

The Effect Of Promotion Strategies, Service Quality, Accessibility, Collections, And Digitization On Library Visit Rates Through The Moderation Of Librarian Performance At The Bangka Regency Archives And Library Office

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Abstract

The current phenomenon is that public interest in reading is low, resulting in a decline in the public's desire to return to the library. By leveraging librarians' moderating role, this study aims to examine the impact of promotional strategies, service quality, accessibility, collection, and digitization on library visit rates at the Bangka Regency Archives and Library Service. A quantitative approach using the PLS-SEM analytical method was employed in this study. The study involved 97 participants. The findings indicate that promotion, service quality, and the collection have a significant impact on visits, whereas accessibility and digitization do not have a significant impact. Librarian performance, which moderates promotion strategies, service quality, and the collection, has a positive effect on visit rates but does not have a positive effect on accessibility and digitization. The number of library visitors is positively and significantly influenced by librarian performance. Based on the research findings, the Bangka Regency Archives and Library Office should focus on promotion strategies, service quality, collection development, as well as continuous training and guidance for librarian performance.

Keywords: Promotional Strategies, Service Quality, Accessibility, Collections, Digitization, Visitor Numbers, Librarian Performance

1. Introduction

The importance of improving literacy cannot be separated from the role of various parties, one of which is the government. Both the central and local governments can provide support by offering facilities that help improve the public's literacy skills. One such facility the government can provide is a library. Libraries, which serve various purposes, offer many benefits to the public. The large number of people visiting as patrons will increase the library's visitor count. The National Library of the Republic of Indonesia is just one of several libraries that have recently experienced a decline in visitor numbers. According to visitor growth statistics, only 273,423 people visited the National Library of the Republic of Indonesia in 2024, down from 370,206 people in 2023. This indicates a decline in the number of visits to the library, resulting in low visit rates. These low visit rates are also influenced by low interest in visiting. As stated by (Tara, 2019), the lack of enthusiasm among library visitors toward reading likely contributes to their lack of interest in actually visiting the facility. Based on the data, the number of visitors to the District Archives and Library Office decreased in 2023 and 2024 compared to 2022, which saw a significant number of visits. The number of visitors in 2023 was only 4,036. This figure is lower than in 2022, which had 5,053 visitors. The same trend was observed in 2024, with a further decline to just 3,014 visitors.

Alhidayatullah (2023) points out that there are several reasons why people are reluctant to visit libraries, including a poor book collection, a limited number of books available for loan, a lack of public understanding about libraries, or even library services that fail to meet readers' needs. Therefore, there is a need for strategies to be implemented by local governments, particularly the Regional Archives and Library Office, to increase the number of public visits to libraries. Strategies that the Regional Archives and Library Office can implement include library marketing. Library marketing is necessary so that the public is aware of the information regarding the services provided by the library. One form of marketing that can be implemented is promotion. The dissemination of information about a product or service in an effort to improve it is known as promotion (Dari & Zulaikha, 2023). The quality of service provided by regional library and archive services must be improved in tandem with promotional efforts. High-quality service is essential to ensure that the public, as visitors to public libraries, are motivated to return to those libraries. In addition to providing good quality service, it is also very important for libraries to be able to provide access that can make it easier for the public as library users to receive information.

Collection availability is one of the accessibility standards that libraries must meet. A library would not be complete without its collection. According to Winoto et al. (2019), the collection plays a vital role in library operations. This is because users seek out collections that can meet their specific needs. Library collections are available in various forms, including some that can be accessed online. To make books and other reading materials more accessible, libraries provide digitization services. Digital libraries do indeed provide such services. Hamim (2022) states that e-libraries, or digital libraries, can help library staff operate more efficiently and effectively by automating library system operations.

Librarians play a crucial role in ensuring high-quality service. The quality of library services is largely determined by librarians (Oktavia, 2015). Librarians are the driving force behind the library service system. Therefore, it is important for libraries to have a librarian who performs exceptionally well in order to help increase the number of visitors to the library.

Based on the background described above, the authors aim to analyze and identify the strategies implemented by the Bangka Regency Archives and Library Service, specifically in the areas of promotion, service quality, accessibility, collections, and digitization, and to determine whether these strategies, as reflected in librarians' performance in influencing library visit rates, can be optimally implemented.

2. Literatur Review

2.1 Strategy of Promotion

Promoting goods or services to the general public is a form of advertising. The goal is to raise awareness of something (a service, product, brand, or business) and encourage others to purchase and use it (Ningrum et al., 2023). According to Halim (2018), the function of promotion is to educate, convince, and encourage customers to respond to offers of goods and services. Natika et al. (2021) argue that promotional strategies are a crucial first step in introducing products to customers and that they are directly correlated with the profits a company will earn.

2.2 Marketing Theory

Sundari (2023) states that marketing involves the analysis, planning, implementation, and control of programs aimed at establishing, developing, and maintaining mutually beneficial exchanges with specific customers in order to achieve business objectives. As noted by Kotler & Keller (2007), one of the key points of marketing is that for a business to achieve its goals, it must outperform its competitors in producing, distributing, and promoting the value it offers to specific consumer demographics

2.3 Theories and Concepts of Promotion

Before implementing a promotional strategy, the first step is to categorize promotions based on their mix. One component of the marketing mix is the promotional mix (Martowinangun et al., 2019). The promotional mix refers to activities used by individuals to inform others about the products or services they offer and to persuade others to develop a desire to use them (Supardi et al., 2021). Haque-Fawzi et al. (2022) state that there are five components of the promotional mix: advertising, sales promotion, personal selling, direct marketing, and public relations.

2.4 Library Promotion

An effort to raise public awareness of the important role libraries play so that the resources available in libraries can be optimally utilized by the public is generally referred to as library promotion (Kurniasih, 2025). The purpose of library promotion, as outlined by (Yeniati, 2019), is to make people use the library more often by making them aware of all the resources it offers, the rules they must follow, the privileges they will obtain, the services it provides and the information it contains (user-oriented). There are a number of methods for promoting libraries, and one of them is through the media.

2.5 Theory of Service Quality

Service quality, according to Irawan et al. (2022), is defined as the difference between the service customers expect and the service they receive. Ultimately, what is considered high-quality service is subjective and depends on the perspective underlying the specification-setting process. Customer perception, the product or service, and the process are the three main dimensions of service excellence, all of which must be compatible with one another (Teddy et al., 2020).

2.6 Dimensions of Service Quality

There are five dimensions of service quality that companies need to consider, as described by Utami et al. (2019) as follows:

- 1) Reliability is the ability of a business to consistently deliver the promised service.
- 2) Tangibles refers to the measurable aspects of the service; in this context, their physical locations, websites, equipment, staff, and communication materials can be identified.

- 3) Responsiveness is the organization's ability to provide prompt assistance and quick service.
- 4) Assurance encompasses the knowledge, courtesy, competence, and trust of employees; all these components of assurance enable them to deliver adequate service.
- 5) Empathy is when the service provider company gives profound and personal attention.

2.7 Library Service Quality

The quality of library services provided is closely tied to the role of library staff. Library staff, such as librarians, play a crucial role in ensuring the continuity of services within the library. The attitude of librarians is a key indicator that must be considered to ensure that library users feel comfortable while in the library. According to Masruri (2023), visits to the library are influenced by the attitude of librarians when assisting visitors. When visitors are satisfied with the service they receive, they are more likely to want to use the library again. In addition to librarians and patrons, another element of library service is the availability of library materials. People will find it easier to obtain the knowledge they need if the library collection is easily accessible.

2.8 Accessibility

In general, accessibility refers to the degree of ease with which people can access an object, service, or environment (Yanti & Krismayani, 2019). Hasibuan et al. (2023) state that ease of access is key, as stable access and open access policies ensure that every individual can connect to information sources without barriers.

2.9 Collection

The importance of the collection for libraries is emphasized by Adestama & Nelisa (2018), who argue that the collection provides libraries with a wealth of information that readers can utilize. A library collection consists of all library materials available in the library for use by visitors according to their needs (Situmorang et al., 2024).

2.10 The Concept of Digitalization

As described by Mardiyani et al. (2020), digitalization encompasses any operation involving the digital storage and transmission of data via computer media, regardless of location or time. Thanks to digitalization, information can be easily converted into files that can be digitally stored, shared, and accessed by a large number of individuals through various forms of electronic communication (Rohmantika et al., 2022).

2.11 Digital Library Services

Users' information needs can be met by digital library services, which offer the advantage of quick access and are literally at their fingertips (Afifah & Santika, 2021). As noted by Afrina & Ibrahim (2013), digital library services enable users to quickly, accurately, and precisely search through digital collections of information items, including documents, photos,

and databases. Tjiptasari (2022) explains that digital library services include desktop applications, online databases, e-publishing, electronic journals, e-books, and web portals.

2.12 Librarian Performance

Performance refers to the results achieved by an individual or a group within an organization in accordance with their respective duties and responsibilities (Safitri, A., 2020). A librarian is someone who assists library visitors in locating print materials such as books and magazines (Siregar, 2015). According to Hasanah & Irhandayaningsih (2019), from another perspective, librarian performance is the final outcome of the work performed in fulfilling the duties, responsibilities, and obligations of librarians in providing information services to library users.

2.13 Visit Rate

According to Putri R. A. & Hendrarso (2025), a library visit is defined as an action taken by a user who visits the library with the intention of using its services, such as reading, borrowing or returning books, searching for information, participating in library activities, or using other facilities. The number of people who use the library over a specific period, such as a year, is referred to as the visit rate (Oktavia, 2015).

2.14 Definition of a Library

According to Afrina et al. (2023) a library is a facility that houses a collection of books, magazines, and other reference materials organized in such a way as to allow visitors to access and use them as sources of knowledge. Similarly, according to Eskha (2020), a library is a building that houses various forms of information, such as books, newspapers, journals, magazines, paintings, and electronic media such as cassettes, films, and slides. These materials are typically organized in a specific manner and are available for reading or borrowing, not for sale.

2.15 Functions and Roles of Libraries

As a facility available to the public, libraries also serve several functions. Afrina et al. (2023) explain that libraries have several functions, including:

1. **Storage Function:** The primary function of a library is to store the books and other reference materials in its collection.
2. **Research Function:** Books for research are the library's responsibility. From the most basic to the most advanced, this function covers everything.
3. **Information Function:** Library users rely on the library to provide the information they need. Both requested and unsolicited information requests are handled appropriately.
4. **Educational Function:** Those no longer enrolled in formal education can benefit greatly from the wealth of information available in public libraries.
5. **Recreational Function:** People enjoy their leisure time by reading and listening to a wide variety of literature, including novels, folktales, poetry, and other forms of literature.
6. **Cultural Function:** By providing access to books and other reading materials, libraries not only help preserve the historical and artistic artifacts of the country or city where

they are located, but they can also help foster awareness of and respect for local culture.

The role of libraries can be seen in these services. As providers of information, libraries are responsible for offering a variety of materials tailored to users' interests while keeping up with the latest research developments.

2.16 Types of Libraries

There are various types of libraries, as defined in Article 20 of Law No. 43 of 2007 of the Republic of Indonesia on Libraries:

- 1) The National Library is a non-departmental government agency (LPND) located in the capital of Indonesia that carries out the government's obligations in the library sector.
- 2) Public Library: Everyone, regardless of age, gender, race, religion, or socioeconomic background, is welcome to use library resources for lifelong learning.
- 3) School or Madrasah Library: A room or area within a school that houses books, magazines, journals, and other media focused on education or information for the benefit of students.
- 4) College or University Libraries, are collections of books and other materials housed within institutions of higher education.
- 5) Special Libraries, For the purpose of collecting, preserving, and sharing knowledge, libraries are sometimes supported by private or public organizations. These libraries tend to specialize.

The conceptual model used in this study is as follows:

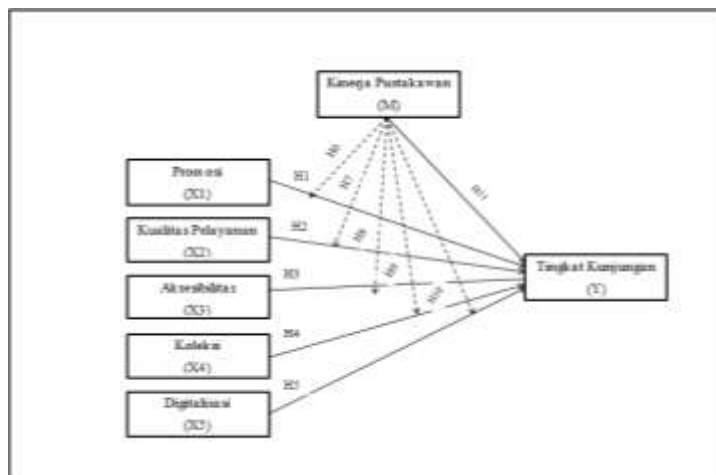


Figure 1.

The Conceptual Model

Hypothesis

Based on the conceptual model above, the following research hypotheses can be formulated:

the conceptual model

- : Promotional strategies have a positive and significant effect on the visit rate of the Bangka Regency Archives and Library Service.
- H₂ : Service quality has a positive and significant effect on the number of visits to the Bangka Regency Archives and Library Service.
- H₃ : Accessibility has a positive and significant impact on library visit rates Bangka Regency Archives and Library Office.
- H₄ : The collection has a positive and significant impact on library visit rates at the Bangka Regency Archives and Library Office.
- H₅ : Digitization has a positive and significant impact on library visit rate at the Bangka Regency Archives and Library Office.
- H₆: Promotional strategies have a positive and significant effect on library visit rates, moderated by the performance of librarians at the at Bangka Regency Archives and Library Office.
- H₇ : Service quality has a positive and significant effect on library visit rates, moderated by the performance of librarians at the Bangka Regency Archives and Library Office.
- H₈ : Accessibility has a positive and significant effect on library visit rates which is moderated by the performance of librarians at the Bangka Regency Archives and Library Office.
- H₉ : The collection has a positive and significant effect on library visit rates moderated by the performance of librarians at the Bangka Regency Archives and Library Office.
- H₁₀ : Digitization has a positive and significant effect on library visit rates which is moderated by the performance of librarians at the Bangka Regency Archives and Library Office.
- H₁₁ : Librarians' performance has a positive and significant impact on the number of visits which is moderated by the performance of librarians at the Bangka Regency Archives and Library Office.

3. Methodology

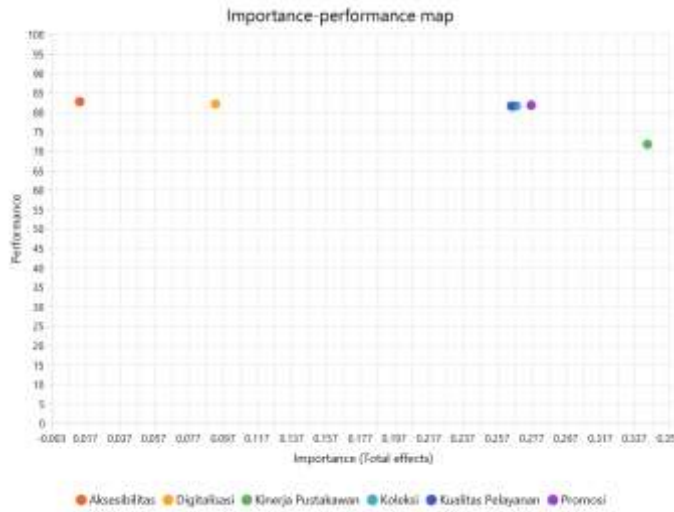
This study employs a quantitative approach. This quantitative research method was used to identify and analyze the influence of promotional strategies, service quality, accessibility, collections, and digitization on library visit rates, moderated by the performance of librarians at the Bangka Regency Archives and Library Service. The study was conducted from February 2026 until completion. The data sources for this study consist of questionnaires and documentation. The sample in this study was taken from the population which was the visitors of the Bangka Regency Archives and Library Service library by considering several aspects obtained from representatives of each visitor group including students.

The authors collected data via a questionnaire using Google Forms to distribute the questionnaire to a random sample of users of the Bangka Regency Archives and Library Service. The data analysis technique in this study will use SmartPLS software version 4.1.1.7. The data used consists of respondents' answers in Excel in CSV format, which will then be processed

using tests SmartPLS analysis in this analysis of the Performance (IPMA).

4. Result And 4.1 Result

The coefficient research model shown in Table



available in the software. Data study also includes an Importance Map Analysis

Discussion

results of the path analysis in this using SmartPLS are 1.

Table 1.Path Coefficient

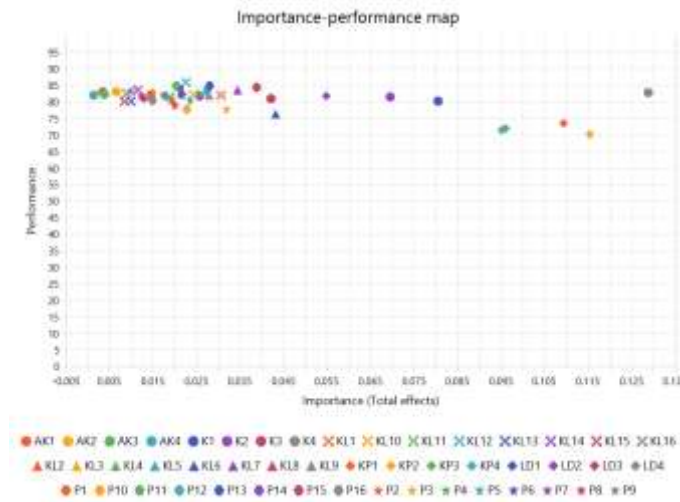
	<i>Original Sample</i>	<i>T-Statistic</i>	<i>P-Value</i>	<i>Result</i>
P → VR	0,277	2,766	0,006	H1 Accepted
SQ → VR	0,265	2,369	0,018	H2 Accepted
ACC → VR	0,014	0,241	0,809	H3 Rejected
C → VR	0,268	2,649	0,008	H4 Accepted
D → VR	0,093	0,764	0,445	H5 Rejected
LP x P → VR	0,406	3,240	0,001	H6 Accepted
LP x SQ → VR	0,344	2,110	0,035	H7 Accepted
LP x ACC → VR	0,027	0,403	0,687	H8 Rejected
LP x C → VR	0,363	2,293	0,022	H9 Accepted
LP x D → VR	0,105	0,698	0,485	H10 Rejected
LP → VR	0,345	3,314	0,001	H11 Accepted

Source: Primary data, compiled by the authors (2026)

In addition to determining the results of the path coefficient analysis, this study was also conducted to determine the values of the Importance Performance Map Analysis (IPMA). The results of this analysis are divided into two levels: the construct or variable level and the indicator level, as shown in Figure 1 and Figure 2.

Source: Primary data, compiled by the authors (2026)

Figure 2. Results of the Importance-Performance Map Analysis (IPMA) at the Construct Level



Source: Primary data, compiled by the authors (2026)

Figure 3. Results of the Importance-Performance Map Analysis (IPMA) by Indicator Level

4.2 Discussion

1. The Effect of Promotion Strategy on Visit Rate

The research results show that the promotional variable regarding visit rates has a t-statistic value of 2.766 and a p-value of 0.006, indicating a positive and significant influence of the promotional variable on visitor rates at the Bangka Regency Archives and Library Service. These findings are also supported by the research of Wibowo et al. (2023), which found that the promotion variable has a significant influence on patrons' interest in visiting. The promotional dimension of advertising can be carried out through electronic media as well as social media. The Bangka Regency Archives and Library

Service also utilizes social media platforms such as Facebook, Instagram, and YouTube. In a study conducted by Atho'illah & Masruri (2025), it was explained that libraries can utilize social media to help advertise various activities and programs, including information literacy workshops, book reviews, updates on new collections, and other special offers.

In addition to advertising, another key aspect of promotion is sales promotion. Sales promotion serves as a strategy for the Archives Office and Bangka Regency Library, which organizes bazaars, exhibitions, and contests to attract the public to visit the library. A study conducted by Karminah (2016) explains that exhibitions organized by libraries aim to showcase the library's resources and the services it provides.

Other promotional dimensions, such as personal selling, can also support the promotional strategies implemented by libraries through outreach activities. A study conducted by Ruhukail & Koerniawati (2021) explains that library outreach must be carried out continuously so that the public feels engaged and becomes interested in visiting the library. Public Relations is another dimension of promotion implemented by the Bangka Regency Archives and Library Service in the form of a mobile library. The results of this study align with research conducted by Sari & Syarifudin (2024), which explains that the presence of a mobile library is highly beneficial for introducing the library to a broader segment of the community and can increase public interest in visiting the library.

The study results also show that the interaction between the librarian performance variable and promotion on visit rates has a t-statistic value of 3.240 and a p-value of 0.001, indicating a positive and significant effect of the librarian performance variable in moderating the impact of promotion on visit rates at the Bangka Regency Archives and Library Service. These results indicate that librarians play a role in strengthening their relationship to support library promotion. This study also yielded results from the Importance Performance Map Analysis (IPMA), where, at the construct level, promotional strategies exhibited high performance and importance levels of 83 and 0.28, respectively. Meanwhile, at the indicator level, promotional strategies fall into the category of indicators with values ranging from low to moderate in terms of importance and relatively high in terms of performance. In the study by Atho'illah & Masruri (2025), it was found that the role of librarians in implementing promotional strategies through social media is evident in the success of increasing social media followers and viewers, as well as an increase in library visits.

2. The Effect of Service Quality on Visit Rate

The study results show that the service quality variable has a t-statistic value of 2.369 and a p-value of 0.018, indicating a positive and significant relationship between service quality and visit rate at the Bangka Regency Archives and Library Service. The first dimension indicating this influence is reliability, where all forms of service, from the registration process to service operating hours, are provided optimally by the library. These research results reflect that the library has successfully implemented the service quality dimension of reliability, as defined by (Utami et al., 2019).

Then there is the responsiveness dimension, where library staff and librarians provide the best possible service to visitors, from staff who are responsive and quick to assist with information searches to librarians who help guide and explain things to library visitors. Next is the Assurance dimension, where the library makes it easier for visitors to find the books they are looking for by referring to the respective codes corresponding to the type of book sought. The next dimension is empathy, where staff and librarians at the library pay attention to what visitors need when searching for information or books, and where a polite, friendly, and approachable attitude constitutes the best service provided by the library. This aligns with research conducted by Fitriyani & Pramusinto (2018), the results of which indicate a positive correlation between service quality and public interest in visiting the library.

The results of the study also show that the interaction between the librarian performance variable and service quality on visit rates has a t-statistic value of 2 and a p-value of 0.035, indicating a positive and significant effect of the librarian performance variable, which moderates the influence of service quality on visit rates at the Bangka Regency Archives and Library Service. These results indicate that librarian performance, acting as a moderator, can strengthen the influence of service quality on visit rates. This study is also linked to the results of the Importance Performance Map Analysis (IPMA), which show that at the construct level, service quality has relatively high performance and importance scores of 82 and 0.27, respectively. Meanwhile, several indicators of service quality, including LP3, LP4, LP1, LP2, and LP4, have higher importance levels but performance levels that tend to be lower. The findings of Susilawati et al. (2023) indicate that librarian performance influences service quality. This suggests that the better the librarian's performance, the better the service quality provided to users.

3. The Effect of Accessibility on Visit Rate

The study results show that the variable of accessibility in relation to visitor numbers has a t-statistic value of 0.241 and a p-value of 0.809, indicating that there is no positive and significant effect of the accessibility variable on visitor numbers at the Bangka Regency Archives and Library Service. These research results are also similar to the findings in a study conducted by Pandapotan (2024), which showed that library users face obstacles in accessing information in both physical and digital forms. This differs from the findings obtained by Widaryono (2017), which showed that access to information has a significant effect on user satisfaction.

The study results also show that the interaction between the librarian performance variable and accessibility on visit rates has a t-statistic value of 0.403 and a p-value of 0.687, indicating that there is no positive and significant effect of the librarian performance variable moderating accessibility on visit rates at the Bangka Regency Archives and Library Service. This finding suggests that librarian performance is not yet sufficient to strengthen the relationship between accessibility and patrons' interest in visiting the library. This study also yielded results from the Importance Performance Map Analysis (IPMA), which showed that accessibility at the construct level has a low importance score of 0.01, although its performance level remains high at 83. This aligns

with the findings of Renidayati's (2019) study, which revealed that visitors' expectations regarding access to information in the library do not yet align with what is actually provided.

4. The Effect of Collection on Visit Rate

The research results indicate that the effect of the collection variable on the visit rate yields a t-statistic value of 2.649 and a p-value of 0.008, demonstrating a positive and significant influence of the collection on the visit rate at the Library of the Bangka Regency Archives and Library Service. This finding is consistent with a study conducted by Husna (2023) which revealed that collection availability significantly influences library visits. These findings suggest that the collections provided by the library can be effectively utilized by users, thereby encouraging their desire to revisit the library.

The results of this study also revealed that the interaction between the variables of librarian performance and the collection on visit rates yielded a t-statistic of 2.293 and a p-value of 0.022, indicating a positive and significant effect of the librarian performance variable, which moderates the collection, on visit rates at the Bangka Regency Archives and Library Service. This indicates that librarian performance enhances the utilization of available collections regarding visit rates. This study also yielded results from the Importance Performance Map Analysis (IPMA), where, at the construct level, the collection exhibits relatively high performance and importance levels of 81 and 0.26, respectively. Meanwhile, several collection indicators, including K1 and K4, have higher importance levels but performance levels that tend to be lower. Research conducted by Sari (2023), aligns with the results of this study, indicating that library services influence the utilization of library collections.

5. The Effect of Digitalization on Visit Rate

The research findings revealed that the collection variable's t-statistic for its effect on visitation rates was 0.764, with a p-value of 0.445, indicating that the digitization variable had no positive or significant effect on visitation rates at the Bangka Regency Archives and Library Service. This finding is also consistent with the perspective described by Daulay et al. (2026), who noted that one of the factors contributing to the decline in visits to conventional libraries is the ease of use offered by digital libraries and unlimited access to information sources via the internet.

The study also found that the interaction between the variables of librarian performance and digitization on visit rates had a t-statistic of 0.403 and a p-value of 0.687, indicating that there was no positive and significant effect of librarian performance moderating digitization on visit rates at the Bangka Regency Archives and Library Service. This finding also indicates that although digitization has begun to be implemented, its presence is not yet strong enough to increase user visits through the role of librarians. This study is also linked to the results of the Importance Performance Map Analysis (IPMA), where at the construct level, digitization has a lower importance level with a value of 0.10, although its performance level is still categorized as high at 82. Similarly, the results at the indicator level show that the importance levels range from low to moderate, with relatively high performance levels. The same findings were also

reported in the study by Wahyu & Arif (2025), which noted a decline in visitors to digital library services.

6. The Effect of Librarian Performance on Visit Rate

The study findings revealed that the variable of librarian performance in relation to visitation rates had a t-statistic of 3.314 and a p-value of 0.001, indicating a positive and significant influence of librarian performance on visitation rates at the Bangka Regency Archives and Library Service. Research conducted by Triyono & Amidasti (2025), aligns with the findings of this study, which revealed a positive and significant relationship between librarian performance and user satisfaction in the library. This study relates to the results of the Importance Performance Map Analysis (IPMA), where librarian performance has the highest level of importance but a lower performance level of 72. In Sijabat's (2016), study, it was found that there is a significant relationship between librarian performance and public interest in utilizing the library.

5. Conclusion

Based on the results of the analysis conducted in the study titled “The Effect of Promotion Strategies, Service Quality, Accessibility, Collections, and Digitization on Library Visit Rates Through the Moderation of Librarian Performance at the Bangka Regency Archives and Library Office”, it can be concluded that promotional strategies, service quality, collections, and librarian performance have a positive and significant effect on library visit rates at the Bangka Regency Archives and Library Office. Meanwhile, accessibility and digitization do not have a positive and significant effect on library visitation rates at the Bangka Regency Archives and Library Service. Furthermore, regarding promotional strategies, service quality, and collections, the results indicate that there is a positive and significant influence on library visitation rates through the performance of librarians at the Bangka Regency Archives and Library Service. Accessibility and digitization do not have a positive and significant influence on library visitation rates through the performance of librarians at the Bangka Regency Archives and Library Service Bangka.

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