company in order to meet consumer expectations. Service in this case is defined as a service or service delivered by the service owner in the form of convenience, speed, relationship, ability and hospitality aimed at the attitude and nature of providing services for customer satisfaction. Service quality is one of the factors to get a good or bad image in society. Rangkuti (2013), stated that service quality is a fundamental strategy in the company's efforts to achieve success and sustainability in an environment of intense business competition. Based on this opinion, it can be seen that service quality is providing service perfection to achieve customer desires or expectations. If the service received or perceived is as expected, then the service quality is perceived as good and satisfactory, if the service received exceeds consumer expectations, then the service quality is perceived to be very good and of high quality. Conversely, if the service received is lower than expected, then the service quality is perceived as bad (Tjiptono, 2012: 33). Parasuraman, *et al.* in Purnama (2015: 22) states five main dimensions in service quality, namely reliability, responsiveness, assurance, empathy and tangibles. The first dimension, reliability or reliability is the ability of a reliable company to provide services as promised accurately and reliably. This aspect includes providing services as promised accurately and reliably, on time, the same service for all customers without errors, a sympathetic attitude and with high accuracy. According to Lupiyoadi (2014:216) in a study on service quality involving 800 customers (which are divided into four companies) aged 25 years and over, it was concluded that there are five indicators of service quality, as follows: a) Tangible (*tangibles*), namely the ability of a company to show its existence to external parties. The appearance and ability of the company's physical facilities and infrastructure that can be relied on by the surrounding environment is tangible evidence of the services provided by service providers. This includes physical facilities (eg buildings, warehouses, etc.), equipment and equipment used (technology) and the appearance of employees. b) Reliability (*reliability*), namely the company's ability to provide services as promised accurately and reliably. Performance must be in accordance with customer expectations which means timeliness, equal service to all customers without errors, sympathetic attitude and with high accuracy. c) Responsiveness (*responsiveness*), which is a policy to help and provide prompt service (*responsive*) and right to the customer by conveying clear information. Leaving consumers waiting for negative perceptions of service quality. d) Guarantee and certainty (*assurance*), namely the knowledge, courtesy and ability of company employees to foster customer trust in the company. This includes several components, including communication (*communication*), credibility (*credibility*), security (*security*), competence (*competence*), and manners (*courtesy*). e) Empathy (*empathy*), which is to give sincere and individual or personal attention given to customers by trying to understand their wishes.



Behavior that often occurs can cause disruption of employee performance so that it can reduce company performance in addition to the lack of training received by employees is a lack of competence (Sutrisno, 2017: 28). Appropriate competence causes human resources to have superior performance, so as to encourage organizational success. The organization will thrive and be able to survive if it is supported by competent employees in their respective fields. Nitisemito (2015: 76) states that competence consists of 5 types of characteristics, namely motives (consistent will as well as a cause of action), innate factors (consistent character and response), self-concept (self-image), knowledge (information in a particular field). and skills (the ability to perform tasks). The results of Posumah's (2015) research on employee competencies conducted by the company show that there is a significant positive influence between competence on employee performance. Competence can be done as a basic characteristic because individual characteristics are a deep and inherent part of one's personality so that it can be used to predict various situations in a particular job. Sanjaya (2013: 70) states that in competence, there are several indicators, namely: a. Knowledge, namely the ability in the cognitive field. b. Understanding (understanding), namely the depth of knowledge possessed by each individual. c. Skills, namely the individual's ability to carry out practically the tasks or work assigned to him. d. Value (value), namely the norms that are considered good by each individual. This value will then guide each individual in carrying out his duties. For example, the value of honesty, the value of simplicity, the value of openness, and so on. e. Attitude, namely the individual's view of something. For example: happy-not happy, likes-dislikes, and so on. Attitude is closely related to the value of the individual, meaning why the individual behaves that way? it's because of its value. f. Interest (interest), namely the individual's tendency to do something. Interest is an aspect that can determine a person's motivation to do certain activities. the value of simplicity, the value of openness, and so on. e. Attitude, namely the individual's view of something. For example: happy-not happy, likes-dislikes, and so on. Attitude is closely related to the value of the individual, meaning why the individual behaves that way? it's because of its value. f. Interest (interest), namely the individual's tendency to do something. Interest is an aspect that can determine a person's motivation to do certain activities. the value of simplicity, the value of openness, and so on. e. Attitude, namely the individual's view of something. For example: happy-not happy, likes-dislikes, and so on. Attitude is closely related to the value of the individual, meaning why the individual behaves that way? it's because of its value. f. Interest (interest), namely the individual's tendency to do something. Interest is an aspect that can determine a person's motivation to do certain activities. Interest (interest), namely the individual's tendency to do something. Interest is an aspect that can determine a person's motivation to do certain activities.

Customer satisfaction is the extent to which the benefits of a product are perceived in accordance with what customers expect (Amir, 2015). And according to Kotler (2014) customer satisfaction is the level of one's feelings after comparing the product performance he





feels with his expectations. Customer satisfaction or dissatisfaction is a response to the evaluation of the perceived discrepancy or disconfirmation between previous expectations and the actual performance of the product that is felt after use (Tse and Wilson in Amir, 2015). According to Kotler and Armstrong (2012:9) consumer satisfaction is the extent to which the perceived product performance meets buyer expectations. If the product's performance is lower than customer expectations, the buyer is satisfied or very happy. Consumer satisfaction is the level of consumer feelings after comparing what he received and his expectations (Umar, 2014:65). A customer, if he is satisfied with the value provided by a product or service, is very likely to be a customer for a long time. Furthermore, satisfaction is the level of a person's feelings after comparing the performance or results he feels compared to his expectations (Kotler and Armstrong, 2012: 52). Meanwhile, Tse and Wilton in Lupiyoadi (2014: 349) consumer satisfaction or dissatisfaction is the consumer's response to the evaluation of the perceived discrepancy between previous expectations and the actual performance of the product that is felt after its use. The indicators that can be used to measure customer satisfaction according to Kassin and Abdullah (2015), are: a. Customer satisfaction with the product purchased. The satisfaction felt by the customer after making a purchase of a product. b. Satisfaction with the experience of browsing ads on websites. Customers feel satisfied when they get a product after browsing the website. c. Satisfaction with the buying process made. Customers are satisfied with the process of purchasing a product such as terms that are easy, fast and uncomplicated. d. Satisfaction with the comfort of the services provided. Customers are satisfied with the comfortable service from friendly, polite and attractive-looking employees. Customers feel satisfied when they get a product after browsing the website. c. Satisfaction with the buying process made. Customers are satisfied with the process of purchasing a product such as easy, fast and uncomplicated terms. d. Satisfaction with the comfort of the services provided. Customers are satisfied with the comfortable service from friendly, polite and attractive-looking employees. Customers feel satisfied when they get a product after browsing the website. c. Satisfaction with the buying process made. Customers are satisfied with the process of purchasing a product such as terms that are easy, fast and uncomplicated. d. Satisfaction with the comfort of the services provided. Customers are satisfied with the comfortable service from friendly, polite and attractive-looking employees.

### **Hypothesis**

Based on the description above, the research hypothesis can be formulated as follows: H1. Service quality has a positive and significant effect on customer loyalty at the Public Library of the Tabanan Regency Library and Archives Service. H2. Competence has a positive and significant effect on customer loyalty at the Public Library of the Tabanan Regency Library and Archives Service. H3. Service quality has a positive and significant effect on customer satisfaction at the Public Library of the Tabanan Regency Library and Archives Service. H4. Competence has a positive and significant effect on customer satisfaction at the Public Library of the Tabanan Regency Library and Archives Service. H5. Customer satisfaction has a positive



and significant effect on customer loyalty at the Public Library of the Tabanan Regency Library and Archives Service. H6. Service quality has a positive and significant effect on customer loyalty through customer satisfaction at the Public Library of the Tabanan Regency Library and Archives Service H7. Competence has a positive and significant effect on customer loyalty through customer satisfaction at the Public Library of the Tabanan Regency Library and Archives Service.

### III. RESEARCH METHODS

This research was conducted at the Public Library of the Tabanan Regency Library and Archives Service, which is located at Jalan Pahlawan Number 19 Tabanan, Tel. 0361-811057. The research respondents were 98 users who were defined by the Slovin method. Data collected by documentation, observation and questionnaires. The collected data were analyzed using SEM (structural equation modeling) using the SMART PLS 3.0 program with the steps, 1. Designing a measurement model (outer model), 2. Designing a Structural Model (inner model), 3. Constructing a path diagram, 4 Conversion of Path Diagram to a system of equations, 5. Estimation : Path coefficient, *loading and weights*, 6. Evaluation *Goodness of Fit* and 7. Hypothesis Testing

### IV. RESULTS AND DISCUSSION

#### Hypothesis Testing Result

Hypothesis testing result can be described testing the relationship between variables as follows:

1) Testing the Effect of Service Quality on Customer Loyalty.

Tests on the effect of service quality on customer loyalty can be explained, which shows that service quality has a positive and significant effect on customer loyalty. This is indicated by the path coefficient between service quality and customer/user loyalty of 0.248 with a t-statistic coefficient of  $3.499 > t\text{-table } 1.96$ , and a significance value of  $0.000 < 0.05$ . The results of this test prove hypothesis 1 (H1), which states that the quality of service has a positive and significant effect on customer loyalty at the Public Library of the Tabanan Regency Library and Archives Service acceptable. This means that the quality of service in this study, which is measured based on the indicator *bmanifest (tangibles)*, reliability (*reliability*), responsiveness (*responsiveness*), assurance and assurance (*assurance*) and empathy (*empathy*) directly affects customer loyalty, which in this study is measured based on indicators *makes regular repeat purchases, purchase across product and service lines, refers others* and demonstrate an immunity to the pull of the competition. The results of this study are in accordance with and support the results of research conducted by Hidayat (2017), Darmawati (2017) and Risparyanto (2017) who found that service quality has a positive and significant effect on customer loyalty.

2) Testing the Effect of Competence on Customer Loyalty.



The effect of competence on customer loyalty is which shows that competence has a positive and significant effect on customer loyalty. This is indicated by the path coefficient from the competency variable to customer loyalty of 0.516, with a t-statistic coefficient of  $4.985 > t\text{-table } 1.96$ , and a significance value of  $0.000 < 0.05$ . The results of this test indicate that hypothesis 2 (H2), which states that competence has a positive and significant effect on customer loyalty at the Public Library of the Tabanan Regency Library and Archives Service provable. This gives the meaning, that the competence in this study, which is measured based on the indicator *pknowledge, understanding, skills, values, attitudes and interests* can affect customer loyalty, which in this study was measured based on indicators *makes regular repeat purchases, purchase across product and service lines, refers others* and demonstrate an immunity to the pull of the competition. The results of this study are in accordance with and support the results of research conducted by Nadhifah (2020), Putri (2018) and Pahmi, et al. (2018) who found that customer competence had a positive and significant effect on customer loyalty.

3) Testing the Effect of Service Quality on Customer Satisfaction.

Tests on the effect of service quality on customer satisfaction, show that service quality has a positive and significant effect on customer satisfaction. This is indicated by the path coefficient from service quality to customer satisfaction of 0.307, with a t-statistic coefficient of  $4.400 > t\text{-table } 1.96$ , and a significance value of  $0.000 < 0.05$ . The results of this test prove that hypothesis 3 (H3), which states that service quality has a positive and significant effect on customer satisfaction at the Public Library of the Tabanan Regency Library and Archives Service. This means that the quality of service in this study, which is measured based on the indicator *bmanifest (tangibles), reliability (reliability), responsiveness (responsiveness), assurance and assurance (assurance) and empathy (empathy)* can affect customer satisfaction, which in this study is measured based on indicators *customer satisfaction with the product, satisfaction with advertisements on the website, satisfaction with the buying process and satisfaction with service convenience*. The results of this study are in accordance with and support the results of research conducted by Marguna (2017), Kurniawan, et al. (2021) and Hidayat (2017) found that service quality has a positive and significant effect on customer satisfaction.

4) Testing the Effect of Competence on Customer Satisfaction.

The effect of competence on customer satisfaction, shows that competence has a positive and significant effect on customer satisfaction. This is indicated by the path coefficient from the competency variable to customer satisfaction of 0.560, with a t-statistic coefficient of  $7.087 > t\text{-table } 1.96$ , and a significance value of  $0.000 < 0.05$ . The results of this test indicate that hypothesis 4 (H4), which states that competence has a positive and significant effect on customer satisfaction at the Public Library of the Tabanan Regency Library and Archives Service provable. This gives the meaning, that the competence of employees in this study, which is measured based on the indicator *pknowledge, understanding, skills, values, attitudes and interests* can affect customer satisfaction, which



in this study is measured based on indicators customer satisfaction with the product, satisfaction with advertisements on the website, satisfaction with the buying process and satisfaction with service convenience. The results of this study are in accordance with and support the results of research conducted by Mujahideen, et al. (2018), Pahmi, et al. (2018) and Prasetya (2018) who found that competence had a positive and significant effect on customer satisfaction.

5) Testing the Effect of Customer Satisfaction on Customer Loyalty.

The effect of customer satisfaction on customer loyalty is shown that customer satisfaction has a positive and significant effect on customer loyalty. This is indicated by the path coefficient from the variable customer satisfaction to customer loyalty of 0.440, with a t-statistic coefficient of 4.190 > t-table 1.96, and a significance value of 0.000 < 0.05. The results of this test indicate that hypothesis 5 (H5), which states that customer satisfaction has a positive and significant effect on customer loyalty at the Public Library of the Tabanan Regency Library and Archives Service provable. This gives the meaning, that customer satisfaction in this study, which is measured by indicators customer satisfaction with the product, satisfaction with advertisements on the website, satisfaction with the buying process and satisfaction with service convenience can affect customer loyalty, which is measured by indicators *makes regular repeat purchases, purchase across product and service lines, refers others* and demonstrate an immunity to the pull of the competition. The results of this study are in accordance with and support the results of research conducted by Mujahideen, et al. (2018), Darmawati (2017) and Risparyanto (2017) who find that customer satisfaction has a positive and significant effect on customer loyalty.

6) Testing the Effect of Service Quality on Customer Loyalty Through Customer Satisfaction.

Testing the ability of service quality affects customer loyalty through customer satisfaction as a mediating variable, as shown in the results of the total indirect

The hypothesis testing result shows that service quality has an influence on customer loyalty through customer satisfaction as a mediating variable. This is indicated by the total indirect effect value of 0.141, the t-statistic coefficient of 4.206 > t-table of 1.96, and the significance value is 0.000 < 0.05. The results of this test prove hypothesis 6 (H6), which states that kService quality has a positive and significant effect on customer loyalty through customer satisfaction at the Public Library of the Tabanan Regency Library and Archives Service. This shows that customer satisfaction has been able to mediate the effect of service quality on customer loyalty by 0.141 or 14.1%. The results of this study are in accordance with and support the results of research conducted by Hidayat (2017), Darmawati (2017) and Risparyanto (2017) found that service quality has a positive and significant effect on customer loyalty, mediated by customer satisfaction.



#### 7) Testing the Effect of Competence on Customer Loyalty Through Customer Satisfaction.

Testing the ability of competence affects customer loyalty through customer satisfaction as a mediating variable, as shown in the results of the total indirect effect shows that competence has an influence on customer loyalty through customer satisfaction as a mediating variable. This is indicated by the total indirect effect value of 0.198, the t-statistic coefficient of 3.194 > t-table of 1.96, and the significance value is 0.000 < 0.05. The results of this test prove hypothesis 7 (H7), which states competence has a positive and significant effect on customer loyalty through customer satisfaction at the Public Library of the Tabanan Regency Library and Archives Service. This shows that customer satisfaction has been able to mediate the effect of competence on customer loyalty by 0.198 or 19.8%. The results of this study are in accordance with and support the results of research conducted by Mujahideen, et al. (2018), Pahmi, et al. (2018) and Prasetya (2018) find that customer satisfaction significantly mediates the effect of competence on customer loyalty.

## V. CONCLUSION AND RECOMMENDATION

### Conclusion

The conclusions that can be drawn from the results of the description and analysis of this research are: 1. Service quality has a positive and significant effect on customer loyalty at the Public Library of the Tabanan Regency Library and Archives Service. The results of this study indicate that the better the quality of service received by customers/users, the higher the loyalty of customers/users at the Public Library of the Tabanan Regency Library and Archives Service..2. Competence has a positive and significant effect on customer loyalty at the Public Library of the Tabanan Regency Library and Archives Service. The results of this study mean that the better the competence of employees will be able to increase customer loyalty / users at the Public Library of the Tabanan Regency Library and Archives Service..3. Service quality has a positive and significant effect on customer satisfaction at the Public Library of the Tabanan Regency Library and Archives Service. The results of this study mean that increasing the quality of service to customers / users will be able to increase customer satisfaction / users at the Public Library of the Tabanan Regency Library and Archives Service..4. Competence has a positive and significant effect on customer satisfaction at the Public Library of the Tabanan Regency Library and Archives Service. The results of this study mean that the better the competence of employees will be able to increase customer/user satisfaction at the Public Library of the Tabanan Regency Library and Archives Service.. 5.Customer/user satisfaction has a positive and significant effect on customer/user loyalty at the Public Library of the Tabanan Regency Library and Archives Service. The results of this study mean that the more satisfied customers / users in using library services will be able to increase customer loyalty / users at the Public Library of the Tabanan Regency Library and Archives Service.. 6. Quality of service positive and significant effect on customer/user loyalty through customer/user





satisfaction at the Public Library of the Tabanan Regency Library and Archives Service. This gives an indication that customer/user satisfaction strengthens the effect of service quality on customer/user loyalty at the Public Library of Tabanan Regency Library and Archives Service.. 7. Competence positive and significant effect on customer loyalty / users at the Public Library of the Tabanan Regency Library and Archives Service. This gives an indication that customer/user satisfaction strengthens the influence of competence on customer/user loyalty at the Public Library of the Tabanan Regency Library and Archives Service..

### **Recommendation**

In accordance with the conclusions described above, several suggestions can be submitted, namely: 1. For the Management of the Tabanan Regency Library and Archives Service.. a. The quality of services provided by employees / librarians has been responded to by customers / users well but still needs to be improved, especially in the j indicator assurance and assurance (*assurance*) considering that this indicator has the lowest score compared to other indicators. This can be done by conducting an evaluation of the services that have been provided, especially on the issue of guarantees and certainty. b. Competence has been responded well by customers/users but still needs to be improved, especially in the skill indicator, because this indicator still has the lowest score compared to other indicators. This can be done by providing training to employees/librarians. c. Customer/user satisfaction has been responded well, but still needs attention, especially on indicators of satisfaction with service convenience because it has the lowest score compared to other indicators. This can be done by conducting an evaluation of the services provided by the egawai/librarian. 2. For Further Research. In accordance with the limitations of the study, where this study has limitations in terms of the scope of research which is only done by using the variables of service quality, competence and customer/user satisfaction in influencing customer/user loyalty, it is recommended to add variables and if necessary replace with other variables.

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