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Revista de Antropología, Ciencias de la Comunicación y de la Información, Filosofía,
Linguística y Semiótica, Problemas del Desarrollo, la Ciencia y la Tecnología

Año 36, 2020, Especial N°

27

Revista de Ciencias Humanas y Sociales

ISSN 1012-1587/ ISSNe: 2477-9385

Depósito Legal pp 198402ZU45



Universidad del Zulia
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Maracaibo - Venezuela

Marketing Mix in Self-help Libraries: An Analytic Study

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Abstract

The identification of users' needs is based on the developments of information technology and science that occur in society. This research aims to know the implementation of marketing mix elements. The variables examined in this study are product, price, promotion and place. Data was collected by distributing questionnaires to respondents. Overall, the four variables scored high, which means that the variables and factors that support marketing efforts have a positive and useful impact on library users. However, there are still some indicators that have low value, such as prices that has not meet the users' expectations.

Keywords: Consumer needs, Library, Marketing mix, Promotion.

Mezcla de marketing en bibliotecas de autoayuda: un estudio analítico

Resumen

La identificación de las necesidades de los usuarios se basa en los desarrollos de la tecnología de la información y la ciencia que ocurren en la sociedad. Esta investigación tiene como objetivo conocer la implementación de elementos de marketing mix. Las variables examinadas en este estudio son producto, precio, promoción y lugar. Los datos se recopilaron mediante la distribución de cuestionarios a los encuestados. En general, las cuatro variables obtuvieron una puntuación alta, lo que significa que las variables y los factores que respaldan los esfuerzos de marketing tienen un impacto positivo y útil

en los usuarios de la biblioteca. Sin embargo, todavía hay algunos indicadores que tienen un valor bajo, como los precios que no cumplen con las expectativas de los usuarios.

Palabras clave: Necesidades del consumidor, Biblioteca, Marketing mix, Promoción.

1. INTRODUCTION

In general, marketing activities are closely related to real products such as goods, and are considered to be profit oriented. Marketing is not limited to the business world, it is also important for institutions, agencies, non-profit oriented organizations, including libraries. Every institution has products that need to be marketed for consumer interest. Marketing is a series of activities where the demand for goods, ideas and services is managed to facilitate exchange (KOTLER, 1997). The fundamental goal of the marketing concept is to create genuine satisfaction for consumers, which is the benchmark for the success of a company organization.

Nowadays, modern libraries also conduct marketing activities to identify their users' needs. Identification of users' needs here is based on the developments of technology and science that occur in the society. The library must be able to identify the needs of its users based on their characteristics and behavior. The concept of the marketing mix at the library can be done by taking into account several steps; market segmentation, target market determination, differentiation and market position that aims to attract visitors to access the library and obtain information services that meet users

expectations and needs; orientation towards users' needs should be adopted by libraries. The main objective of this marketing is to convey information from the production to consumers properly for its development in the future.

Along with the development of technology, libraries are encouraged to always provide adequate facilities and services for users so that users feel happy and satisfied in utilizing the library (VON RETZLAFF, 2006). A study found that social media can increase level of satisfaction in using library (HARISANTY, 2019). New book collections, journals, magazines, documents, circulation, search services and library membership registration are all commodities which marketing strategies are worth considering. Another important aspect of the library services is determined by the interaction, attitudes and services of personal contact.

The existence of libraries is often expected to symbolize the superiority of a ruler or a country, to connect knowledge and strength as a whole and to complement each other, and recently the library functions as a community center, public space or research centre (MATTERN, 2014; ANNA AND PERDANA, 2019). Previous research has concluded that the current condition of the library was very one-sided (WAHYUNI, 2015). On one hand, some libraries can be considered as advanced, while the other hand, there are still many libraries that are far behind conventional libraries. There are significant aspects needed by a library in order for it to become the ideal library, among them are library management, buildings, and the application of technology, cooperative networks, library promotion and government support. For instance, in Indonesia, public library websites are still static and give basic information about the library

(ANNA, 2018). Those aspects affect the quality of library services and consequently the reputation of the library itself. The lack of attention given on those aspects will result in the libraries being abandoned by its users since they are unable to fulfil the users' needs. It is important to note that a library is built with the users in thoughts. If the target market no longer feels any significance from a library, then it will most likely become a useless institution, especially considering the flow of information in the digital era that would gradually replace the old format of information services provided by libraries.

One indicator that shows the success of a library is the number of users and visitors. An observation on the visitors aim to study how the marketing mix which consists of products, prices, promotions, and locations affect users' satisfaction. It is assumed that when a usersis satisfied with the services provided, he or she will most likely visit the library more often. Marketing mix is a conceptual framework that can determine decision making in adjusting products or services offered to consumer needs (CHAI LEE GOI, 2010). This study aims to discover the implementation of marketing mix (product, promotion, place, and price) that have been applied by a library's point of view.

2. METHODOLOGY

This study applied descriptive quantitative research, and was conducted at the C2O Library in Surabaya, Indonesia, which is known as a self-help library. Data was collected by distributing questionnaires to library users. The number of samples involved in this study were 100

respondents. Respondents were selected based on inclusion criteria as follows: 1) Respondents were members of the library; 2) Respondents visit the library at least 2 times a month; 3) Respondents have used library facilities.

The collected data is then analyzed descriptively. The analysis was done with SPSS version 22 for Windows. The variables examined in this study are the elements in the marketing mix, which according to KOTLER and ARMSTRONG, (1997) are: 1) Product, including the types of products, quality, design, features, brand-name, packaging, size, service, warranty, and replacement of damage; 2) Price, including elements of price lists, deductions, bonuses, payment terms, credit rules; 3) Promotion, which includes elements of sales promotion, advertising, sales force, public relations, direct marketing, customer database formation, dialogue, and provision of customer service; 4) Place, covering elements of distribution channels, coverage, location, warehousing, and transportation.

3. RESULTS AND DISCUSSION

Based on the results of the study, the following data are collected: Demographic data of respondents can be seen in Table 1. Most of the respondents were women (54%). Of the 4 age groups, 75% of respondents are aged between 16-25 years. Student is the highest number of respondents (68%).

Table 1: Demographic data of respondents

	Frequency	Percentage (%)
Sex		
Male	46	46
Female	54	54
Age		
6 – 15 Years Old	0	0
16 - 25 Years Old	75	75
26 - 35 Years Old	25	25
>35 Years Old	0	0
Occupation		
Student	68	68
Housewife	2	2
Enterpreneur	25	25
Teacher/Lecturer	5	5

The researchers also grouped respondents based on their purpose of visiting the library. The results of the grouping of respondents' objectives can be seen in table 2. Most library users visit the library to look for research references (71%) and read in the library (62%).

Table 2: Characteristics of respondents based on their purpose on visiting the library

	Frequency	Percentage (%)
Searching for Research References		
Yes	71	71
No	29	29
Working on Assignments		
Yes	37	37
No	63	63
Read in The Library		
Yes	62	62
No	38	38
Entertainment		
Yes	45	45
No	55	55

The results of data collection on the marketing mix aspect obtained high results on each variable. The results of each variable can be seen in table 3. The highest mean result is in the promotion variable (3.86).

Table 3: The result of the marketing mix variable analysis

Variable	Mean	Category
Product	3,84	High
Price	3,71	High
Promotion	3,86	High
Place	3,82	High

Note:

a. Very low: 1.00 - 1.80

b. Low: 1.81 - 2.60

c. Medium: 2.61 - 3.40

d. High: 3.41 - 4.20

e. Very high: 4.21 - 5.00

Based on the results of the study, the entire marketing mix variable is in the high category. This shows that the marketing mix method that has been carried out by the library is successful and has a positive impact on the users. The highest value is the promotion variable. Based on these results, it can be concluded that the promotion carried out by the library succeeded and had a positive impact on the

users so that it was able to give encouragement to users to keep visiting the library. Marketing is a system of interconnected activities aimed at planning, pricing, promoting, distributing goods and services to buyer groups which are the core of the company's marketing system, namely products, pricing structures, promotional activities and distribution systems. One of the promotional activities undertaken is to provide information through the official library website. On the official website, the library provides a lot of information about library profiles, how to register members, operational schedules, and services offered, and periodic activity schedules. This allows users to get acquainted with the library and meet their needs, enabling the users to know about the services that suit their needs.

Next is the product variable. In this study, it was found that the comfort aspect had the highest score compared to the indicators on other product variables. In addition, the services provided to users are also fast and accurate. This is also supported by other opinions which show that the speed and responsiveness of service provided by the library staffs affect users to frequently visit the library (HARISANTY, 2007). Furthermore, the operating hours which is very flexible is one of the aspects that are favoured by the user. This was also revealed by other studies which stated that operating hours is an important factor in determining the working hour of the users, which may enable them to visit the library more frequently in their free time.

The variable that has the next highest value is place. This shows that the library location is considered strategic by the user. Distance to

locations that are easily accessible and not too far from between universities, the library has a convenient parking locations, and a conducive environment. Based on the field observation, the highest value of the place variable is the distance between the parking locations to the library that is very close. In planning the construction of a library building, there are several principles that must be held; the first is concentration, so that it can be easily reached by users in a relatively short time; the second is the flow of the crowd, so that accessibility can be achieved as high as possible; and finally one management where the users will be facilitated in terms of accessibility (SOEJONO, 1986). In the context of libraries, places mean locations where users can access services. The library is based on the standard of the user's ability in using library services and how they are able to understand the signs given by the library.

Place, in the context of library, indicates access. The lowest aspect in the place variable is due to the library which is not always easily accessible from some users; residence. The location of the library that is in the middle of the city is still not sufficiently strategic for some users. Despite of that, all of the place variables have been considered good in terms of their services to users. The place variable in an information service provider depends greatly on the location as a mean of information exchange, thus it will affect the users' decision in using the service to fulfil their needs or not. From the collected data it can be seen that a strategic building depends on the environment that supports the provision of information services, and a large and safe parking lot. Thus it can be seen that the strategic location will affect

the satisfaction of library users because it is related to users' interest in coming to the library. Libraries that are well-designed becomes an important aspect and attraction in improving the learning outcomes and users' satisfaction (LI, WU AND SU, 2018).

The price variable also has a high mean value. This means that pricing in the library is declared good but still does not meet user's expectations. In the marketing mix, the price variable is an economic sacrifice made by customers to obtain the products and services that are offered. In addition, price is one of the important factors for consumers in making decisions to make transactions or not. Whether the price is said to be expensive, cheap or average depends on the individual's perception which is motivated by the environment and the condition of the individual.

According to KOTLER (1997), price is a flexible and influential element by determining income, profitability, or market share for an organization. In this case, pricing is a pretty determining factor because most customers depend on their income level and tend to consider the price before they buy a product. This is done to achieve the company's goals in the form of customer satisfaction, thus each company must strive to produce and deliver goods and services as desired by the consumers at reasonable prices. Price determination at the library is done to support the sustainability of the library, and due to that it has a significant influence on user's satisfaction. SINGH and MASUKU (2014) highlights that the important factors in determining

prices are influenced by product costs, marketing strategies and costs related to distribution, advertising costs, and price changes.

4. CONCLUSION

Overall, in average, the value of the four marketing mix variables: product, price, place, promotion, can be considered good. Thus it can be perceived that the description of marketing mix activities that occur in the library, from the user's point of view, receive a positive response from the users, and are already in accordance with the wishes and expectations of the users. However, as long as it is not burdensome for the library, a little improvement is needed in some aspects that have an average value or are slightly below other aspects, this must be done to show that the library still prioritizes users' needs (users oriented) so that it may give a good reciprocal impact between the institution and the users.

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Revista de Ciencias Humanas y Sociales

Año 36, Especial N° 27 (2020)

Esta revista fue editada en formato digital por el personal de la Oficina de Publicaciones Científicas de la Facultad Experimental de Ciencias, Universidad del Zulia.

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