

PERSUASIVE COMMUNICATION OF LIBRARIANS IN INCREASING VISITOR NUMBERS AND USER SATISFACTION AT THE BUNG HATTA PROCLAMATOR LIBRARY TECHNICAL IMPLEMENTATION UNIT IN BUKITTINGGI, WEST SUMATRA

Monojaya Simamora

Universitas Sumatera Utara, Indonesia

E-mail: monojaya12@gmail.com*

Humaizi

Universitas Sumatera Utara, Indonesia

Maulana Andinata Dalimunthe

Universitas Sumatera Utara, Indonesia

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Abstract

This study aims to analyze the persuasive communication of librarians on the increase in the number of visits and user satisfaction at the UPT Perpustakaan Proklamator Bung Hatta in Bukittinggi City. The theories used in this study are the Elaboration Likelihood Model by Petty and Cacioppo, the increase in the number of visits by Suwarno, and user satisfaction by Zeithaml et al. This study uses a correlational quantitative approach with a sample size of 400 people selected using accidental sampling techniques, and the population consists of all users of the UPT Perpustakaan Proklamator Bung Hatta in 2025. The data were analyzed using SmartPLS 4.1.1.6 software to test the direct effect of the variables. The research results show that there is a 68.8% effect of librarian persuasive communication on the increase in the number of visits, with a p-value of $0.000 < 0.05$ and a t-statistic of 43.353. There is a 74.8% effect of librarian persuasive communication on user satisfaction, with a p-value of $0.000 < 0.05$ and a t-statistic of 6.604. There is an effect of the increase in the number of visits on user satisfaction with a p-value of $0.000 < 0.05$ and a t-statistic of 9.964. These findings prove that librarian persuasive communication has a positive effect on the increase in the number of visits and the satisfaction of users at the UPT Perpustakaan Proklamator Bung Hatta in Bukittinggi City.

Keywords: Persuasive Communication, Perpustakaan Proklamator Bung Hatta, Number of Visits, User Satisfaction

INTRODUCTION

Libraries serve as dynamic centers of knowledge and information providers, constantly evolving with technological advancements and societal needs. Law Number 43 of 2007 underscores the strategic function of libraries as hubs for education, research, preservation, information, and recreation. Eskha (2018) states that libraries are more than mere collection spaces; they are multidimensional public institutions that form the backbone of human resource and cultural development, actively providing access to lifelong education, accurate information, and intellectual recreation.

The National Library of the Republic of Indonesia, as a Non-Ministerial Government Institution, stands as a cultural and intellectual pillar of the nation, a fundamental institution entrusted with the noble mandate to collect, preserve, and disseminate the nation's scientific treasures and cultural heritage. Since 2025, the National Library of Indonesia has adopted the tagline "Libraries present for the nation's dignity." In addition to its central location in Jakarta, the National Library of Indonesia has two operational units: the Proclamator Bung Karno Library Technical Implementation Unit (UPT) in Blitar and the Proclamator Bung Hatta Library UPT in Bukittinggi. Based on the Regulation of the Head of the National Library of Indonesia Number 06 of 2020, this UPT is responsible for managing literature related to Bung Hatta. In its 2025-2029 strategic plan, this UPT targets an increase in services, preservation, and media conversion of library materials concerning Bung Hatta, with a Key Performance Indicator (IKU) for 2026 aiming for 155,375 visits and a 95% satisfaction rate.

To achieve these targets, the Proclamator Bung Hatta Library UPT consistently develops educational and persuasive service programs and innovations, such as User Guidance, PELITA (Bung Hatta Literacy and Thought Corner), WIDURI (Integrated Educational Tourism), Mobile Library, Literacy Podcast, Bung Hatta Literacy Week, Bung Hatta-themed Workshops (Library Transformation Based on Social Inclusion), and Bundo Andini (Reading Books and Stories for Early Childhood). Persuasive communication, defined by Rogers and Kincaid (in Cangara, 2022) as the process of information exchange towards mutual understanding, is a key element in library services. Mulyana (in Hendri, 2019) states that persuasive communication is effective for informing, teaching, encouraging, changing attitudes or beliefs, and behavior. The application of this persuasive communication is integrated into every interaction between librarians and users, from circulation services to the dissemination of Bung Hatta's thoughts, aiming to convince users to visit and utilize the facilities to their maximum potential (Mustofa et al., 2024; Siregar & Auza, 2024). The success of persuasive communication heavily depends on the quality and proficiency of librarians in communicating, which includes being open-minded, empathetic, supportive, positive, professional, and credible (Mustofa et al., 2024; Saragih, 2021).

Empirical research demonstrates a strong correlation between the quality of librarian communication and user satisfaction levels (Suherman in Saragih, 2021; Mustofa et al., 2023; Rachmawati and Agustine, 2021). Nurcahyadi (in Mustofa et al., 2024) adds that good communication between librarians and users will foster positive library development. Data from the Proclamator Bung Hatta Library UPT for 2020-2024 shows positive performance with realized visits and satisfaction exceeding targets, indicating the success of innovations and persuasive communication approaches. Ginting et al. (2024) found that persuasive communication and librarian performance positively influence user satisfaction. Meilisa (2019) also discovered comprehensive persuasive effects, encompassing cognitive, affective, and conative impacts. Thus, persuasive communication is a fundamental element that transforms the role of librarians into facilitators, motivators, and relationship builders. Addressing gaps in previous research, this study aims to analyze the influence of librarians' persuasive communication on increasing the number of visits and user satisfaction at the Proclamator Bung Hatta Library UPT in Bukittinggi City.

RESEARCH METHOD

This research employs a quantitative approach with a correlational method, aiming to objectively measure social phenomena and establish correlations between variables (Creswell, 2014). The study's population comprises all users of the Proclamator Bung Hatta Library UPT in 2025, totaling 252,658 individuals (Hildawati and Suhirman, 2024). The sample size was determined using the Slovin formula with a 0.05 error margin, resulting in 400 respondents. The sampling technique utilized was accidental sampling, where respondents were selected based on convenience and availability when encountered by the researcher at the location (Sugiyono, 2021; Priyono, 2008). Primary data collection was conducted via questionnaires in Google Forms, disseminated using QR Codes at the circulation services of the Proclamator Bung Hatta Library UPT until 400 respondents were reached (Rinaldi and Mujianto, 2017). Data were analyzed using SmartPLS 4.1.1.6 software.

RESULT AND DISCUSSION

Evaluation of the Measurement Model (Outer Model)

The outer model, also known as the measurement model, is a component in analyses using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method, implemented in the SmartPLS application. This model primarily focuses on examining the relationships between latent variables, often referred to as constructs, and the indicators or manifest variables that serve as measurement tools for these constructs (Kusmantini et al., 2024). The outer model in this research was evaluated through three main types of tests: Convergent Validity, Construct Reliability, and Discriminant Validity.

Convergent validity testing is conducted to measure the extent to which indicators of a construct positively correlate with each other and represent the same construct, while construct reliability testing is performed to demonstrate the internal consistency of the indicators measuring a construct. The results of the convergent validity and construct reliability tests in this study are presented in the table below.

Variable	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
User Satisfaction	0.96	0.964	0.642
Librarian Persuasive Communication	0.855	0.887	0.509
Increase in Visits	0.891	0.911	0.507

Construct validity and reliability tests were conducted through the evaluation of Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). The results of the validity and reliability tests indicate that the Cronbach's Alpha values for all constructs are above 0.70, signifying a very high level of internal consistency. Furthermore, the Composite Reliability values also exceed the 0.70 threshold, leading to the conclusion that all constructs possess good construct reliability. The AVE values for all three constructs also surpassed the minimum threshold of 0.50, meaning that more than half of the indicator's variance can be explained by its respective construct.

Discriminant validity testing was performed in this study. Discriminant validity is used to ensure that constructs or variables in the measurement model truly measure different things

and do not overlap with one another. In other words, discriminant validity measures the extent to which different constructs in the measurement model can be distinguished from each other. In this research, discriminant validity was measured using cross-loading values. An indicator/statement is declared valid if its relationship with its construct/variable (cross-loading value) is higher than its relationship with other constructs. The results of the cross-loading data processing in this study are presented in the table below:

Indicator	User Satisfaction	Librarian Communication	Persuasive Increase Visits	in description
KP1	0.7	0.559	0.564	Valid
KP10	0.848	0.716	0.681	Valid
KP11	0.81	0.677	0.666	Valid
KP12	0.861	0.704	0.721	Valid
KP13	0.876	0.708	0.739	Valid
KP14	0.8	0.66	0.683	Valid
KP15	0.689	0.55	0.568	Valid
KP2	0.796	0.621	0.626	Valid
KP3	0.78	0.634	0.677	Valid
KP4	0.833	0.625	0.67	Valid
KP5	0.806	0.622	0.698	Valid
KP6	0.843	0.693	0.728	Valid
KP7	0.789	0.647	0.716	Valid
KP8	0.814	0.648	0.701	Valid
KP9	0.745	0.633	0.643	Valid
KPP1	0.538	0.674	0.505	Valid
KPP2	0.598	0.749	0.596	Valid
KPP3	0.515	0.645	0.48	Valid
KPP4	0.682	0.767	0.665	Valid
KPP5	0.581	0.733	0.576	Valid
KPP6	0.598	0.718	0.606	Valid
KPP7	0.478	0.651	0.607	Valid
KPP8	0.549	0.69	0.618	Valid
PJK1	0.573	0.569	0.652	Valid
PJK10	0.695	0.627	0.759	Valid
PJK2	0.662	0.637	0.753	Valid
PJK3	0.529	0.574	0.719	Valid
PJK4	0.596	0.656	0.747	Valid
PJK5	0.433	0.524	0.611	Valid
PJK6	0.469	0.495	0.64	Valid
PJK7	0.558	0.507	0.675	Valid
PJK8	0.737	0.662	0.79	Valid
PJK9	0.665	0.623	0.753	Valid

The Cross Loading values for the variables of librarian persuasive communication, increased number of visits, and user satisfaction indicated that the correlation between an

indicator (instrument) and its corresponding construct (variable) was higher than its correlation with other constructs (variables). The results of the discriminant validity test were consistent, with all indicators declared valid. This indicates that the model used demonstrates good fit and is capable of effectively distinguishing between different constructs. Therefore, the measurement instruments used in this study are valid.

Structural Model Evaluation (Inner Model)

The inner model, also known as the structural model, in Partial Least Squares Structural Equation Modeling (PLS-SEM) serves to delineate and test the relationships between latent variables. Assessing this model is essential for identifying the strength and significance of the established relationships (Setiabudhi et al., 2025). In this study, the evaluation of the inner model encompasses three main aspects: R-Square, F-Square/Effect Size, and the significance of relationships (hypothesis testing).

Coefficient of Determination (R^2 - R-square)

R-Square in PLS-SEM measures how well the latent independent variables in the model can explain the variability of the latent dependent variables. In Partial Least Squares Structural Equation Modeling (PLS-SEM), the R-Square (R^2) value is an essential statistical measure for evaluating the model. R-Square indicates the proportion of the variability in the latent dependent variables in the model that can be explained by the latent independent variables (Duryadi, 2021). In other words, this index comprehensively describes the overall predictive power of the structural model (Kusmantini et al., 2024).

R^2 values range from 0 to 1. Higher values indicate that the model has a better ability to explain the variance of the dependent variables, which in turn reflects a model with stronger and more relevant predictive power (Setiabudhi et al., 2024). Therefore, the higher the R^2 value, the better the model is at explaining the hypothesized relationships between variables. Savitri et al. (2024) state that if the R^2 result for an endogenous variable in a structural model is > 0.75 , it signifies a strong impact of the exogenous (influencing) variables on the endogenous (influenced) variables. If $R^2 > 0.50$, it is considered moderate, and if $R^2 > 0.25$, it is classified as weak. The results of the R-Square value analysis in this study are as follows:

Dependent Variable	R-square	Category
User Satisfaction	0.748	Moderate
Increase in Visits	0.688	Moderate

Increase in Visits ($R^2 = 0.688$)

The R-Square (R^2) test results indicate the proportion of variance in the dependent variable that can be explained by its independent variables within the model. An R^2 value of 0.688 for the "increase in visits" variable suggests that 68.8% of the variation in the increase in visits can be explained by the independent constructs influencing it within the model. The remaining 31.2% of the variation in the increase in visits cannot be explained by the variables present in this model. This 31.2% implies the existence of other factors beyond the scope of this research, such as program innovation, effective promotion, unmeasured service quality or latent variables, and complex interactions among variables that also contribute to changes in the number of visits.

The classification of the R^2 value of 0.688 as a moderate category indicates that although this model has good explanatory power, there is still room for improvement or the addition of other relevant independent variables to enhance its explanatory strength. This finding aligns with the conclusion that the influence of the librarian persuasive communication variable on the increase in visits variable falls into the moderate category. This means that, although librarian persuasive communication plays a role in encouraging increased visits, it is not the sole or dominant factor explaining the entire phenomenon in this study. Future research could consider identifying and integrating additional variables that might explain the remaining variance, thereby yielding a more comprehensive and predictive model.

User Satisfaction ($R^2 = 0.748$)

The R-Square (R^2) test results indicate the proportion of variance in the dependent variable that can be explained by its independent variables within the model. An R^2 value of 0.748 for the user satisfaction variable suggests that 74.8% of the variation in user satisfaction levels can be comprehensively explained by the independent constructs identified and tested in this research model. This suggests that the proposed model has a sufficiently strong capacity to predict and understand the factors contributing to user satisfaction, while the remaining 25.2% of the variation in user satisfaction cannot be explained by the variables contained within this research model. This 25.2% implies the existence of other factors beyond the scope of the studied model, such as program innovation, effective promotion, and unmeasured service quality, which also play a role in shaping satisfaction levels.

The classification of the R^2 value of 0.748 as a moderate category indicates that, although this model possesses good explanatory power, there is still potential for improvement. This assessment underscores that the model is already quite effective in capturing most of the dynamics of user satisfaction but has not yet reached a strong level. Therefore, future research can focus on identifying and integrating additional relevant independent variables. Thus, it is hoped that the remaining unexplained variance can be accounted for, resulting in a stronger and more accurate model for predicting and understanding overall user satisfaction.

Effect size (F^2)

Effect size (F^2) is a metric used to evaluate the specific impact of an independent variable on a dependent variable within a model, particularly in Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis using SmartPLS. This F^2 value not only indicates the presence of an effect but also measures the practical strength of that effect, complementing the information from statistical significance tests. The interpretation of F^2 values is as follows: $F^2 < 0.02$ indicates a very small impact, $0.02 \leq F^2 < 0.15$ indicates a small effect, $0.15 \leq F^2 < 0.35$ indicates a moderate effect, and $F^2 \geq 0.35$ indicates a large effect. By calculating F^2 , researchers can effectively identify which independent variables contribute most significantly or have the greatest influence on the dependent variable in the overall model, thereby allowing for a more in-depth comparison of the strength of influence among variables (Kusmantini et al., 2024). The results of the effect size analysis in this study are as follows:

	Librarian Persuasive Communication	Increase Visits	in	User Satisfaction
Librarian Persuasive Communication		2.204		0.157
Increase in Visits				0.37
User Satisfaction				

Based on the table above, the following can be explained:

1. Persuasive Communication on the Increase in Visits
The F^2 value is 2.204, which falls into the category of a very large effect, significantly exceeding the 0.35 threshold. This indicates that persuasive communication has a dominant influence on increasing the number of visits.
2. Persuasive Communication on User Satisfaction
The F^2 value is 0.157, which falls into the category of a moderate effect. This indicates that persuasive communication has an influence on increasing user satisfaction.
3. Increase in Visits on User Satisfaction
The F^2 value is 0.37, which falls into the category of a very large effect, even exceeding the 0.35 threshold. This indicates that an increase in visits has a dominant influence on increasing user satisfaction.

Hypothesis Test (Significance)

Relationship significance testing in PLS-SEM is conducted to determine whether the relationships between latent variables in the model can be considered statistically significant. This process uses the bootstrapping technique, where data are resampled to calculate path coefficients and their standard errors (Ghozali, 2014). Bootstrapping is a non-parametric method that is highly relevant in PLS-SEM because it does not require assumptions of normal data distribution or large sample sizes, thus providing more flexibility in the analysis (Cepeda & Nitzl, 2017).

The results of this bootstrapping process are presented in the form of t-statistic values or p-values for each path coefficient (Setiabudhi et al., 2024). A relationship is considered statistically significant if the p-value is smaller than the predetermined significance level, which in this study uses a significance level of α . If the p-value is greater than α , the relationship is considered not statistically significant. Significant path coefficients indicate that the relationship between the independent and latent dependent variables has strong statistical support, thus the proposed hypothesis can be accepted. This ensures that the observed relationship is not merely coincidental but has a strong empirical basis. The results of the path coefficient bootstrapping in this study are as follows:

	Original sample (O)	T statistics	P values	Description
(H1) Librarian Persuasive Communication → Increase in Visits	0.829	43.353	0	Accepted
(H2) Librarian Persuasive Communication → User Satisfaction	0.356	6.064	0	Accepted
(H3) Increase in Visits → User Satisfaction	0.546	9.944	0	Accepted

The Influence of Librarian Persuasive Communication on the Increase in Visits.

This path has a coefficient of 0.829, with a t-statistic of 43.353, which is greater than 1.96, and a p-value of 0.000, which is less than 0.05, indicating a positive, strong, and significant influence. This proves that the implemented librarian persuasive communication has an effect on increasing the number of visits. Given the significant influence of the librarian persuasive communication variable on the increase in visits variable, Hypothesis 1 is statistically proven and accepted.

Librarian Persuasive Communication on User Satisfaction.

This path has a coefficient of 0.546, with a t-statistic of 6.064, which is greater than 1.96, and a p-value of 0.000, which is less than 0.05, indicating a positive, strong, and significant influence. This proves that the implemented librarian persuasive communication has an effect on user satisfaction. Given the significant influence of the librarian persuasive communication variable on the user satisfaction variable, Hypothesis 2 is statistically proven and accepted.

Increase in Visits on User Satisfaction.

This path has a coefficient of 0.356, with a t-statistic of 9.944, which is greater than 1.96, and a p-value of 0.000, which is less than 0.05, indicating a positive, strong, and significant influence. This proves that an increase in visits has an effect on user satisfaction. Given the significant influence of the increase in visits variable on the user satisfaction variable, Hypothesis 3 is statistically proven and accepted.

Discussion

The Influence of Librarian Persuasive Communication on the Increase in Visits to the Proclamator Bung Hatta Library UPT in Bukittinggi City

Persuasive communication in this study refers to the communication process between librarians and users. The aim of persuasive communication in this research is to change users' attitudes and behaviors regarding the importance of improving literacy through visiting the Proclamator Bung Hatta Library UPT. A descriptive analysis of the librarian persuasive communication variable, which consists of 4 indicators—source credibility, message content quality, receiver characteristics, and channel selection—comprising 8 statement items, was conducted. The results showed that 95% of respondents had a positive perception, and there was an influence of librarian persuasive communication on the increase in visits. This is supported by the results of statistical analysis using SmartPLS 4.1.1.6 software, which yielded a p-value of 0.000 (< 0.05) and a t-statistic of 43.353 (> 1.96).

Since the p-value is < 0.05 , there is a relationship between the variables. The p-value for the librarian persuasive communication variable on the increase in visits is 0.000, which is less than 0.05, thus rejecting H_01 and accepting H_{a1} . Furthermore, the effect size test results for the persuasive communication variable on the increase in visits fall into the category of a very large effect, with an effect size value of 2.204, exceeding the 0.35 threshold. Good persuasive communication from librarians significantly impacts the increase in user visits to the Proclamator Bung Hatta Library UPT.

The persuasive communication of the Proclamator Bung Hatta Library UPT librarians, based on the source credibility indicator, yielded good results. Source credibility is crucial in conveying messages from librarians to users. Based on the research findings, the source

credibility indicator significantly influences the increase in visits. Librarians, as communicators, provide accurate information when offering services such as collection searches through OPAC (Online Public Access Catalog), user guidance, and circulation services, which encourages users to make repeat visits. Librarians act as communicators who shape perceptions and encourage action.

The credibility of the message source is a primary factor in the effectiveness of persuasive communication. In this context, librarians are identified as highly trusted message sources. Librarian credibility is built upon in-depth knowledge and competence regarding collections, services, programs, and consistency in providing excellent, responsive, and user-needs-oriented services. When messages are delivered by individuals perceived as competent, honest, and well-intentioned, they tend to be more readily accepted, processed deeply, and ultimately trigger desired behavioral changes. This finding is reinforced by Ginting's (2024) research, which explicitly states that the persuasive communication competence of the source has a direct impact on audience behavior change, as well as Zha et al. (2016), who found that source credibility and reputation have a positive effect on information usefulness and significantly influence users. Thus, the role of librarians as credible figures and persuasive communicators is key to increasing visits to the Proclamator Bung Hatta Library UPT, while also highlighting the importance of investing in the capacity development and credibility of librarians as a primary asset.

This study's findings also consistently show that the majority of respondents consider the information provided by librarians regarding the collections and programs of the Proclamator Bung Hatta Library UPT to be highly relevant and meet their needs. Librarians' explanations regarding collection placement on shelves, borrowing and returning procedures, and the use of the collection search system via the OPAC (Online Public Access Catalog) application are very easy for users to understand. The librarians' ability to present easily digestible information significantly demonstrates that the quality of the message content has a strong influence on shaping positive user attitudes and behaviors towards library services.

Regarding the characteristics of message recipients, this study clearly shows that users' comfort level with the friendliness of librarians is very high, indicating that librarians effectively adapt their approach and services to align with individual user needs. This comfort is inseparable from the librarians' friendly and adaptive communication style, enabling them to understand user characteristics and ensure messages are well-conveyed. This finding is reinforced by Hidayasha et al.'s (2024) research, which asserts that librarians' friendly, informative, and responsive communication style has a significant impact on visit interest. Therefore, the measurable increase in visits becomes a concrete manifestation of librarians' success in building connections, effectively communicating the resources and activities of the Proclamator Bung Hatta Library UPT, and inspiring active user participation in library services.

The findings in this study are also consistent with the Elaboration Likelihood Model (ELM) proposed by Petty and Cacioppo, a fundamental model in persuasive communication studies. ELM explains how individuals process persuasive messages and what factors influence the effectiveness of persuasion. This model emphasizes the importance of four key components: source credibility (communicator), message content quality, receiver characteristics, and appropriate channel selection. According to ELM theory, the librarians of the Proclamator Bung Hatta Library UPT clearly act as primary communicators. Librarians not only provide access to book collections and other resources but also proactively design and deliver persuasive messages about library collections, program socialization, and various educational activities

designed by the Proclamator Bung Hatta Library UPT. These messages are delivered through a variety of strategic channels, ranging from direct interaction with users to the use of media such as interactive social media, eye-catching videotron displays, and informative websites. This combination of multi-channel approaches has proven effective in reaching a broad user audience and influencing user attitudes and behaviors, encouraging them to be more actively involved with the library ecosystem.

The media or channels used by the Proclamator Bung Hatta Library UPT librarians, such as social media, Videotron, Virtual Reality, and the Website, have proven very effective in reaching and encouraging users to visit. The majority of respondents agreed that the librarians' use of these media and communication channels is highly efficient in attracting attention and motivating user visits. As evidence, 85% of users stated that they visited because they saw information on Instagram regarding new collections, workshop activities, or programs of the Proclamator Bung Hatta Library UPT. This clearly demonstrates that the active presence of librarians on digital platforms enables wide and rapid message dissemination, especially among the younger generation, where information about library collections, programs, and services can be well-conveyed to users, ultimately significantly motivating them to be active and visit.

Based on the Elaboration Likelihood Model (ELM) outlined by Petty and Cacioppo, audience involvement in persuasive messages greatly influences how they process those messages, where more involved audiences tend to use the central route to analyze messages more deeply, which in turn affects attitudes and behaviors. In this study, users as an audience were proven to process persuasive messages from librarians via the central route, as indicated by the increasing trend in the number of visits each year. This suggests that librarians' persuasive messages are capable of influencing user attitudes and behaviors, ultimately encouraging them to make repeat visits. The quantity of users visiting the library is a crucial indicator reflecting the utilization and success of library services. As stated by Binalay (2016), a high number of visits indicates the library's success in meeting the needs of its users, thus requiring the library to always present an aesthetic, functional, communicative image, and provide excellent services.

The results of this study, supported by the R-square test, show that 68.8% of the increase in visits can be influenced by librarian persuasive communication. This figure strongly proves that the librarians of the Proclamator Bung Hatta Library UPT, as communicators, have successfully delivered persuasive messages effectively to users, considering the indicators of source credibility, message content quality, receiver characteristics, and the media or channels used, in accordance with the Elaboration Likelihood Model. With the first hypothesis being significantly proven, stating that persuasive communication is indeed effective in increasing visits, the Elaboration Likelihood Model in this study can be accepted. These findings not only strengthen communication theory and previous research but also provide concrete recommendations for the Proclamator Bung Hatta Library UPT to enhance its outreach to users through improved message design, more strategic communication channel selection, and continuous evaluation of service quality as a form of novelty in this research.

The Influence of Librarian Persuasive Communication on User Satisfaction at the Proclamator Bung Hatta Library UPT in Bukittinggi City

Satisfaction, as defined by Kotler (2000), is a feeling of pleasure or disappointment arising from a comparison between an individual's perception of a product or service's performance or outcome and their expectations. In this study, user satisfaction directly reflects

the quality of interaction established between librarians and users. When users feel happy, relieved, or delighted with the services they receive, it not only creates a positive experience but also significantly increases their tendency to make repeated visits to the library.

A descriptive analysis of the user satisfaction variable, consisting of 5 indicators—tangibles, empathy, responsiveness, reliability, and assurance—comprising 15 statement items, was conducted. The results showed that 97.73% of respondents had a positive perception, and there was an influence of librarian persuasive communication on user satisfaction. This is supported by the results of statistical analysis using SmartPLS 4.1.1.6 software, which yielded a p-value of 0.000 (< 0.05) and a t-statistic of 6.604 (> 1.96).

Since the p-value is < 0.05 , there is a relationship between the variables. The p-value for the librarian persuasive communication variable on user satisfaction is 0.000, which is less than 0.05, thus rejecting H02 and accepting Ha2. Furthermore, the effect size test results for the persuasive communication variable on user satisfaction fall into the category of a moderate effect, with an effect size value of 0.157, indicating that good persuasive communication from librarians can influence the satisfaction of users visiting the Proclamator Bung Hatta Library UPT.

The librarians' ability to convey information clearly and understandably, demonstrate concern for user needs, respect each individual, listen carefully to needs, and respond with relevant and timely solutions, represents a concrete implementation of highly effective persuasive communication. This practice of persuasive communication is clearly supported by the findings in this study, where the majority of respondents stated that librarians showed high responsiveness and were always ready to help when users encountered difficulties in finding collections or when expressing complaints related to services. This promptness and readiness of librarians not only create a positive experience for users but also strengthen credibility and trust. In this regard, librarians' persuasive communication successfully forms positive perceptions of library service performance, even exceeding user expectations, resulting in a high level of satisfaction.

The findings in this study are reinforced by the findings of Yulianti and Wahdah (2018), who state that service quality is a dynamic condition reflecting the interaction between users and service providers. The speed of service, as well as the politeness and friendliness of staff in interacting with users, are key indicators of service quality. Librarians at the Proclamator Bung Hatta Library UPT, through a persuasive communication approach, have successfully internalized and practiced these characteristics, making every interaction with users more meaningful and satisfying.

User satisfaction, particularly that based on the assurance indicator, shows a predominantly positive response. This indicates that users have confidence in the competence of the librarians. Users feel well-served and valued, regardless of their individual backgrounds, creating a conducive environment and increasing trust in library services.

This finding is consistent with Ginting's (2024) research, which suggests that librarians capable of communicating persuasively have great potential to enhance user experience and satisfaction in libraries. Furthermore, Siregar and Auza (2023) reinforce this view by adding that through a persuasive communication approach, librarians with extensive knowledge, strong skills, relevant competencies, and who provide high-quality service will significantly contribute to overall user satisfaction.

Meanwhile, user satisfaction, particularly as measured through the tangibles indicator, shows very positive results. The majority of respondents in this study gave responses indicating

high appreciation for the service facilities of the Proclamator Bung Hatta Library UPT, which are always maintained for cleanliness, comfort, and tidiness. In addition, the professionalism of librarians in providing services is also a crucial factor that received recognition. The combination of excellent facilities and professional librarian services can significantly increase the satisfaction of library users. This finding is consistent with Kurniasih's research (in Hasan, 2021), which identified that factors driving user satisfaction include the availability of adequate facilities and the professional attitude of staff. This aspect of professionalism, reflected in the persuasive communication practices at the Proclamator Bung Hatta Library UPT, is key to creating a positive and satisfying experience for every user.

Librarians who show empathy towards users also influence user satisfaction. Librarians who understand and care about user needs, provide direction and guidance to first-time visitors, and remind users if borrowed collections have exceeded their due date, are empathy practices felt by users visiting the Proclamator Bung Hatta Library UPT, and the majority of respondents in this study gave positive responses. This finding is also consistent with the research results of Putri and Nabila (2024), who emphasize that the openness, empathy, supportive attitude, positive attitude, and equality possessed by librarians are essential factors that must be present in interactions with users to increase user satisfaction.

Based on the Elaboration Likelihood Model (ELM), when users receive persuasive messages from librarians, user motivation will be influenced by two main things: the personal relevance of the message to them and the need for cognition, which is an individual's tendency to engage in deep thinking. In this case, librarians' persuasive communication successfully touches both aspects, making service messages relevant and encouraging users to process information more deeply, which ultimately contributes to their satisfaction.

The results of this study, supported by the R-square test, show that 74.8% of user satisfaction can be influenced by librarian persuasive communication. With the second hypothesis being significantly proven, stating that persuasive communication is indeed effective in increasing user satisfaction, the Elaboration Likelihood Model in this study can be accepted. These findings not only strengthen communication theory and previous research but also provide concrete recommendations for the Proclamator Bung Hatta Library UPT to increase user satisfaction through continuous evaluation of services to users, to ensure that persuasive communication continues to be a tool in reaching and providing optimal satisfaction to users.

The Influence of an Increase in Visits on User Satisfaction at the Proclamator Bung Hatta Library UPT in Bukittinggi City

The quantity of users visiting a library is a fundamental indicator reflecting the level of utilization and operational success of the institution. As Binalay (2016) asserts, a high number of visits indicates the library's success in meeting the informational and recreational needs of its users. The Proclamator Bung Hatta Library UPT systematically implements various comprehensive efforts through a persuasive communication approach to increase the number of visiting users.

A descriptive analysis of the "increase in visits" variable in this study, which consists of 5 indicators—knowing its meaning and benefits, needing something at the library, being interested in the library, feeling happy with the library, and being well-served—comprising 10 statement items, was conducted. The results showed that 91% of respondents had a positive perception, and there was an influence of the increase in visits on user satisfaction. This is

supported by the results of statistical analysis using SmartPLS 4.1.1.6 software, which yielded a p-value of 0.000 (< 0.05) and a t-statistic of 9.944 (> 1.96).

Since the p-value is < 0.05 , there is a relationship between the variables. The p-value for the "increase in visits" variable on user satisfaction is 0.000, which is less than 0.05, thus rejecting H03 and accepting Ha3. Furthermore, the effect size test results for the persuasive communication variable on user satisfaction fall into the category of a large effect, even exceeding the threshold, with an effect size value of 0.37, indicating that an increase in visits can influence the satisfaction of users at the Proclamator Bung Hatta Library UPT.

Regarding the increase in visits based on the indicator "knowing its meaning and benefits," the majority of respondents gave positive responses to the efforts of the Proclamator Bung Hatta Library UPT librarians in increasing the number of visits. Every time users visit, they consistently feel they gain new knowledge when reading collections, find interesting collections, and consider the Proclamator Bung Hatta Library UPT a place for lifelong learning. These findings clearly show that the number of visits to the Proclamator Bung Hatta Library UPT has successfully created positive experiences that significantly increase user satisfaction. This increased frequency of visits indicates that users find consistent value and benefits from the services and facilities offered. This aligns with the theory proposed by Swarno (2019), that one of the main drivers for someone to visit a library is because users understand the meaning and benefits of the library itself.

Users receiving guidance, finding collections through OPAC (Online Public Access Catalog) searches with the help of librarians, are examples of positive experiences gained by users when visiting the Proclamator Bung Hatta Library UPT. In this study, the majority of users stated that they were well-served by librarians. The positive experiences encountered by users stem from various factors, such as easy access to needed information, the availability of relevant and up-to-date collections, a comfortable and conducive library atmosphere for studying or reading, being well-served, and friendly and helpful interactions from the Proclamator Bung Hatta Library UPT librarians. When users consistently experience these positive aspects during each visit, their expectations are met or even exceeded, ultimately leading to higher levels of satisfaction. In other words, the more frequently users are exposed to a quality environment and services, the stronger the positive bond formed between users and the library, encouraging them to return.

The results of this study, with the third hypothesis being significantly proven, state that an increase in visits can indeed enhance user satisfaction. These findings have important implications for library development and management strategies. They emphasize that the focus should not only be on providing facilities and collections but also on creating an environment that actively encourages repeat visits and provides memorable experiences. By understanding that visit frequency directly correlates with satisfaction, the Proclamator Bung Hatta Library UPT can further optimize programs designed to increase user engagement, such as thematic workshops, cultural events, or personalized consultation services. All these initiatives have the potential to increase visit frequency and, in turn, continuously enhance user satisfaction.

CONCLUSION

Based on the research findings regarding the influence of librarian persuasive communication on the increase in visits and user satisfaction at the Proclamator Bung Hatta Library UPT in Bukittinggi City, West Sumatra, which have been discussed and elaborated in the

previous chapter, and based on the hypothesis tests conducted, the following conclusions can be drawn: Librarian persuasive communication influences the increase in user visits to the Proclamator Bung Hatta Library UPT. This indicates that librarians' persuasive communication, which emphasizes source credibility, message content quality, receiver characteristics, and channel selection, is capable of influencing users' attitudes and behaviors, thereby encouraging an increase in user participation in utilizing library services and leading to a high number of visits; Librarian persuasive communication influences user satisfaction at the Proclamator Bung Hatta Library UPT. This shows that the role of librarians in clearly conveying information, listening to user needs, and responding with relevant solutions is crucial in forming positive perceptions that exceed expectations. The service and interaction provided by librarians, encompassing credibility, openness, empathy, and responsiveness, substantially contribute to a satisfying experience for users. Therefore, strong and relevant persuasive communication can enhance the interaction between librarians and users, resulting in positive experiences that ultimately increase their satisfaction levels; An increase in visits significantly influences the level of user satisfaction at the Proclamator Bung Hatta Library UPT. This indicates that the more frequently users visit, the higher their satisfaction with the services and atmosphere offered. The increase in visits, driven by various positive experiences felt by users—such as gaining new knowledge, finding interesting collections, feeling well-served by librarians, and making the library a place for lifelong learning—consistently meets or even exceeds user expectations, which in turn increases satisfaction levels and encourages repeat visits.

SUGGESTION

Based on the research findings, the UPT Proklamator Bung Hatta Library is encouraged to continuously strengthen librarians' persuasive communication competencies through regular training focused on communicator credibility, empathy, message clarity, responsiveness, and the effective use of digital communication channels. The library should also optimize social media, websites, videotrons, and other interactive media to promote its collections, services, and literacy programs in a more engaging manner that corresponds to users' characteristics and information needs. Furthermore, periodic user satisfaction evaluations should be conducted so that users' needs, complaints, and experiences can serve as the basis for improving service quality, facility comfort, collection relevance, and innovative programs that encourage repeat visits. Future researchers are advised to incorporate additional variables, such as service quality, program innovation, collection availability, library facilities, digital promotion, and user loyalty, as well as employ probability sampling or mixed-method approaches to obtain a more comprehensive understanding of the factors influencing library visits and user satisfaction

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