Antecedents and Consequences of Hedonic Satisfaction and Eudaimonic Satisfaction of Visitors to the Cianjur Regional Library

Nisrina Hanifa Azmi[1], Yadi Ernawadi[2]
[1,2]*Jenderal Achmad Yani University, Indonesia*
Email: nisrinahanifa_22p048@_mn.unjani.ac.id[1] ,yadi.ernawadi@lecture.unjani.ac.id[2]

Abstract

This study aims to predict the dimensions of libqual (library personnel, library resources and user services, and facilities and equipment) and self-service behavior as predictors of revisit intention through hedonic satisfaction and eudaimonic satisfaction of visitors to the Cianjur Regional Library. Expectation confirmation theory (ECT) is used as the basis for developing a conceptual model. This study uses a quantitative approach through a survey method with data collection in the form of questionnaires administered to 153 library visitors. The data were analyzed using structural equation modeling (SEM) techniques with the help of SmartPLS version 3.0. The results showed that library personnel, library resources and user services, and facilities and equipment had a positive effect on revisit intention, both directly and indirectly through hedonic satisfaction. In addition, self-service behavior had the strongest influence on revisit intention, both directly and indirectly through eudaimonic satisfaction. The findings of this study are expected to contribute to future research and to the management of the Cianjur Regional Library in designing strategies that can increase revisit intention. Further research is recommended to consider exploring other predictors of revisit intention.

Keywords:

libqual, self-service behavior, hedonic satisfaction, eudaimonic satisfaction, revisit intention

INTRODUCTION

Maslow (1970) expanded the hierarchy of human needs by adding aesthetic and cognitive needs. Aesthetic needs are understood as dissatisfaction with beauty that drives individuals to seek harmonious balance, while cognitive needs arise from gaps in individual understanding that trigger the urge to know, understand, and acquire knowledge to support human intellectual development. Intellect gained from quality education is part of the Sustainable Development Goals (SDGs). However, based on the results of the 2022 Programme for International Students Assessment (PISA), Indonesian students' reading performance scored below the Organisation for Economic Co-operation and Development (OECD) average of 359 (Ilizaliturri, 2023). This shows the need for serious improvements in education to achieve international standards (Prasastisiwi, 2024).

In an effort to improve the quality of life and education of the community, the Indonesian government provides free access to public services to encourage community participation, one of which is through the provision of libraries that support research and cultural preservation activities (Nabila et al., 2024). Literacy is the key to improving the quality of life and education of the community (Febrianti et al., 2023). Libraries are established to provide relevant information resources and literature to meet the needs of their users and to improve the culture and personal growth of the community (Ikolo, 2015; Mahmoud et al., 2025). In addition to functioning as information centers, libraries also serve as agents of change that are expected to foster critical thinking skills in the community (Ghofilah et al., 2021).

Various studies have examined the role of libraries and the quality of their services in promoting visitor satisfaction and revisit intentions. Expectation Confirmation Theory (ECT),

introduced by Oliver (1980), is widely used as an underpinning theory to explain how individual satisfaction is formed through comparisons between expectations and perceived performance. ECT explains that confirmation occurs when perceived performance meets individual expectations and results in satisfaction that can encourage behavioral intention, while a mismatch between the two will cause disconfirmation that has the potential to reduce that intention. Bhattacherjee (2001) later developed ECT by emphasizing that confirmed expectations can create continuance intention, while unconfirmed expectations tend to stop continuance intention.

ECT has been widely used in various research contexts, including information systems, education, marketing, hospitality, and digital services. Studies in China (Wang et al., 2021; Cheng et al., 2023; Pan et al., 2024), Indonesia (Nazira et al., 2024; Pradana, 2022; Hasibuan, 2024), South Korea (Oh et al., 2022; Oh, 2020), Pakistan (Naeem et al., 2025), and even in the context of artificial tourism (Sipangkar & Ernawadi, 2025; Komala & Ernawadi, 2025) show consistent use of ECT in predicting users' sustainable intentions toward a service. In the context of libraries, service quality is often measured using the libqual dimensions developed by the Association of Research Libraries (ARL) and Texas A&M University (TAMU). Various studies show that libqual dimensions have a positive effect on library visitor satisfaction, both in academic libraries and public libraries in various countries (Kassim, 2009; Ncwane et al., 2016; Kumar & Mahajan, 2019; Khalili et al., 2021; Srirezeki et al., 2024; Oh, 2020).

However, most previous studies have positioned satisfaction in general as a consequence of library service quality, while the development of a more specific concept of satisfaction remains limited. So far, library service quality through the libqual dimension is generally hypothesized to have a direct effect on satisfaction, without distinguishing between hedonic and eudaimonic forms of satisfaction. In addition, no research has been found that hypothesizes self-service behavior as an antecedent of eudaimonic satisfaction in the library context.

This research gap is increasingly relevant in the context of the Cianjur Regency Library. Based on data from the Central Statistics Agency (BPS, 2024), the Community Literacy Development Index (IPLM) of West Java Province is in the relatively good category nationally. However, the IPLM of Cianjur Regency has actually decreased from 54.04% in 2022 to 44.59% in 2024 and ranks last out of 29 regencies/cities in West Java (Open Data Jabar, 2024; BPS, 2025). Although the Cianjur Regency Library Service Building was inaugurated in 2022 as a means of improving literacy (Merdeka, 2022), the number of library visits in 2024 recorded a decrease of 1.07% compared to the previous year (Febriyanto & Mulyadi, 2025). This phenomenon indicates a decline in visitors revisit intention.

Based on these empirical and theoretical gaps, this study aims to analyze the factors that influence the revisit intention of visitors to the Cianjur Regency Library using Expectation Confirmation Theory (ECT) as the underpinning theory. This study develops the conceptual model proposed by Oh (2020) by adding self-service behavior as a predictor in addition to the libqual dimension, and positioning hedonic satisfaction and eudaimonic satisfaction as mediating variables in predicting revisit intention. The novelty of this study lies in the integration of self-service behavior as an antecedent of eudaimonic satisfaction and libqual dimensions as antecedents

of hedonic satisfaction in the context of public libraries, which has not been widely studied, especially in regional libraries in Indonesia.
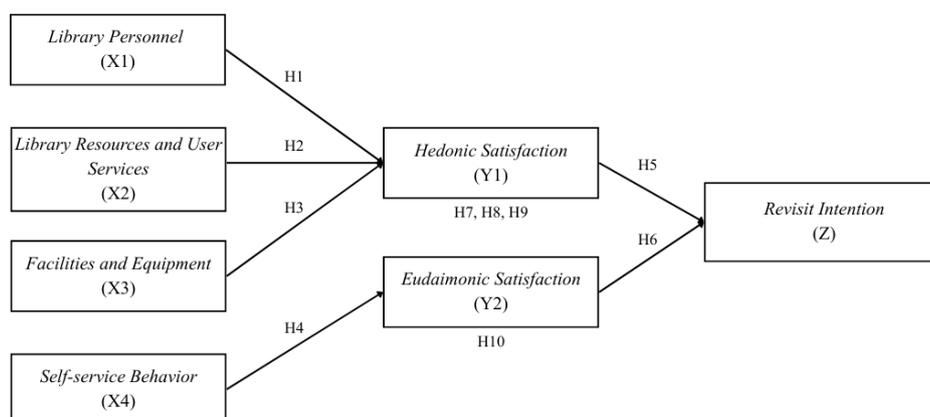
Figure 1 Research Conceptual Model

METHODS

The method used in this study was a survey. According to Effendi & Tukiran (2012), a survey method is a research method that collects data from a sample using a questionnaire aimed at explaining causality and testing hypotheses. This study involved a sample from the population of visitors who had visited the Cianjur Regional Library at least once in the past year and were at least 17 years old. The sampling technique used in this study was purposive sampling, a nonprobability sampling method. The number of research samples was 153 respondents, in accordance with the minimum sample size based on rules of thumb (Roscoe, 1975; Sekaran & Bougie, 2017).

Data collection was carried out by distributing questionnaires online through Google Forms. The data collection technique in this study is classified as a cross-sectional study or one-shot because the data was collected in only one period of time (Sekaran & Bougie, 2017). Furthermore, the analysis of this research data was carried out by testing hypotheses using partial least squares (PLS) analysis, which is a variance-based structural equation modeling (SEM) to construct and test statistical models, generally in the form of causality relationship models (Hair et al., 2011). The SmartPLS version 3.0 application was used to assess the outer model, which consisted of convergent validity, discriminant validity, and composite reliability, and to evaluate the inner model through AVE and square root of AVE, F-square, goodness of fit, and hypothesis testing to determine the existence of causality.

RESULTS AND DISCUSSION

After analyzing the data, the results of the loading factor and composite reliability values were obtained, which concluded that all indicators in each construct met the validity and reliability criteria.

Table 1 Loading Factor and Composite Reliability Values

STATEMENT	Loading Factor	Composite Reliability
Library Personnel		
Library staff show concern for the information needs of visitors	.883	.939

This library staff serves visitors in a friendly manner	.868	
This library staff is quick to provide service	.867	
This library staff provided clear information	.846	
This library staff provides guidance to appropriate information sources	.880	

Library Resources and User Services

The number of books in the collection is adequate	.903	
The available book collection is relevant to the information needed	.881	.915
The available support tools help to access information	.869	

Facilities and Equipment

The library toilets appear clean	.903	
The library room looks neat	.881	
The layout of the library reading room is comfortable to use	.869	
Library equipment is easy to use	.903	.941
Library equipment is available in sufficient quantities	.881	
The quiet atmosphere of the library supports the learning process	.869	

Self-service Behavior

I look for the location of the book collection myself	.830	
I return used books to their original location independently.	.808	
I independently rearrange tables, chairs, or other equipment that have been used back to their original positions	.842	
I follow the instructions on the signboard to use the facilities independently	.775	.930
I participate in maintaining the cleanliness of this library	.865	
I participate in maintaining the quietness of this library	.853	

Hedonic Satisfaction

I feel happy while in this library	.923	
I had a pleasant experience using the facilities and services of this library.	.917	.917

Eudaimonic Satisfaction

Visiting this library has made my life more meaningful	.923	
I am grateful for the opportunity to visit this library.	.917	.927
I felt happy during my visit to this library	.923	

Revisit Intention

I intend to revisit this library in the future	.879	
I am interested in returning to this library after my first experience.	.873	.906
I consider this library to be my top choice for finding reference materials	.869	

Source: SmartPLS Version 3.0 Output (Primary Data, 2026)

Based on the analysis results in Table 1, it is revealed that each indicator is capable of measuring each construct. Furthermore, all constructs in this study are considered consistent and reliable.

Table 2 Cross-Loading Values

	Library Personnel (LP)	Library Resources and User Services (LR)	Facilities and Equipment (FE)	Self-Service Behavior (SSB)	Hedonic Satisfaction (HS)	Eudaimonic Satisfaction (ES)	Revisit Intention (RI)
LP1	**.883**	.743	.800	.696	.738	.789	.768
LP2	**.868**	.681	.813	.806	.771	.772	.714
LP3	**.867**	.721	.742	.598	.757	.689	.732
LP4	**.846**	.644	.737	.702	.702	.700	.715
LP5	**.880**	.662	.740	.681	.732	.710	.753
LR1	.657	**.903**	.661	.473	.733	.697	.658
LR2	.713	**.881**	.721	.581	.722	.715	.700
LR3	.739	**.869**	.758	.669	.729	.745	.712
FE1	.775	.683	**.863**	.715	.727	.757	.770
FE2	.755	.669	**.869**	.764	.717	.735	.721
FE3	.775	.642	**.875**	.792	.769	.758	.736
FE4	.776	.653	**.837**	.744	.712	.756	.726
FE5	.748	.772	**.857**	.658	.790	.789	.758
FE6	.691	.704	**.819**	.664	.716	.701	.661
SSB1	.639	.527	.687	**.830**	.558	.643	.543
SSB2	.626	.552	.704	**.808**	.568	.587	.560
SSB3	.761	.629	.749	**.842**	.751	.702	.690
SSB4	.608	.530	.653	**.775**	.606	.650	.567
SSB5	.668	.492	.723	**.865**	.615	.659	.610
SSB6	.677	.494	.693	**.853**	.620	.633	.571
HS1	.802	.767	.814	.739	**.923**	.815	.796
HS2	.766	.748	.780	.640	**.917**	.773	.774
ES1	.718	.708	.769	.675	.772	**.884**	.807
ES2	.755	.709	.798	.704	.748	**.896**	.729
ES3	.800	.775	.803	.727	.806	**.917**	.774
RI1	.760	.683	.772	.722	.778	.781	**.879**
RI2	.751	.651	.721	.614	.757	.737	**.873**
RI3	.708	.713	.745	.527	.697	.726	**.869**

Source: SmartPLS Version 3.0 Output (Primary Data, 2026)

Based on Table 2, each indicator of the measured variable shows a greater value than the other measured variables. Thus, the indicators are considered to have good discriminant validity (Hair et al., 2011).

Table 3 AVE and Square root of AVE Values

Variable	AVE	Square root of AVE
Library Personnel	.755	.869
Library Resources and User Services	.782	.884
Facilities and Equipment	.728	.854
Self-Service Behavior	.688	.929
Hedonic satisfaction	.847	.920
Eudaimonic satisfaction	.809	.899
Revisit intention	.763	.874

Source: SmartPLS Version 3.0 Output (Primary Data, 2026)

Based on Table 3, each construct shows that the AVE value is > 0.50, so this research model is declared to have a stronger discriminant validity value (Yamin & Kruniawan, 2011).

Table 4 F-square

Variable	LP	LR	FE	SSB	HS	ES	RI
Library Personnel (LP)					.089		
Library Resources and User Services (LR)					.141		
Facilities and Equipment (FE)					.146		
Self-Service Behavior (SSB)						1,563	
Hedonic Satisfaction (HS)							.236
Eudaimonic Satisfaction (ES)							.264
Revisit Intention (RI)							

Source: SmartPLS Version 3.0 Output (Primary Data, 2026)

Based on the table 4, the effect of library personnel on hedonic satisfaction of 0.089 is relatively small. Then, the effect of library resources and user services on hedonic satisfaction of 0.141 is relatively small. Furthermore, the effect of facilities and equipment on hedonic satisfaction, which is 0.146, is relatively small. The effect of self-service behavior on eudaimonic satisfaction is the most significant, which is 1.563, and is relatively large. The effect of hedonic satisfaction on revisit intention, which is 0.236, is relatively moderate. The effect of eudaimonic satisfaction on revisit intention, which is 0.264, is relatively moderate (Hardisman, 2021).

Table 5 Goodness of Fit (GoF)

Variable	AVE	*R-square*
Library Personnel (LP)	.755	
Library Resources and User Services (LR)	.782	
Facilities and Equipment (FE)	.728	
Self-Service Behavior (SSB)	.688	
Hedonic Satisfaction (HS)	.847	.812
Eudaimonic Satisfaction (ES)	.809	.610
Revisit Intention (RI)	.763	.785
Average	**.767**	**.736**

Source: SmartPLS Version 3.0 Output (Primary Data, 2026)

GoF Value = $\sqrt{}$Average AVE × Average R-square
GoF Value = $\sqrt{}$0.767 × 0.736
GoF value = 0.751340136

Based on Table 5, it is known that the GoF value is 0.751, which indicates that the combined performance between the outer model and inner model in this study is categorized as large GoF (Cohen, 1988).

Table 6 Profile of Respondents

DESCRIPTION	NUMBER	PERCENTAGES
Age		
17-25	82	53.6%
26-35 years	49	32%
>35 years old	22	14.4%
Gender		
Male	52	34%
Women	101	66%

Residence			
Cianjur Regency		118	77.1%
Outside Cianjur Regency		35	22.9%
Occupation			
Student		28	18.3%
University student		53	34.6%
Private sector employees		21	13.7%
Civil servants		27	17.6%
Others		24	15.7%
Have you heard of the Cianjur Regional Library?			
Yes		153	100%
No		-	-
Average number of visits to the Cianjur Regional Library			
1 time		54	35.3%
2 times		44	28.8%
3 times		32	2.9%
>3 times		23	15%

Source: Google Form questionnaire output (Primary Data, 2026)

Respondents in this study were visitors who had visited the Cianjur Regional Library at least once in the past year. A total of 153 data points were obtained, dominated by women (66%) aged 17-25 years (53.6%) residing in Cianjur Regency (77.1%) were employed as students (34.6%) and were already familiar with the Cianjur Regional Library (100%) with an average of 1 visit (35.3%). This explanation is important to convey because it relates to the answers given by visitors to the Cianjur Regional Library to all questions asked in the questionnaire, which reflect their demographic, geographic, and behavioral characteristics.

Table 7 Hypothesis Test Results

Hypothesis Description		Path Coefficient	T-statistic	P-value	Description
H1	LP → HS	.289	3,149	.001	Supported
H2	LR → HS	.289	4,776	.000	Supported
H3	FE → HS	,379	4,199	.000	Supported
H4	SSB → ES	.781	13,737	.000	Supported
H5	HS → RI	.446	4,176	.000	Supported
H6	ES → RI	.472	4,474	.000	Supported
H7	LP → HS → RI	.129	2,551	.011	Supported
H8	LR → HS → RI	.129	3,291	.001	Supported
H9	FE → HS → RI	.169	3,036	.003	Supported
H10	SSB → ES → RI	.368	4,624	.000	Supported

Source: SmartPLS Version 3.0 Output (Primary Data, 2026)

Based on table 7 it is known that all hypotheses are supported by empirical data as indicated by the t-statistic and p-value in accordance with the hypothesis acceptance criteria. Library personnel, library resources and user services, as well as facilities and equipment, were found to have a direct positive effect on hedonic satisfaction. Furthermore, self-service behavior has a positive effect on eudaimonic satisfaction. Hedonic satisfaction mediates the effect of library personnel, library resources and user services, and facilities and equipment on revisit intention. Eudaimonic satisfaction was found to mediate the effect of self-service behavior on

revisit intention.

Based on the results of hypothesis testing, which shows that library personnel influence revisit intention through hedonic satisfaction with a path coefficient value of 0.129. This illustrates that the ability of library staff to ensure that visitors' needs are met in terms of friendliness and responsiveness in providing services, conveying information, and directing visitors to sources that suit their needs has a positive impact on visitors' feelings of satisfaction, thereby fostering an interest in revisiting and the perception that the Cianjur Regional Library is the first choice for finding library materials. These findings support the underpinning theory, namely the expectation confirmation theory (ECT) proposed by Oliver (1980), which explains that behavioral intention arises due to confirmed actual performance. In this case, revisit intention represents behavioral intention, which is a consequence of hedonic satisfaction positioned as confirmation of fulfilled perceived performance, namely library personnel.

Furthermore, library resources and user services were found to influence revisit intention through hedonic satisfaction. With a path coefficient value of 0.129, this finding shows that the availability of information collections and library support services contributes to the emergence of interest in revisiting through the formation of pleasant feelings among visitors to the Cianjur Regional Library. In the context of ECT, revisit intention acts as a behavioral intention that arises as a result of confirmation in the form of hedonic satisfaction due to perceived performance achieved in the form of library resources and user services.

In addition, hedonic satisfaction successfully mediated the effect of facilities and equipment on revisit intention with a path coefficient value of 0.169. At a more concrete level, this finding shows that visitors' feelings of pleasure arising from their experience of using library facilities and equipment can encourage them to revisit the Cianjur Regional Library. Referring to ECT, the perceived performance of visitors in the form of facilities and equipment is then assessed as meeting expectations, thereby generating hedonic satisfaction that encourages the creation of continuance intention in the form of revisit intention.

The eudaimonic satisfaction found can mediate the influence of self-service behavior on revisit intention, which has the largest path coefficient value of 0.36. This finding can be interpreted as meaning that active visitor participation in the service process to improve self-competence has a positive impact on the deep satisfaction that arises from performing valuable activities and encourages a tendency to revisit and choose the Cianjur Regional Library as the main alternative in searching for library materials. Referring to ECT, self-service behavior is positioned as perceived performance, which is then assessed as meeting expectations, resulting in confirmation in the form of eudaimonic satisfaction and supporting the creation of continuance intention, namely revisit intention.

This study found that self-service behavior had the greatest contribution to the emergence of eudaimonic satisfaction with a path coefficient of 0.781. Furthermore, facilities and equipment had an impact on the emergence of hedonic satisfaction of 0.379. This is followed by library personnel and library resources and user services, which contribute to the emergence of hedonic satisfaction with path coefficients of 0.289, respectively. These findings indicate that active visitor participation in the service process is the basis for determining strategies that can be considered by the Cianjur Regional Library Management to increase visitors revisit intention.

CONCLUSION

This study found that Libqual and self-service behavior have a positive effect, both directly and indirectly, on revisit intention through hedonic satisfaction and eudaimonic satisfaction. These results support the ECT proposed by Oliver (1980), which states that one of the reasons visitors are willing to revisit a library is eudaimonic satisfaction from affective responses in the form of pleasure and deep satisfaction arising from library services that meet expectations and active visitor participation.

This research was conducted by developing Oh's (2020) study. The difference found in this study lies in the addition of self-service behavior as a predictor of revisit intention, in addition to the libqual dimension, as well as hedonic satisfaction and eudaimonic satisfaction as mediators. The difference lies in the expansion of the object being assessed in the context of public libraries, namely the Cianjur Regional Library. The research sample was determined using purposive sampling, which is part of nonprobability sampling, so the results of this study are limited and cannot be generalized to the entire population. In this regard, future research is advised to adopt probability sampling so that the research results can be generalized to the population. In addition, future researchers are also advised to study expectation confirmation theory in more depth to explore other factors that can increase behavioral intention.

In line with the objective of this study, which is to provide recommendations for increasing the revisit intention of visitors to the Cianjur Regional Library, library managers need to understand the factors that can influence visitors' revisit intention. The findings show that revisit intention is influenced by the libqual dimension through hedonic satisfaction. It is also influenced by self-service behavior through eudaimonic satisfaction. Thus, the managers of the Cianjur Regional Library can develop programs that are relevant to the dimensions of libqual and self-service behavior. **First**, the managers of the Cianjur Library can develop LibQUAL programs and services, particularly library personnel, library resources and user services, as well as facilities and equipment. This includes the competence of library staff, not only in terms of technical service delivery, but also in terms of interpersonal skills to create pleasant interactions and respond to visitor needs. Furthermore, collection management and information services should be tailored to the actual needs of users by providing easy, relevant, and integrated access. Then, the optimization of library facilities and equipment also needs to consider comfort and ease of use so that the experience while in the library can meet visitors' expectations and foster a feeling of pleasure, which can strengthen the tendency to make repeat visits. **Second**, the managers of the Cianjur Regional Library can also design programs and services that encourage active participation and independence of visitors in the service process. For example, by providing an easy-to-understand self-service system, accompanied by usage guidelines and education, visitors can feel the value and meaning of their involvement in library activities. This effort not only has the potential to increase visitors' competence and sense of achievement but also strengthens their deep satisfaction.

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