

Causative Factor of Library Usage Among Digital Native

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ABSTRACT

Research on library use has been carried out with the results that the level of library use by digital natives is still relatively low. The purpose of this study is to determine the factors that cause digital native users to use or not use a library. The method of this study use a descriptive qualitative research methods, and total of 341 digital natives in 25 cities in East Java were given open questions to express their experiences when using a library, resulting in 991 answers (respondents answered more than 1 opinion about the library). The data analysis technique was carried out in 3 stages namely open coding, axial coding, and selective coding. The result of this study found something new that the main factor of library use or not use is service quality (68.9 %) not from external factor, where users prioritise comfort while in the library, even though the internet as a library rival and as a source of information offers the speed and ease of access to information. Because of that innovation is done by improving the factors that cause users to use or not use the library.

Keywords: Library usage; Digital native; Service quality; Innovation; Equal access

1. INTRODUCTION

The efforts made by the library to improve the quality of libraries, however, are not followed by the maximum use of libraries. Meanwhile, the main purpose of the library as a source of information is the maximum utilisation of the resources in the library (Harati, *et al.*, 2019¹). In accordance with the basic law of library number five of the SR. Ranganathan, library as a growing organism that the library is an organisation that continues to grow. The library has made an innovation to produce something new in the library by utilizing the resources owned by the library. Library services and collections have been transformed into digital and adapted to digital native characteristics. But the opposite happens, the efforts made by libraries in making various innovations in new services, collections, facilities or systems in libraries cannot significantly increase the use of libraries.

Research on library use has been carried out with the results that the level of library use by digital natives is still relatively low (Hayuni & Nurizzati, 2017²; Sutrino, 2017³). The intensity of library visits is also low, with only 1 per cent using the library for information sources, another 99 per cent using for the internet (Zuraida, 2011⁴). Digital natives prefer the internet as their main source of reference information than the library although there is more credible and accurate information in the library compared to the internet (Anindita, 2019⁵). As for the use as a place of learning, digital natives prefer cafes when compared to libraries. They consider cafes as part of their lifestyle (Fauziyah, 2019⁶).

The low utilisation of libraries by digital natives has an impact on the low use of collections owned by libraries. Collections are not utilised maximally by them, whereas providing collections by the library is a form of fulfilling the information needed by users. According to the results of research conducted by Fransiska (2014)⁷, the level of use of collections in libraries showed low results. Of the total of 300 collections in one month, only 82 collections are used while the others are neatly stored on bookshelves, so that only 2.92 per cent of collections are used. The results of research on the use of e-journal collections that are subscribed to by libraries with large funds are also still relatively low (Lesviani, 2018)⁸.

The behavior of using libraries in Indonesia is still relatively low, based on research that has been done related to the intensity of library visits. This is similar with the number of students visiting school libraries. The results of research conducted by Muhtadien and Krismayani (2017)⁹ state that only a very small number of students visit to use the library. There are students who only visit the library 2 times a year. The students prefer to go to the cafeteria during breaks or empty hours. In contrast to the use of libraries in Indonesia, libraries overseas show a high level of usage. Users feel very satisfied with the resources, services and facilities provided by the library. Their expectations of the library have been fulfilled, thus making them use the library as a place to fulfill their information need (Gunasekera, 2010)¹⁰.

2. OBJECTIVE OF STUDY

The purpose of this study is to determine the factors that cause digital native users to use or not use a library, so

from this paper can reveal what actions to be done for library improvement in the future.

3. LITERATURE REVIEW

3.1 The Use of School Libraries

A school library is used as a source of information on learning activities, such as to complete assignments given by teachers, enrich student learning experiences, and train students to learn independently. Research results by Mubashrah, *et. al.* (2013)¹¹ revealed that most students visited the library to read textbooks, complete assignments and make use of free time. Agyekum & Filson (2012)¹² revealed that the majority of students use the school library to complete lesson notes and assignments. The school library is also used by students to prepare for the daily exam or final test (Ntui & Udah, 2015)¹³. The school library is not only used to support learning activities, but also according to the results of research conducted by Harisanty & Anugrah (2018)¹⁴ and Oberg (2009)¹⁵, library services and facilities can be used freely by students. Students can relax, borrow books for entertainment and socialise with friends in the library during breaks or empty hours. The collections most often used by students are magazines, then supporting books and textbooks.

3.2 The Use of College Libraries

With the development of increasingly sophisticated information and communication technology, many changes have been made by university libraries in adjusting to user's characteristics. Not only physically accessible but college libraries can be accessed by visiting the library website or digital library (Sahak & Masrek, 2014)¹⁶. College library services and collections are used to support learning on campus (Dominguez, 2015)¹⁷, by borrowing and returning books (Goodall & Pattern, 2010)¹⁸. Higher education libraries reduce space for collection storage and are replaced for spaces that can be used by students to discuss or study independently (Choy & Goh, 2016)¹⁹, so that many students use the library to study. Many college libraries provide learning commons or learning space services with sophisticated and complete facilities for learning needs (Angell, 2019)²⁰. University libraries intentionally subscribe to electronic journals each year with a large budget (Srirahayu, 2018)²¹. Electronic journal collections are used by students and lecturers as a reference for assignments or research (Srirahayu, *et.al.*, 2019)²².

3.3 The Use of Public Libraries

Public libraries are usually located in the city center so they can be easily accessed by the community, and are often used as a place to meet with friends (Aabo, Audunson, Varheim, 2010)²³; Audunson, Essmat & Aabo, 2011²⁴). Of the many public library users, they have their respective goals in using public libraries. Children commonly use the public library to read library collections, do assignments from the teacher, enjoy a comfortable library room or play with friends in the public library (Anna & Harisanty, 2019a²⁵). The elderly use the library to meet with friends, read collections, read magazines, and read newspapers (Anna & Harisanty, 2019b²⁶). When school holidays arrive, public libraries are often used as a temporal

place for fun education, especially for families from the lower middle economy, because users can learn while playing in public libraries and public libraries are inexpensive places to visit (Gilpin & Bekkerman, 2020)²⁷. Even public libraries are used to preserve the cultural heritage of a region. Many people come to public libraries to see cultural exhibitions (Ugwoke & Omekwu, 2014)²⁸.

3.4 Digital Native

The development of technology, information and communication has such a huge impact, making generational changes over time. Digital natives are a picture of the current generation. According to McCrindle (2014)²⁹, digital natives are generations that are familiar with the term generation Z, born in 1995-2009. Digital native generation is different from the previous generation of digital immigrants. Millennials according to Tapscott (2013)³⁰ have characteristics such as 1) Freedom; 2) Customisation; 3) Scrunity; 4) Integrity; 5) Collaboration; 6) Speed; 7) Innovation; 8) Entertainment.

4. RESEARCH METHODOLOGY

This research uses descriptive quantitative research method, with the aim to describe the factors that cause digital natives use and not use libraries. This research was conducted to digital natives in the province of East Java, with 341 respondents in 25 cities/districts. The sample was selected based on purposive sampling with the criteria that respondents used the library at least once a month and the intensity of use was at least 1 hour. Library objects in this study are public libraries, school libraries and college libraries. We took 3 types of libraries because digital native consists of different levels of education, from junior, high school to postgraduate. This research is based on digital native's experience when using a library, from which it can be determined whether they use a library or not.

Data collection is done by creating a list of questions on google form and distributing it digitally such as Whatts App, social media (Instagram, Facebook). Data collection was carried out during March-May 2020. To explore digital native experiences in a library, we provide open questions, from which digital natives can express the form of experience they get. Open questions asked to digital natives are as follows:

- Name 3 things that make you happy when using the library?
- Name 3 things that make you disappointed when using the library?
- Name 3 things that make you not use the library?

With the results of 376 respondents. Of the 376 respondents, the verification stage was then carried out, whether they were in accordance with the criteria given earlier. As a result of the evaluation, the data used for analysis were 341 respondents (90.7 %) in 25 cities / regencies in the province of East Java, from the education levels of junior high school, senior high school, and bachelor degree (Table 1). As many as 29.3 per cent of respondents were dropped because 10 people had never been to the library, 14 people came to the library but only made an appointment with friends, and the remaining 11

Table 1. Frequently visited library

Library type	Frequency	Per cent
Academic library	136	39,9
School library	121	35,5
Public Library	84	24,6
Total	341	100

Table 2. Respondent demographics

Demographics		Frequency	Per cent
Birthyear	1993-1998	30	8,8
	1999-2003	244	71,6
	2004-2007	67	19,6
Sex	Male	67	19,6
	Female	274	80,4
Education level	Elementary	-	-
	Junior high school	36	10,6
	Senior high school	116	34
	Diploma 3	71	20,8
	Diploma 4	32	9,4
	Bachelor	86	25,2
Frequency of visits (in a month)	Every day	12	3,5
	>10 times	12	3,5
	6-10 times	23	6,7
	1-5 times	276	80,9
	< 1 time	18	5,3
Visit intensity	> 6 hours	6	1,8
	4-6 hours	25	7,3
	1-3 hours	222	65,1
	< 1 hour	88	25,8

people because their age were not included in the digital native category.

Each type of library aims to serve information to users through the information processing process of selection, acquisition, cataloging, classification, labeling etc. because of that, the findings of this study were not differentiated based on the type of library. Data analysis was carried out by coding data. There are 3 stages in data coding. The first stage is conducting open coding. In this stage we formed initials categories and information about the phenomenon of experience in using libraries by sorting out information. In each category we found several subcategories and data to be examined in detail. The second stage is axial coding. In this stage arranging

data obtained from open coding were conducted. The results of open coding were presented using a coding paradigm or with logical diagrams identified from a main phenomenon / main category, exploring the conditions of causes, strategies, contexts, conditions and consequences of the occurrence of phenomena. The third stage is selective coding. In this stage the researchers identify the flow of thinking and compiles a story that connects categories in the axial coding model.

5. RESULTS AND DISCUSSION

5.1 Demographics of Respondents

Table 2 shows demographic data of the respondents in this study. The distribution of birth years of respondents in this study was 71.6 per cent in 1999-2003, 19.6 per cent in 2004-2007, and 8.8 per cent in 1993-1998. Of 341 respondents, most respondents were women with 80.4 per cent, while men were 19.6 per cent. Most respondents' educational level was senior high school with 34 per cent, undergraduate with 25.2 per cent, diploma with 20.8 per cent, and junior high school with 9.4 per cent.

The characteristics of library use can be seen from the frequency and intensity of users using the library. From the findings (Table 1), the frequency of user's visits in one month was at most 1-5 times with 80.9 per cent, 6-10 times (6.7 %), less than once a month with 5.3 per cent, while visits every day and more than 10 times a month accounted for 3.5 per cent. For the intensity of user visits in one day, most users spent 1-3 hours (65.1 %), while visits less than 1 hour accounted for 25.8 per cent, followed by 4-6 hours with 7.3 per cent and 6 hours, 1.8 per cent.

5.2 Factors that Make Digital Natives use Libraries

Many factors can make someone to use or not use the library as a source of information. In the study, the number of data related to factors that led to the use of library are 991 submitted by 341 respondents (respondents answered more than 1 opinion about the library). In Table 3, subcategories are the result of categorizing interview concepts, and the main category is the axial coding results from subcategories. Compared to concepts, categories are more abstract, showing a higher level and a support to the theory. The 991 data are grouped into 2 factors causing someone use or not use libraries, namely internal factors which include service quality, library policies and price and external factors including user characteristics, and place.

6. DISCUSSION

From the research findings described earlier, the factors that cause library use are internal factors which include service quality, library and price policies, and external factors including user characteristics, library rival products (internet / google). The factor that mainly causes the use of libraries is the quality of service (682 answers/68.9 %) in which the dimension that significantly cause library use is the library as place (467 answers/47.1 %). Library service quality is a measure of how well the level of service provided by the library in accordance with user expectations (Ip & Wagner, 2020³¹). Providing quality library services means consistently

Table 3. Factors causing the use of libraries by digital natives

Examples of sentences	Subcategories	Main categories	Properties of main categories
Missing directions			
Hard to find a book	personal control (9; 0,9%)		
Inactive OPAC			
Sufficient collection			
Many sources of Information			
Lack of fiction collection	information control (170; 17,2%)		
Lack of digital collection			
Obsolete collection		Service quality	
Poorly maintained collection			
Friendly librarians	affect service (36; 3,6%)		Library internal factors
Unfriendly librarians			
To use wifi			
Cold library room	library as place (467; 47,1%)		
Cozy/calm atmosphere			
Cramped room			
Short library opening hours	Library entrance regulations (9; 0,9%)		
Complicated procedure to enter the library		Library Policy	
No noise allowance	Rules in the library (6; 0,6%)		
Limited book borrowing	Circulation service regulations (7; 0,7%)		
Free wifi	No fee (2; 0,2%)	Price	
Visiting the library according to the mood	Emosional attachment (3; 0,3%)		
Like quite atmosphere	Introvet personality (25; 2,5%)		
Like noisy atmosphere	Ekstrovet personality (38; 3,8%)	User Characteristics	
Meeting friends and being invited by friends	Sosial influence (4; 0,4%)		
Dislike reading	reading habit (16; 1,6%)		Library external factors
No time	User activities (31; 3,1%)		
Library location	Location (1; 0,1%)	Place	
Distance to the library	mileage (30; 3%)		
Faster internet	faster internet (6; 0,6%)	Rival products	
Prefer the internet	Prefer the internet (62; 6,3%)		
Unaware of a library	The existence of a library (1; 0,1%)	Library promotion	
Not familiar with library products	Product Introduction (10; 1%)		
Less interesting library	Not interesting products (43; 4,3%)		Countermeasures
Boring library	Boring products (16; 1,6%)	Library Inovation	
Less Innovation	Library innovation (1; 0.1%)		

meeting user expectations. Service quality is very closely related to user satisfaction (Kiran, 2010³²; Hossain & Islam, 2012³³). If the user is satisfied with the services provided by the library, the user will continue to use the library. Therefore, service quality can cause someone to use the library or not (Helgesen & Nasset, 2011³⁴; Annamdevula & Bellamkonda, 2014³⁵). Library as place is the availability of facilities and rooms that are useful for user learning activities in the library (Asemi, Kazempour, & Rizi, 2009³⁶). From the respondents' answers, it appears that the user demands comfort when using the library. If the comfort is not fulfilled, then users tend not to use the library. Besides wanting a comfortable room, in an era of massive technological developments and information and communication where people are connected, users need a WiFi network with fast access. Besides being used to do assignments and study, wifi networks are used for entertainment. This is similar to studies conducted by Tahir, Mahmood, Shafiqi (2009)³⁷ and Odu & Eda-Abgor (2018)³⁸ that show fast internet access in the library becomes the user's needs.

The concept of library as place not only discusses the availability of facilities available in the library, but also the library as a public space where users can do activities and interact with others. Library as place deals with information and services, reading and study, relaxation and entertainment so that libraries need to plan strategies for effective space design (Kim, 2016³⁹). A library is not only a collection of books, magazines, or journals, but it is used as a place of discussion with convenient facilities (Allison, *et al.*, 2019)⁴⁰, a place to create something or makerspaces (Okpala, 2016)⁴¹, a place to meet (Aabo & Adunson, 2012⁴²) even as a favorite hangout (Lin, Pang, Luyt, 2014⁴³). Space for collections in the library should be narrowed and the space for user activities should be expanded.

From the results of this study, although there are some of the respondents who chose the internet over the library, but this is not the main factor that causes them use or not use the library. The main factor for causing the use of libraries is the quality of the library (68.9%). Thus, the library can still be selected by the users if the quality of the library is improved to the maximum by adjusting user needs. Basically, the community knows the existence of the library, starting from pre-school education to college, but the library does not make changes. Therefore, the library is left by its users. The library thus needs to do a promotion and make a new innovation in responding to factors that can cause users to use the library or not, both internal or external factors. The findings of this study indicate that the promotion carried out by the library to introduce the library and the services provided can lead to the use of the library. There are 11 respondents' negative answers (1.1%) related to the lack of promotion of the library so that they do not know the services available in the library. Respondents' answers state that they are not aware that there is a library, and they do not recognise library products. Library promotion can be done in various ways, both manual and digital. Many libraries use library social media for promotion. The library has accounts on several social media, such as Facebook, Twitter, Instagram etc. The library shares activities carried out on social media.

Libraries cannot just remain silent without seeing the

changing times. In responding to the challenges of the current development and to meet the expectations of users, libraries need to make a new innovation (Wójcik, 2018)⁴⁴, either from the services, librarian competencies, library programs or library interior design. The results of this study indicate that the library needs to make an innovation as an effort to improve the library. It is in accordance with respondents' answers (6.1%) which show that 43 respondents (4.3%) state "the library is not interesting", 16 respondents (1.6%) say "the library is boring", and 1 respondent (0.1%) state "the library has less innovation". These reasons cause them not use the library. Innovation is done by improving the factors that cause users to use or not use the library. Innovation is considered as the main key to improvement and success for a library (Awais & Ameen, 2018;⁴⁵ Walton & Webb, 2017⁴⁶). Then the library should continue to conduct evaluations because of the diverse characteristics of users, and the diverse needs of users as well.

7. CONCLUSION

There are many reasons why users do not use the library. From the result, these causes come from internal and external factors of the library. From the findings of this study, the internal causes are the quality of library services. The external causes are user characteristics, distance to the library and the existence of an internet that is easier and faster to access information. From the results of this study, it has practical implications for professionals in terms of increasing the level of library use, which can be done through promotional activities and library innovation. Because many digital natives do not know about library services and library innovation is carried out to correct deficiencies in libraries. For the scholars, the results of this study can be used as a recommendation in developing research on library services. The limitation of this research is that the library is discussed in general, the results of the analysis are not differentiated based on the type of library. Therefore, for further research, it can examine factors that cause users to use or not use the library according to the type of library so that the research results can be more specific and mapped to determine library policies.

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