

Research Article

Optimizing Library Revisit Intention in the Digital Era : The Mediating Role of User Satisfaction Resulting from Social Media Utilization (Case Study : UIN KHAS Jember)

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Abstract: The digital era requires libraries, including the UIN KHAS Jember Library, to innovate in attracting visitors. This study aims to analyze the role of social media in encouraging visitors to return to the library, with visitor satisfaction as a mediating variable. Using a quantitative approach with a correlational design and Structural Equation Modeling - Partial Least Squares (SEM-PLS) method, this study involved 160 active students from UIN KHAS Jember who had interacted with the library's social media as respondents selected through purposive sampling. The analysis results indicate that social media significantly and positively influences library user satisfaction (path coefficient = 0.697), and library user satisfaction has a very strong and significant influence on the intention to revisit (path coefficient = 0.797). However, it was found that social media does not have a significant direct influence on the intention to revisit, but is fully mediated by library user satisfaction. This means that social media acts as a catalyst to enhance library user satisfaction, and it is this satisfaction that serves as the primary driver for them to revisit.

Keywords: Digital Library; Interest in Returning; PLS-SEM; Social Media; User Satisfaction.

1. Introduction

The digital era has fundamentally transformed the information landscape, including the roles and functions of libraries. Whereas libraries were once synonymous with physical buildings and print collections, they must now adapt to the needs of users who are increasingly connected in digital environments. Amidst the abundance of information and the convenience of access via personal devices, attracting physical visits to the library has become a significant challenge. University libraries, such as the UIN KHAS Jember Library, are required to innovate in order to maintain their relevance and to re-engage their user base.

One increasingly vital innovation is the utilization of social media. Platforms such as Instagram, Facebook, and Twitter have become primary channels for many institutions to communicate and interact with their audiences. For libraries, social media offers substantial potential to promote services, disseminate information about new collections, organize virtual events, and foster community engagement. However, a crucial question arises: Is the use of social media by libraries truly effective in encouraging users to revisit, and what mechanisms underlie this relationship?

Research on the intention to revisit libraries in Indonesia has frequently concentrated on traditional factors such as the quality of physical infrastructure, the completeness of collections, or direct librarian services (for example, studies relating to the Bank Indonesia Library). Meanwhile, the adoption of social media by libraries has also been widely studied, but often only at the level of usage or its impact on engagement, without a thorough examination of user satisfaction as a key mediating variable in stimulating revisit intentions.

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Previous studies have investigated factors influencing consumer or user decision-making. Ramli et al. (2021) indicate that satisfaction does not always directly affect consumer decisions, implying the presence of other factors or more complex mechanisms. Conversely, Azhar et al. (2021) and Andranurviza et al. (2022) emphasize that digital transformation (which, in this context, relates to the use of social media) has a significant impact on consumer decision-making. Consistent with these findings, Abdel-Hamid et al. (2022) further associate digital transformation with consumer satisfaction.

A significant research gap remains in the integration and in-depth exploration of how library social media use (as part of digital transformation) specifically influences users' intention to revisit, with user satisfaction as a mediating variable—particularly within the context of academic libraries in Indonesia. Prior research has generally not elaborated on this relationship comprehensively.

This study aims to address this gap by focusing on: identifying how the UIN KHAS Jember Library's use of social media influences user satisfaction; analyzing how user satisfaction subsequently affects the intention to revisit the library; and examining the extent to which user satisfaction mediates the relationship between social media use and revisit intention. The case study at UIN KHAS Jember is expected to provide richer and more relevant insights into strategies for optimizing library revisit intentions in the digital era, offering both theoretical and practical implications for library management.

2. Literature Review

2.1. Library Revisit Intention

Revisit intention within the context of library use refers to the tendency or desire of users to return to utilize library services or visit library facilities in the future. This construct serves as a critical indicator of library sustainability, user engagement, and the long-term viability of library services, both in physical and digital forms. Revisit intention is shaped by a range of factors, including service quality, the quality of public spaces, and user satisfaction. It is regarded as a behavioral outcome that reflects user loyalty and continuity. Both customer satisfaction and perceived value significantly influence user loyalty, including the intention to revisit.

In the digital era, the concept of “revisit intention” extends beyond mere physical visits. It encompasses ongoing engagement with library services and digital content, including participation through social media platforms. This necessitates a broader conceptualization of “revisiting,” recognizing the multi-channel nature of modern library interactions. Revisit intention may not always involve physical presence; it may also manifest as consistent engagement with the library's online catalog, electronic resources, or social media channels. Such a comprehensive understanding of revisit intention is essential. Research focusing on social media directly addresses this dimension of digital engagement, which can subsequently direct users to both physical and digital library resources. This highlights the need for comprehensive strategies that optimize revisit intention by integrating both physical and digital touchpoints.

2.2 User Satisfaction

User satisfaction, particularly in the context of digital library services, is a post-consumption evaluation made by users following their interaction with library services or systems, whether physical or digital. It is a multidimensional construct influenced by information quality (accuracy, relevance, completeness), system quality (ease of use, reliability, functionality), and service quality (responsiveness, assurance, empathy). The quality of public spaces within the library also significantly affects visitor satisfaction, underscoring the importance of the physical environment in enhancing user experience. User satisfaction is closely linked to user loyalty, including the intention to revisit the library.

In contemporary library settings, user satisfaction represents a key outcome of service delivery and serves as a predictor of sustained engagement and positive behavioral intentions. It is influenced by traditional physical library attributes (such as collections and staff assistance) and, increasingly, by the quality of digital interactions and services, including those provided via social media. When users engage with a library's social media presence, their satisfaction is shaped by the quality of information received (e.g., accurate event details, relevant resource recommendations), the quality of the social media platform itself (e.g., ease

of navigation, responsiveness), and the quality of service delivered through these channels (e.g., helpful and responsive staff interactions).

2.3 Social Media Utilization

Social media, defined as a collection of internet-based applications enabling the creation and exchange of user-generated content, plays a pivotal role in modern communication and information dissemination. The Technology Acceptance Model (TAM) provides a relevant theoretical framework for understanding how users accept and utilize social media, including in library environments. TAM posits that two primary perceptions influence technology acceptance: Perceived Usefulness (PU)—the extent to which an individual believes that using a system will enhance their job performance—and Perceived Ease of Use (PEOU)—the extent to which an individual believes that using the system will be free of effort. Research indicates that the more users perceive social media as useful and easy to use, the more likely they are to adopt and continue using it, which in turn affects their satisfaction.

Libraries widely employ social media for service promotion, information dissemination, interaction facilitation, community building, and feedback collection. The presence of libraries on these platforms is essential, as it enables librarians to create user-driven channels and integrate the library into popular platforms. Perceived benefits for librarians include low cost, rapid promotion, increased user engagement, improved feedback, potential for greater content usage, and enhanced internal and external communication.

The effectiveness of library social media use in fostering user satisfaction and revisit intention depends not merely on the existence of social media accounts, but critically on the quality of engagement and perceived value. This necessitates a shift from a broadcasting approach to more interactive and user-centered strategies. The quality of shared information (Information Quality), ease of interaction (System Quality), and staff responsiveness (Service Quality) are paramount factors. When a library's social media presence is perceived as highly useful and easy to use, and facilitates positive social interaction and efficient information access, it is likely to result in higher user satisfaction.

3. Proposed Method

3.1. Research Type and Design

This study employs a quantitative approach with a correlational research design. The quantitative method is selected to test hypothesized relationships among variables and to enable the generalization of findings to a broader population.

3.2. Population

The population comprises all active users of the UIN KHAS Jember Library who have utilized library services (either physical or digital) and/or interacted with the library's official social media platforms.

3.3. Sampling Technique

Purposive sampling is employed in this study. This technique is chosen because the researcher has specific criteria for selecting respondents relevant to the research objectives. The inclusion criteria for respondents are as follows:

- a) Active students of UIN KHAS Jember.
- b) Individuals who have interacted with the official social media of the UIN KHAS Jember Library (e.g., following the account, viewing posts, engaging in comment sections, or using information obtained from the library's social media).

3.4. Data Collection

Data are collected using a structured questionnaire distributed online via Google Forms.

3.5. Data Analysis Technique

Data analysis is conducted using Structural Equation Modeling - Partial Least Squares (SEM-PLS). The SmartPLS software application is utilized to process and analyze the data. SEM-PLS is chosen due to its capability to analyze complex models involving latent variables and mediating relationships, as well as its flexibility in not requiring strict data distribution assumptions.

4. Results and Discussion

4.1. Measurement Model Evaluation (Outer Model)

This study involved 160 students from UIN KHAS Jember as respondents. Data were collected through an online questionnaire distributed via Google Forms and disseminated through the WhatsApp communication platform. Respondents were selected purposively based on the criteria of being active students at UIN KHAS Jember who had previously used library services and/or interacted with the official social media accounts of the library.

A. Measurement Model Evaluation (Outer Model)

The purpose of evaluating the measurement model is to ensure that the indicators used in the model accurately and consistently measure the intended variables. This step is fundamental to guarantee data quality before testing causal relationships.

a. Convergent Validity

Convergent validity assesses the extent to which indicators designed to measure the same construct are positively correlated with each other. The criteria include the loading factor (ideally > 0.7 , but values > 0.6 are acceptable if AVE and CR meet the requirements) and the Average Variance Extracted (AVE), which should be greater than 0.5.

Based on the analysis, the loading factor values for the Social Media variable (X1) ranged from 0.632 to 0.890, with an AVE of 0.526. For User Satisfaction (Y1), loading factors ranged from 0.800 to 0.890, with an AVE of 0.776. Meanwhile, for Revisit Intention (Y2), loading factors ranged from 0.741 to 0.945, with an AVE of 0.634. All AVE values for X1, Y1, and Y2 exceeded 0.5, and most loading factors met or approached the ideal threshold. This indicates that all variables possess good convergent validity, meaning the indicators effectively measure their respective constructs.

b. Discriminant Validity

Discriminant validity evaluates the extent to which a construct is empirically distinct from other constructs in the model. The Heterotrait-Monotrait Ratio (HTMT) method was used, with a recommended threshold below 0.90 (or 0.85 for stricter criteria).

The HTMT values obtained from the analysis were below the 0.90 threshold (and even below 0.85), indicating excellent discriminant validity among the constructs. This confirms that each latent variable—Social Media, User Satisfaction, and Revisit Intention—measures a different and unique concept within the model. Assessing discriminant validity is crucial because, in structural equation modeling, the primary goal is to test relationships between distinct variables. The HTMT method employed in this study is a more advanced and accurate approach compared to traditional methods, providing strong evidence that these variables are empirically separate. This is an essential prerequisite to ensure that the causal relationships tested indeed occur between distinct concepts rather than merely variations of the same concept.

c. Composite Reliability

Composite reliability assesses the internal consistency of the indicators for each variable. The criteria used are Cronbach's Alpha and Composite Reliability (CR), both ideally exceeding 0.7. The Cronbach's Alpha and Composite Reliability values for each variable are as follows:

X1 (Social Media): Cronbach's Alpha = 0.815; Composite Reliability = 0.864

Y1 (User Satisfaction): Cronbach's Alpha = 0.914; Composite Reliability = 0.936

Y2 (Revisit Intention): Cronbach's Alpha = 0.917; Composite Reliability = 0.930

All Cronbach's Alpha and Composite Reliability values for X1, Y1, and Y2 are well above 0.7, indicating excellent reliability for all variables. This means that the measurement instruments used are highly consistent in measuring these variables. The high values of Cronbach's Alpha and Composite Reliability for all variables strongly indicate that the instruments employed in this study are reliable and dependable.

4.2 Structural Model Evaluation (Inner Model)

The evaluation of the structural model aims to test the strength and significance of causal relationships among latent constructs as well as the model’s ability to explain variance in the dependent variables.

a. Path Coefficients and Significance

Path coefficients indicate the strength and direction of the relationships between variables. The significance of these relationships is assessed based on t-statistics (ideally > 1.96 for a 5% significance level) or confidence intervals that do not include zero. The following summarizes the path coefficients and their significance:

Table 1. Path Coefficients and Significance

Path	Path Coefficient (Original Sample)	Standard Deviation	T-Statistic	2.5% CI	97.5% CI
X1 → Y1	0.697	0.040	17.425	0.538	0.766
Y1 → Y2	0.797	0.040	19.925	0.688	0.881
X1 → Y2 (Direct)	0.010	0.011	0.909	-0.001	0.043

X1 → Y1 (Social Media to User Satisfaction): There is a strong, positive, and significant effect of Social Media on User Satisfaction. The high path coefficient (0.697) and confidence interval [0.538, 0.766] that does not include zero confirm this substantial relationship.

Y1 → Y2 (User Satisfaction to Revisit Intention): There is a very strong, positive, and significant effect of User Satisfaction on Revisit Intention. The very high path coefficient (0.797) and confidence interval [0.688, 0.881] that excludes zero indicate that satisfaction is a highly dominant driver of revisit intention.

X1 → Y2 (Social Media to Revisit Intention): The direct effect of Social Media on Revisit Intention is not significant. The near-zero path coefficient (0.010) and confidence interval [-0.001, 0.043] that includes zero suggest that the effect of Social Media on Revisit Intention is most likely fully mediated by User Satisfaction.

This table represents the core of the structural model results, explicitly presenting all relevant statistical details for each hypothesized path. It allows readers to directly assess the strength, direction, and significance of the tested relationships, providing a concise diagnostic summary for all hypotheses.

b. R-square Values

R-square values indicate the proportion of variance in the dependent variable explained by predictor variables in the model. Values of 0.25 are considered weak, 0.50 moderate, and 0.75 strong. The R-square values for the endogenous constructs are as follows:

Endogenous Construct	R-square	Adjusted R-square
Y1 (User Satisfaction)	0.377	0.373
Y2 (Revisit Intention)	0.558	0.555

The Social Media variable (X1) explains approximately 37.7% to 38.3% of the variance in User Satisfaction (Y1). This is categorized as moderate, indicating that Social Media contributes substantially to explaining user satisfaction.

User Satisfaction (Y1), and indirectly Social Media, explains approximately 55.8% of the variance in Revisit Intention (Y2). This falls into the moderate to strong category, demonstrating that the model has good predictive power for revisit intention. These moderate to strong R-square values provide insight into the overall predictive capability of the model, showing how well the independent variables explain variation in the dependent variables and indicating the practical relevance of the proposed model.

4.3. Effect of Social Media (X1) on User Satisfaction (Y1)

The analysis results indicate that Social Media (X1) has a strong, positive, and significant effect on User Satisfaction (Y1), with a path coefficient approximately between 0.6 and 0.7. This finding suggests that the library's efforts in effectively utilizing social media substantially contribute to enhancing user satisfaction.

The analysis reveals a positive association between social media engagement and library user satisfaction. Platforms such as Facebook and YouTube have proven effective in fostering this engagement and satisfaction. This concept is reinforced by the idea that libraries can facilitate their services through social media by implementing planned and organized management functions, with the primary objective of achieving user satisfaction. Indeed, distributing satisfaction questionnaires via social media has shown high satisfaction levels with circulation services, although there is always room for continuous improvement.

The significance and strength of the effect of social media on user satisfaction indicate that merely having a social media presence is insufficient; what is crucial is how social media is managed and utilized. Libraries that successfully enhance user satisfaction through social media are those that focus on providing high-quality information, interactive and engaging content, and clear benefits for users. This requires a mature social media strategy, including selecting appropriate platforms, connecting with target audiences, and maintaining consistent engagement. Barriers such as lack of staff training, slow internet connections, and time constraints can hinder the quality and consistency of social media presence, thereby diminishing its potential impact on satisfaction. Therefore, the strong relationship found here suggests that the strategy of implementation and the quality of social media content execution are key determinants in achieving user satisfaction. connectivity, and time commitment can hinder the quality and consistency of social media presence.

4.4. Effect of User Satisfaction (Y1) on Revisit Intention (Y2)

The analysis results indicate that User Satisfaction (Y1) has a very strong, positive, and significant effect on Revisit Intention to the Library (Y2), with a high path coefficient ranging approximately from 0.7 to 0.8. This finding confirms that users who are satisfied with library services and facilities tend to have a substantially higher intention to revisit. This concept is supported by previous research, which states that positive experiences—including friendly service and comfortable facilities—are primary drivers for users to return. High-quality service significantly increases visit frequency, consistent with the definition of user satisfaction as the comparison between perceived performance and expectations, where fulfillment or exceedance leads to loyalty and positive word-of-mouth promotion. Various factors such as service performance, responsiveness to user needs, staff competence, ease of access, collection quality, and service hours collectively influence satisfaction.

The very strong relationship between User Satisfaction and Revisit Intention suggests that investment in enhancing user satisfaction is the most effective and efficient strategy to encourage repeat visits. Libraries should prioritize comprehensive improvements in service quality, the availability of complete and up-to-date collections, and the comfort of physical facilities. Although satisfaction may not always mediate all factors directly (for example, the quality of physical space might have a direct effect), positive experiences that generate satisfaction remain the principal drivers of loyalty and revisit intention. This implies that libraries need to understand the specific dimensions of satisfaction most relevant to revisit intention, considering that "satisfaction" itself may be a multidimensional concept with various aspects interacting differently..

4.5. Effect of Social Media (X1) on Revisit Intention (Y2)

The analysis shows that the direct effect of Social Media (X1) on Revisit Intention (Y2) is not significant, with a path coefficient close to zero and a confidence interval that includes zero. This indicates that Social Media does not directly influence users' intention to revisit the library but likely operates through a mediating variable.

Despite the lack of a significant direct effect, previous studies have demonstrated that social media still plays an important role in promoting visits, albeit indirectly. For instance, curiosity triggered by promotions and information shared on social media can be a significant motivator for students to visit the library. Additionally, affective and behavioral engagement with social media has been shown to have a positive and significant impact on actual library usage. Prior research also found a positive association between social media engagement and general library visitation. The consistency between these findings and existing literature

suggests that the role of social media in encouraging revisit intention is more indirect—primarily by enhancing user satisfaction first. Social media functions as an effective channel for disseminating information, promoting services, and fostering interaction, which ultimately increases satisfaction; satisfaction then becomes the main driver motivating users to return.

The insignificance of the direct effect of Social Media on Revisit Intention, combined with the significant effects of Social Media on User Satisfaction and User Satisfaction on Revisit Intention, strongly supports the hypothesis that User Satisfaction (Y1) fully mediates the relationship between Social Media (X1) and Revisit Intention (Y2). This means that social media does not directly trigger users' desire to revisit the library. Instead, social media acts as an effective tool to enhance user satisfaction (e.g., by providing relevant information, responsive interaction, and service promotion), and it is this satisfaction that subsequently drives revisit intention. Thus, social media serves as a catalyst for satisfaction, and satisfaction is the primary driver of revisit intention. Libraries should view social media as a tool to build a comprehensive positive experience that ultimately increases satisfaction and encourages repeat visits.

5. Conclusions

This study successfully examined and analyzed the relationships among Social Media (X1), User Satisfaction (Y1), and Library Revisit Intention (Y2) using the PLS-SEM model. Social media was found to have a strong, positive, and significant effect on user satisfaction, indicating that the library's efforts in managing and utilizing digital platforms substantially contribute to a positive user experience. User satisfaction demonstrated a very strong, positive, and significant influence on the intention to revisit the library, confirming that satisfaction is a primary driver motivating users to return to library services. Social media, however, did not exhibit a significant direct effect on revisit intention. Instead, user satisfaction fully mediates this relationship, suggesting that social media influences revisit intention indirectly by first enhancing user satisfaction, which in turn encourages users to revisit the library.

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