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Abstract

Libraries have an essential role in managing collections to meet the information needs of users. Libraries need to do more intense promotions by optimizing Instagram's social media. This study aims to determine how much influence promotion on Instagram with psychographics has on the Intensity of visits at the ministry library in Indonesia. This research was conducted in the library of the ministry of education and culture, Indonesia. This study uses associative statistics with a quantitative approach. The data analysis used is multiple linear regression to test the hypothesis of the influence of variables X1 and X2 on variable Y. Sampling used the Slovin formula with a significance of 10% with purposive sampling technique and obtained 94 respondents from a population of 1,483. The results show that there is a significant effect of Promotion on Instagram (X1) on Visit Intensity (Y) with a significant value of 0.000 <0.1 (10%) with a reasonably strong correlation of 0.402 on an interval scale of 0.40-0.599. Next, there is a significant psychographic effect (X2) on the Intensity of Visits (Y) with a significant value of 0.000 <0.1 (10%) with a significant correlation of 0.477. Furthermore, there is an indirect effect of promotion on Instagram through psychographics on the Intensity of visits, as shown by the value of z = 2.759 with the Sobel test where z > 1.68. The value of the influence of promotion on Instagram with psychographics on the Intensity of visits shown from R2 is 28.7%, and the remaining 71.3% is influenced by other factors not examined. This research is significant to help libraries increase promotional activities as technology develops and pays attention to user behavior in finding information through Instagram.

Keywords: Consumer behavior, Promotion, Instagram, Psychographics, Lifestyle, Intensity of library visits.

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A. Introduction

The development of information technology requires everyone to adapt to their daily life environment constantly. The development of information technology is now present in every area of human life and will become a habit in using it. This habit can change a person's behavior in meeting his information needs. Information needs are information people want to get as support in their daily lives (Shobirin, Safii, and Roekhan 2020, 9).

In meeting these information needs, one can find it easily anywhere and anytime through a smartphone connected to the Internet. It has become a person's lifestyle at this time (Radiansyah, Bastaman, and Purwandaya 2019).

Libraries as institutions that have credibility for information have been regulated by the Constitution of the Republic of Indonesia Number 43 of 2007 Article 1 concerning Libraries. Libraries manage collections of written works, printed works, and or recorded works in a professional manner with a standard system to meet users' educational, research, and recreational needs (Presiden RI, 2007). Libraries have an essential role in helping the community provide reliable information needs.

However, based on data revealed by the National Library of the Republic of Indonesia, the level of library visits in Indonesia is far from ideal because only 0.02% of the total population of Indonesia, namely 59,483 people, visit the library per day (Rahardian, 2019).

Libraries need to carry out promotions to invite users to visit and take advantage of library services. Promotional activities are carried out so that the public knows what products and services the library have to generate interest in coming (Azwar & Sulthonah, 2018; Prihartanta, 2015).

In carrying out this promotional activity, the library must be able to see the target users. Users who have different needs, characteristics, and behaviors need to be explicitly mapped. Segmentation helps libraries to determine each of the needs of the various types of users. One of these segmentations is based on psychographics, which is a segmentation that divides the market based on social class, personality, and lifestyle (Lin, 2002).

A similar study was conducted by Kau Ah Keng, Kwong Jung, and Jochen Wirtz from the Department of Marketing, National University of Singapore Business School, entitled "Segmentation of Library Visitors in Singapore: Learning and Reading related lifestyle". This study aimed to identify people's habits, lifestyles related to reading and identify different segments of society in general in Singapore's public libraries (Ah Keng, Wirtz, & Jung, 2003). The results of this research are beneficial for Singapore's public libraries in improving their services.

Knowing the needs of its users will help the library provide various collections that make users feel at home in the library (Patel, 2016). Libraries can formulate appropriate librarian activities because the shift in users' lifestyles in the digital era is strongly influenced by technological developments (Crittenden, Biel, & Lovely, 2019).

In the digital era, using media technology in the library is the most effective thing to use. The use of media technology in the library dramatically affects the interest of visiting users (Azwar, Surandari, & Djohar, 2020; Nurdin, 2013; Sari, Suprayogi, & Azwar, 2021).

It has been investigated by Ahdie Anwary entitled "The Influence of Promotional Media on Visiting Interests in Librarians at Grahatama Pustaka Yogyakarta". The results showed that promotional media had a significant effect on visiting interest (Anwary, 2017).

The Library of the Ministry of Education and Culture of Indonesia provides a variety of collections that support the information needs of users. Libraries use social media such as Facebook, Instagram, Twitter, and YouTube to promote various products, services, and activities. Thus, information will be more easily conveyed to the public (Harrison, Burress, Velasquez, & Schreiner, 2017; Rosida & Azwar, 2021).

It is proven by the high number of visitors, as many as 80-100 visitors per day, and in 2019. The most visitors occurred in January, as many as 2,463 visitors.

Researchers are interested in conducting further discussions about how the influence of Instagram social media promotion with psychographics on the Intensity of user visits. This paper is expected to help libraries to increase visitor visits with more intense promotions in the future.

B. Literature Review

1. S-O-R Theory

S-O-R theory is a psychological theory that represents stimulus, organism, and response. Woodworth described this theory in 1928, in which the organism mediates the stimulus-response relationship by interpreting the given stimulus will cause a behavioral response, such as a decision to buy or not to buy (Wu and Li 2018, 77).

Fig. 1. S-O-R Theory

Stimulus ➡ Organism ➡ Respons

Then the S-O-R theory was developed by Mehrabian and Russell, where stimuli from the environment as a stimulus affect individual cognitive and affective reactions, which then cause responses in the form of behavior (Fiore & Kim, 2007).

S-O-R theory plays a significant role in the use of media. The media provides relevant information, light, actual, factual, and in accordance with the needs of its consumers (Putri et al. 2020, 81). According to this model, the organism produces a particular behavioral reaction when a stimulus can affect the individual's action/response.

2. Consumer Behaviour

Consumer behavior consists of 2 words, namely "behavior" and "consumer". According to the Oxford dictionary, behavior is a response or reaction to stimuli or the environment (Cambridge University Press, 2021a). While consumers are users, be it services or goods produced (Cambridge University Press, 2021b). So

this consumer behavior is a reaction from consumers to a product or service usage that is used.

Before using the product or service, consumers need to search, research, and evaluate the product or service (Firmansyah, 2019, 2). It then leads to consumer behavior in the decision to buy a product or use a service.

Ebert and Griffin state that Consumer Behavior is a consumer's effort in making decisions about a product to be purchased and consumed (Rossanty, Nasution, & Ario, 2018, 4).

Kotler and Keller's model analyzes the characteristics of consumer behavior by describing the stimulus-response model as follows.

Fig. 2. Kotler and Keller Consumer Behavior Model
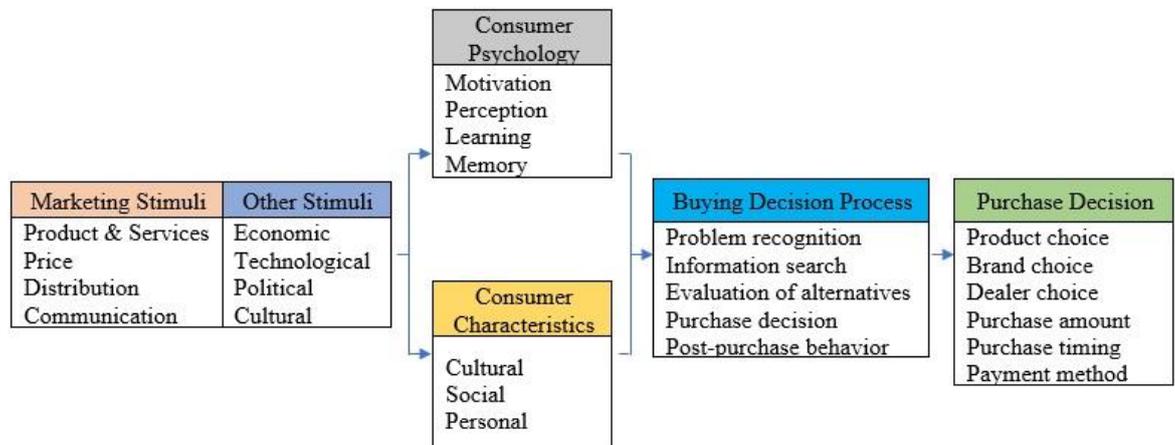
From Figure 2, Kotler and Keller analyze consumer behavior characteristics by describing a stimulus-response model in which marketing and environmental stimuli enter the consumer's consciousness, and psychological processes interact with personal characteristics that ultimately lead to the decision-making process and purchase decisions (Kotler et al. 2019).

According to Kotler, marketing stimuli can be carried out by companies to influence consumers to make purchases. The marketing stimuli will be included in consumer awareness, namely psychological and consumer characteristics (Winter, Maslowska, and Vos 2021).

Three factors influence the characteristics of consumers:
a. Culture is the fundamental determinant of a person's desires and behavior through socialization and institutions, such as norms and customs.
b. Social factors, such as roles and social status in society.
c. Personal factors include age, self-concept, lifestyle, values, personality, wealth, and occupation (Ward and Chiari 2008, 9).

3. Promotion

Library promotion is a marketing persuasive communication mechanism by utilizing public relations techniques. Persuasive messages can grab audiences' attention by noting message composition, message organization, message order, message appeal, message style, word choice, and message structure (Wulandari and Fatchiya 2017, 199).

Promotion is an essential activity in introducing various activities, services, and facilities in the library so that people know more deeply and are interested in coming to the library (Azwar & Sulthonah, 2018; Leorke, Wyatt, & McQuire, 2018).

4. Psychographics

Psychographics, according to Kotler, is a grouping based on the characteristics of each consumer, such as motivation, personality, perception, interest, interest, and attitude (Kotler and Lane Keller 2012). According to Joseph, psychographics or lifestyle analysis is an analysis of the daily life patterns of a person expressed in the activities, interests, and opinions of that person (Cannon, Perrault, and McCarthy 2008, 194). The analysis will display a psychological graphic picture.

So, psychographics is the process of analyzing the target market by looking at the characteristics of consumers, such as lifestyle, interests, activities, and opinions of consumers on something. Consumers in libraries are known as users. Libraries must be able to assess the characteristics of consumers from their needs and desires (Chen and Shen 2020).

5. Visit Intensity

The Intensity of user visits can mean how often users visit the library. This Intensity can be seen through the library's attendance list or visiting books manually or through an automation system (Matthews, 2017).

Indicators of visit intensity can be seen based on membership, frequency of visits, library conditions, activities, and use of learning resources in the library (Huradju, Saleh, and Bahsoan 2019, 64).

C. Methodology

This study uses associative statistical analysis with a quantitative approach. Data analysis used multiple linear regression statistical methods to test the hypothesis of the effect of the Promotional variable on Instagram (X1) and the Psychographic variable (X2) on the Visit Intensity variable (Y).

This research was conducted in the library of the ministry of education and culture, Indonesia. The population in this study were the visitors who visited the Ministry of Education and Culture library. The population in this study is the number of active visitors in a month—sampling using a non-probability technique (Siregar, 2013, 33). Sampling was selected based on certain criteria (purposive sampling), using specific criteria through social media with the provision that the user had visited the library and had opened the Instagram library of the Ministry of Education and Culture.
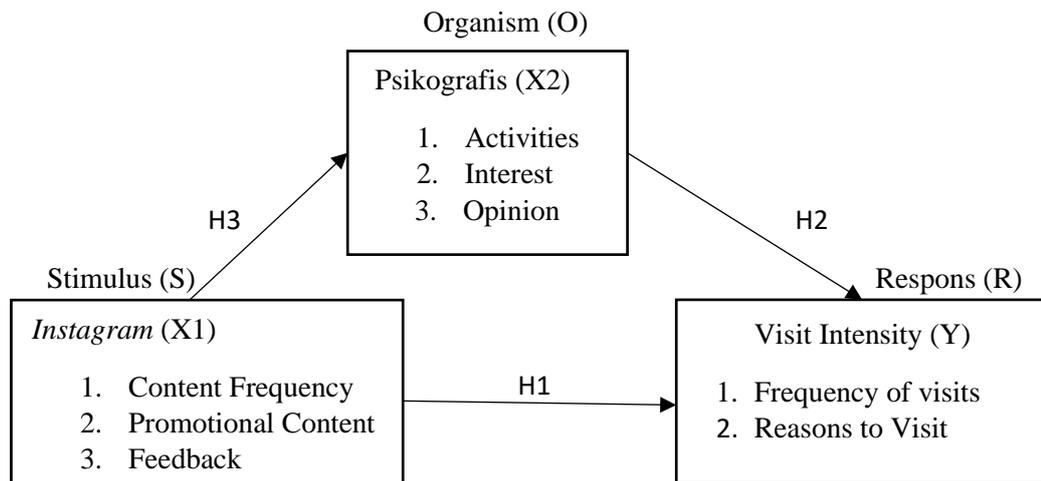
For the sample size, the researcher used the Slovin formula $n=N/(1+N(d)^2$ (Creswell, 2017), which was taken from the population of library visitor data during December 2019, reaching 1,483 people with the desired error rate of 10% / 0.1, so the sample was 94 people.

D. Results and Discussion

In this study, validity and reliability tests were conducted. The validity test uses Pearson Correlation by calculating the correlation between the values obtained from the questions (Siregar, 2013, hlm. 46). If the value of $r_{count} > r_{table}$ is declared valid, if $r_{count} < r_{table}$ is invalid. In this study, r table 0.1707 of (α; n-2) n = number of samples (94) with a significance of 0.1 (10%) in r table. All statement items for indicators on variables X1 (9 items), X2 (13 items) and Y (7 items) show that they are valid based on r-count greater than r-table (n-2). Thus, all items in the three variables can be used.

Furthermore, the reliability test, if the reliability coefficient shows a number > 0.6, can be declared reliable (Siregar, 2013, 55). Variable X1 shows the value of Cronbach's Alpha on the Instagram variable of 0.850, which means reliable. Variable X2 shows the value of Cronbach's Alpha on the psychographic variable of 0.623, which means reliable. Variable Y shows the value of Cronbach's Alpha on the visit intensity variable of 0.668, which means reliable.

Fig. 3. Research Variables

Organism (O)

Psikografis (X2)

1. Activities
2. Interest
3. Opinion

H3   H2

Stimulus (S)   Respons (R)

Instagram (X1)

1. Content Frequency
2. Promotional Content
3. Feedback

H1

Visit Intensity (Y)

1. Frequency of visits
2. Reasons to Visit

Furthermore, data analysis, Figure 3 is built based on the theory of consumer behavior and S-O-R, then there are three hypotheses:

1. **H1**: There is a significant effect of promotion on Instagram on the Intensity of visits to the Ministry of Education and Culture library.
2. **H2**: There is a significant psychographic effect (Lifestyle) on the Intensity of visits to the Ministry of Education and Culture library.
3. **H3**: There is an indirect effect of promotion on Instagram through psychographics on the Intensity of visits to the Ministry of Education and Culture library.

Table 1. Hypothesis Test Results

Hypothesis	Correlation	Variable	T test	F test	Influence Value R^2	Correlation Significance	Pearson Correlation	Description
H_1	*Instagram=* Visit Intensity	*Instagram*	2,745	18,291	0,287	0,000	0,402	Accepted
H_2	Psychographic = Visit Intensity	Psychographic	3,994			0,000	0,477	
H_3	Indirect Influence	Sobel Test Z = 2.75951188						Accepted

Based on table 1, the following conclusions can be drawn:

1. **H_1**: There is a significant effect of promotion on Instagram on the Intensity of visits.
   This is shown from the significance value of the Instagram variable 0.000 < 0.1 and the Pearson correlation value of 0.402 > r table 0.1707 (df-2/n=92).
2. **H_2**: There is a significant influence of Psychographics (Lifestyle) on the Intensity of visits.
   This is indicated by the significance value of the psychographic variable 0.000 < 0.1 and the Pearson correlation value of 0.477 > r table 0.1707 (df-2/n=92).
3. **H_3**: There is an indirect effect of promotion on Instagram through psychographics on the Intensity of visits.
   It is indicated by the value of z=2.759, where z>1.68.

The value of the influence of promotion on Instagram with psychographics on the Intensity of visits shown from R2 is 28.7%, and the remaining 71.3% is influenced by other factors not examined.

Table 2. Construct Test Results

Correlation	Variables	Pearson Correlation
Instagram, Psychographic = Visit Intensity	*Instagram*	0,402
	Psychographic	0,477

Then for taking data interpretation can be used with the following criteria:

- 0,00 - 0,199   = Very weak
- 0,20 - 0,399   = Weak
- 0,40 - 0,599   = Fair
- 0,60 - 0,799   = Strong
- 0,80 - 0,100   = Very strong

The correlation test results based on table 2 found that the results of the calculation of the Pearson correlation for Instagram were 0.402, and for psychographics, it was 0.477. It shows that the relationship level is in the interval 0.40-0.599, so the relationship is fair. It means that the Instagram variable with

psychographics on the Intensity of visits has a positive and quite influential relationship.

The results showed that there was a significant effect of promotion on Instagram on the Intensity of visits. So with the library doing promotions through Instagram, it proves that promotions can influence users to visit the library. With the increase in visits, the use of the library will be maximized. It is also reinforced by research by Humaidah entitled the effect of library promotion through social media on library utilization (Humaidah, 2017), and Ahdie Anwary the influence of promotional media on visiting interest (Anwary, 2017). Promotion is an activity to communicate with customers about the products offered. The promotion aims to attract attention, create a good impression, arouse public interest in obtaining information and knowledge, and obtain positive responses from the community (Ulumi, Rusli, and Wahyuningsih 2014, 2.28).

Psychographics in this study is a segmentation analysis based on lifestyle and human personality, where lifestyle reflects how a person spends his time and money, manifested in activities, interests, and opinions (Kasali, 2007, 91). The results showed a significant influence of Psychographics (Lifestyle) on the Intensity of visits. It shows that a person's lifestyle can influence others in visiting the library. With the library manager knowing about the user's lifestyle, this will improve more extra services in accordance with the user's lifestyle. It is also reinforced by research by Kiki Fadillah Akhmad entitled the influence of psychographics on reading interest (Akhmad, 2018).

Based on the consumer behavior theory as expressed by Kotler and Keller in analyzing consumer behavior characteristics, companies can carry out marketing stimuli to influence consumers to make purchases. Marketing stimuli in the form of promotions on Instagram will enter consumer awareness, namely psychological and (psychographic) characteristics of consumers that lead to visits to the library (Kotler and Lane Keller 2012, 160).

Mehrabian and Russell said that a reaction or response occurs because of a stimulus based on the S-O-R theory. Stimulus from the environment as a stimulus (Promotion on Instagram) affects the individual's cognitive and affective reactions (Psychographic), which causes a response in the form of behavior/action (Visit Intensity) (Fiore & Kim, 2007). This theory is a development of the previous theory, namely the S-R theory. According to this theory, mass media plays a significant role in influencing the message's recipient by involving simple communication (Morissan, 2015, 23). In this study, the mass media used to disseminate information is Instagram social media which is aimed at the recipient of the message hoping that the information provided can be accepted and cause behavior to visit the library.

The study results also show an indirect effect of promotion on Instagram through psychographics on the Intensity of visits. It shows that the library stimulates its consumers with promotions through social media. Instagram also influences a person's psychology to cause actions to visit the library.

E. Conclusion

Based on the results of data analysis and research hypothesis testing at the Ministry of Education and Culture's library, it was found that there was a significant effect of promotion on Instagram on the Intensity of visits. It is indicated by the significance value of the Instagram variable $0.000 < 0.1$. Based on the correlation analysis, there is a relatively effective and positive relationship with the Instagram Pearson correlation value of 0.402 at an interval of 0.40-0.599.

There is a significant psychographic effect on the Intensity of the visit. It is indicated by the significance value of the psychographic variable $0.000 < 0.1$. Based on the correlation analysis, there is a relatively effective and positive relationship with the Instagram Pearson correlation value of 0.477 at an interval of 0.40-0.599.

There is an indirect effect of promotion on Instagram through psychographics on the Intensity of visits. It is indicated by the value of $z=2.759$ with the Sobel test where $z>1.68$. The value of the influence of promotion on Instagram with psychographics on the Intensity of visits shown from R^2 is 28.7%, and the remaining 71.3% is influenced by other factors not examined.

This study shows the importance of increasing promotional activities in the library and paying attention to user behavior in finding information through Instagram to improve the performance of library services. Further research can be developed further, for example, library promotion using other social media and associated with other variables.

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