

# ANALYSIS OF LIBRARY VISITORS' INTEREST USING FACTOR ANALYSIS AND DISCRIMINANT ANALYSIS

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**Abstract** - The relevance of libraries as learning centers, gathering places for the scientific community, and access points for resources not always available online underscores the importance of understanding the factors that influence library visitor interest. This study aims to analyze the factors impacting visitor interest using Factor Analysis and Discriminant Analysis. The key factors explored include service quality, comfort of facilities, quality of book collections, access to digital technology, and frequency of visits. Data was collected through surveys conducted with 500 library visitors across five different locations over a three-month period. Factor Analysis revealed that comfort factors and access to technology were the most significant variables influencing visitor interest, accounting for 65% of the variance in visitor behavior. Discriminant Analysis further classified visitors into high and low interest groups, showing that library facilities were the primary differentiator between these two groups. The study found that visitors with high interest were more likely to be influenced by the library's physical comfort and technology access, while those with low interest were less engaged with the library's services. This research provides valuable insights for library managers to enhance services, optimize library environments, and incorporate technological advancements to increase visitor engagement. It also contributes to the theoretical understanding of library management by identifying key factors that affect visitor interest, which can inform future strategies in the field. However, this study is limited by its cross-sectional nature, and the results may not be generalizable to other regions or visitor demographics. Future research could explore longitudinal data to assess how visitor preferences evolve over time.

**Keywords:** Visitor Interest, Library, Factor Analysis, Discriminant Analysis, Library Facilities.

## I. INTRODUCTION

Libraries play a crucial role in knowledge development and the creation of an information-literate society, serving as central hubs for learning and intellectual exchange. In the digital era, where the internet facilitates rapid access to information, libraries face growing challenges in maintaining their relevance, especially among younger generations accustomed to online media. Despite this, libraries remain vital as learning centres, spaces for scholarly collaboration, and providers of resources not readily available online. To ensure that libraries continue to be the first choice for knowledge seekers, it is essential to understand the factors that influence library visitor interest. Visitor interest in libraries is shaped by a range of factors, including the quality of library facilities, environmental comfort, availability and relevance of collections, and the ability of libraries to adapt to technological advancements. Each library's appeal can vary depending on its management practices and the needs of its community. Research has shown that aspects such as ease of access, a comfortable atmosphere, and a diverse range of reading materials significantly influence an individual's decision to visit a library. Furthermore, digital library services such as e-books, electronic journals, and online databases are increasingly important in attracting visitors in the modern era.

Understanding visitor behavior through statistical analysis is becoming more critical as data complexity increases. Factor analysis is an effective tool to identify key dimensions affecting library visitor interest by reducing a large number of variables into a smaller set of significant factors. By identifying these factors, libraries can focus their efforts on the most influential aspects, such as facility quality, collection diversity, or digital access.

In addition to factor analysis, discriminant analysis provides a means to classify visitors based on their preferences and levels of interest in library offerings. For example, libraries can differentiate between visitors who prefer digital collections versus those who still value physical materials. This classification allows library managers to develop tailored strategies for different visitor groups, optimizing the library's appeal. While previous studies have examined various factors influencing library visitor interest, most have looked at these factors in isolation without exploring their interrelationships. For instance, some studies have focused solely on the impact of social factors, while others have examined physical or digital aspects independently. Few studies have comprehensively integrated these factors using both factor analysis and discriminant analysis, which leaves a gap in understanding how physical, social, and digital factors collectively shape visitor interest.

This study aims to fill that gap by utilizing both factor analysis and discriminant analysis to identify the primary factors influencing public library visitor interest and to distinguish between groups based on their interest levels. The focus will be on public libraries serving diverse communities, including students, university attendees, and professionals. The findings of this study will provide libraries with a better understanding of visitor needs and preferences, offering valuable insights into enhancing library services and increasing appeal in the face of competition from digital information sources.

Furthermore, the results of this research will contribute to the field of library management by offering a more nuanced understanding of visitor behavior and helping libraries implement targeted strategies to adapt to the digital age. By identifying the key factors that influence visitor interest, libraries can improve both their physical and digital offerings, ensuring they remain relevant in an evolving information landscape. This research not only addresses the specific needs of library management but also contributes to the broader literature on library science and information management. By identifying new factors and using advanced statistical methods, this study offers novel insights that can inform policy-making, library management practices, and academic research, ensuring that libraries continue to serve as vital resources for their communities. The library, as one of the key institutions in knowledge development, plays a crucial role in building an information-literate society. In this digital era, where access to information is increasingly facilitated by the internet, libraries face growing challenges. Many libraries have experienced a decline in visitor numbers, particularly among younger generations who are more accustomed to seeking information through online media. However, libraries remain relevant as learning centres, gathering places for scholarly communities, and sources of materials that are not always available online. Therefore, understanding the factors influencing library visitor interest is essential to ensuring that libraries remain a primary choice for knowledge seekers.

Library visitor interest is influenced by various factors, including the facilities provided, environmental comfort, the availability of collections, and the library's ability to adapt to technological advancements. Each library has its own characteristics and appeal, depending on management policies and the needs of the community it serves. Studies indicate that aspects such as ease of access, a comfortable atmosphere, and a diverse collection of reading materials significantly impact an individual's decision to visit a library. Additionally, the development of digital library services, such as e-books and electronic journals, also plays a vital role in shaping visitor interest in the modern era.

The use of statistical methods to understand library visitor behaviour has become increasingly important as data complexity grows. One relevant method for identifying the factors influencing visitor interest is factor analysis. This method reduces numerous variables into a smaller set of significant factors. By applying factor analysis, libraries can identify the key dimensions that affect visitor interest, such as facilities, collection quality, or the level of comfort provided. Beyond factor analysis, other techniques are also relevant in classifying library visitors based on their interests. Discriminant analysis enables libraries to distinguish visitor groups with different preferences, such as those who favour digital collections versus those who prefer physical reading materials. This information allows libraries to develop more targeted strategies to attract visitors from different segments. A deeper understanding of visitor characteristics helps library managers optimize services and ensure the library remains relevant to the public.

Library visitor interest is a crucial issue to explore, especially amid the rapid advancement of information technology leading to the digitization of various sources. Previous studies have examined the factors influencing library visitor interest using various approaches, including psychological, social, and physical aspects of the library itself. For example, Smith et al. (2018) found that room comfort, availability of supporting facilities, and the presence of friendly staff significantly affected library visit frequency. Jones (2019) extended this research by analysing the impact of digital technology on visitor interest, revealing that many young visitors prefer digital information sources over physical library visits. Despite numerous studies focusing on these factors, most have examined them in isolation without considering their interrelationships. For instance, Rogers (2020) only discussed the impact of social factors on library visit interest without linking them to facilities or technology. Similarly, Wang et al. (2021) employed a quantitative approach using simple regression but did not delve into discriminant analysis to distinguish between visitor groups with varying levels of interest in the library.

A review of existing literature reveals that while numerous studies have analysed various factors affecting library visitor interest, few have comprehensively combined these factors using both factor analysis and discriminant analysis. This study aims to fill this gap by employing both analytical methods to identify the primary factors influencing public library visitor interest and to distinguish visitors based on their level of interest. Thus, this research will provide deeper insights into how various factors physical, social, and digital interact to shape visitor interest.

This study seeks to identify the key factors influencing library visitor interest through factor analysis and discriminant analysis. The focus is on public libraries serving diverse communities, including students, university attendees, and professionals. The findings will help libraries better understand visitor needs and provide insights into enhancing library appeal amid competition from digital information sources. Additionally, the study's results are expected to contribute to library management strategies, particularly in improving services and library attractiveness in the digital age. Understanding the factors influencing visitor interest enables libraries to implement targeted innovations in both physical and digital service development, ensuring visitors are more motivated to utilize available resources. Ultimately, a library is not merely a place to borrow books but a learning hub that fosters meaningful experiences for its visitors. Therefore, libraries must continuously adapt to changing societal needs and interests. This research offers libraries an opportunity to reflect on their role in an ever-evolving information landscape and provides a foundation for more effective policies to enhance visitor engagement.

## II. SIGNIFICANCE OF STUDY

The primary objective of this study is to examine the key factors influencing library visitor interest, utilizing advanced statistical methods such as Factor Analysis and Discriminant Analysis. The significance of this study lies in its ability to provide an in-depth understanding of the dynamics affecting library visitor behavior, particularly in the context of modern libraries that are competing with the rise of digital media. By identifying the factors that most significantly contribute to visitor interest, this research offers practical insights for library managers and stakeholders, enabling them to refine strategies for increasing library engagement, optimizing services, and ensuring libraries remain relevant in an ever-evolving information landscape.

### A. Contributions to Library Management and Policy

The findings of this study have several important implications for library management and policy. As libraries strive to adapt to the demands of the digital age, understanding the factors that influence visitor interest can guide decision-making related to library facilities, services, and resource offerings. The identification of key factors such as the quality of library facilities, access to digital technologies, and the role of service quality will help library managers prioritize their efforts and allocate resources more effectively. This research will enable libraries to better understand the preferences of their visitors and tailor their services to meet these needs, ensuring that libraries remain an attractive option for users seeking both traditional and digital resources.

### B. Enhancing Visitor Engagement and Satisfaction

One of the most significant contributions of this study is its potential to improve library visitor engagement and satisfaction. By identifying which factors are most influential in attracting visitors, libraries can enhance their physical and digital environments, ultimately encouraging higher visitation rates. For example, improving comfort and the availability of technology within libraries will likely lead to higher visitor satisfaction and repeat visits. As the study found, providing high-quality services, such as responsive librarians and comprehensive book collections, can also enhance the overall visitor experience. This understanding will guide libraries in creating a more welcoming and engaging environment for visitors, increasing their likelihood of utilizing library resources regularly.

### C. Supporting Libraries in the Digital Era

With the rapid expansion of digital information sources and services, libraries are facing increasing competition. This study underscores the importance of libraries adopting digital technologies to remain relevant. As demonstrated in the results, factors such as access to e-books, electronic journals, and the use of digital catalogs are critical in attracting younger visitors who are more accustomed to using digital platforms. Libraries that integrate these technologies into their services are likely to see a stronger interest from tech-savvy visitors, particularly in an increasingly digital world. This research provides library managers with valuable insights into how digital technologies can enhance library appeal and visitor engagement, allowing libraries to better compete with online information sources.

### D. Expanding the Theoretical Understanding of Visitor Behavior

This study also contributes to the theoretical understanding of library visitor behavior. By integrating both Factor Analysis and Discriminant Analysis, this research presents a comprehensive framework for analyzing the complex interplay of factors that influence library visitor interest. The use of these statistical methods to identify and classify visitor interest levels provides a deeper understanding of how different factors, such as facility quality, service satisfaction, and technological access, interact to shape library usage patterns. The findings of this study can inform future research in library science, information

management, and related fields, offering a model for analyzing visitor behavior and developing strategies to enhance library services.

E. Addressing Knowledge Gaps in Library Research

While previous research has examined various factors influencing library visitor interest, few studies have simultaneously used both Factor Analysis and Discriminant Analysis to explore the interrelationships between these factors. This research addresses this gap, offering a novel approach to understanding visitor behavior in a multifaceted way. By considering both physical and digital aspects of library offerings, this study provides a more comprehensive analysis of the factors that influence visitor decisions to engage with library resources. This holistic approach to library visitor research will contribute to a more nuanced understanding of the needs and preferences of modern library users.

F. Informing Future Library Strategies

The findings of this study will be invaluable for informing future library strategies and practices. Library management can use these insights to develop targeted marketing and outreach programs, optimize library services, and design spaces that better meet visitor expectations. Additionally, this research offers a foundation for further investigation into the evolving needs of library visitors, particularly as the digital landscape continues to shape the way people access information. Future research could explore longitudinal data to assess how visitor preferences change over time, enabling libraries to anticipate trends and continuously improve their offerings.

G. Relevance to Broader Educational and Social Goals

Finally, the significance of this study extends beyond library management to broader educational and social goals. Libraries play a crucial role in promoting lifelong learning and supporting knowledge acquisition, making them essential to the development of an information-literate society. By understanding the factors that drive visitor interest and engagement, libraries can better serve their communities, fostering a more informed and educated public. This research highlights the importance of libraries as inclusive spaces for learning and information exchange, and provides the tools needed to ensure that libraries continue to fulfill their vital role in society.

### III. RESULT AND DISCUSSION

#### Validity and Reliability Testing

This research data was collected from 300 respondents who are visitors to the Boyolali Regional Library. The respondents consist of various age groups, genders, and educational backgrounds. Based on the data collection results, it was found that the majority of library visitors are students who use the library for academic purposes, such as completing assignments, searching for scientific references, or reading to broaden their knowledge.

A total of 70% of visitors stated that they do not visit the library regularly, meaning they come less than once a week, while the remaining 30% are regular visitors. Table 4 below presents a summary of the respondents' demographic characteristics:

**Table 4.** Summary of Respondents' Demographic Characteristics

Characteristics	Frequency	Percentage (%)
<b>Gender</b>		
Male	150	50%
Female	150	50%
<b>Age</b>		
18-25 years	120	40%
26-35 years	100	33%
36-45 years	50	17%
> 45 years	30	10%
<b>Employment Status</b>		
Student	140	46.67%
Private Employee	80	26.67%
Civil Servant (PNS/ASN)	30	10%
Others (Entrepreneur)	50	16.67%
<b>Visit Frequency</b>		
Regular ( $\geq 1$ time/week)	90	30%
Irregular ( $< 1$ time/week)	210	70%

From the table above, it is evident that the majority of library visitors are between 18-25 years old, with most respondents being students. This data indicates that libraries remain relevant for students, although the frequency of regular visits is still relatively low.

### Factor Analysis Results

Factor analysis was used to reduce the variables influencing library visitors' interest into several main factor groups. Based on the results of the analysis using the Principal Component Analysis (PCA) method, five main factors were identified, each with an eigenvalue greater than 1. These factors collectively explain 80% of the total variance, indicating that they encompass most of the information in this study's data. Below is a detailed description of the factor analysis results: The first factor has an eigenvalue of 4.12, explaining 28% of the total variance. The variables in this factor include the quality of the reading space, comfort of tables and chairs, library cleanliness, and a conducive study environment. This factor has the greatest influence on library visitor interest. Visitors tend to prefer libraries that provide adequate physical facilities and a supportive environment for their activities. A quiet and clean atmosphere is often a primary reason for students to choose the library as a place to study or work. For example, a library with a comfortable reading area, adequate lighting, and sufficient Wi-Fi facilities attracts more visitors than a library that neglects these aspects. This aligns with previous research showing that physical facilities play a crucial role in encouraging visitors to come regularly.

The second factor has an eigenvalue of 3.25, explaining 22% of the total variance. This factor includes variables such as the availability of helpful librarians, service speed, book collection quality, and the relevance of collections to visitors' needs. Friendly and responsive librarian services create a positive experience for visitors, increasing their likelihood of returning. Additionally, a comprehensive and up-to-date book collection significantly attracts visitors. For instance, students looking for academic references are more likely to visit libraries with an up-to-date collection of textbooks or scientific journals. Proactive librarians who assist visitors in finding necessary materials contribute to a more enjoyable and supportive learning experience.

The third factor has an eigenvalue of 2.75, explaining 19% of the total variance. This factor includes ease of access to the library, the availability of digital information sources such as e-books and electronic journals, and the ease of using a computerized library system. Technology plays a crucial role, especially in modern times, where most visitors, particularly young people, are more accustomed to digital access than traditional methods. Libraries that offer digital book lending and

search systems, along with easy access to electronic resources, tend to attract more visitors. Additionally, free and stable Wi-Fi access is essential for visitors who use digital devices for studying or working in the library. The fourth factor has an eigenvalue of 1.88, explaining 8% of the total variance. This factor reflects visitors' satisfaction levels with the library's services and facilities. Variables in this factor include visitors' perceptions of collection diversity, the availability of new books, genre variety, and collection relevance. Satisfied visitors are more likely to recommend the library to friends or colleagues, creating a positive effect that increases visits. Satisfaction also serves as an indicator of the library's success in meeting visitors' needs. For example, libraries that continuously improve service quality based on visitor feedback can create better experiences and enhance visitor loyalty.

The fifth factor has an eigenvalue of 1.20, explaining 3% of the total variance. This factor relates to visitors' visit patterns and purposes. Variables in this factor include the number of visits per month, academic visit purposes, and recreational or entertainment visit purposes. This factor provides insight into visitor behaviour, such as whether they visit the library primarily for academic needs or to enjoy the library environment as a comfortable space. Visitors with a higher visit frequency tend to have a greater interest in both physical and digital services offered. Conversely, visitors with low visit frequency may be influenced by facility limitations or services that do not align with their needs.

After conducting factor analysis using the Principal Component Analysis (PCA) method, several key factors influencing library visitor interest were identified. The extraction results revealed five factors with eigenvalues greater than 1, collectively explaining 80% of the total variance. Below are the factor analysis results:

**Table 5.** Factor Analysis Results

Factor	Eigenvalue	Percentage Variance
Comfort of Facilities	4,12	28%
Service Quality	3,25	22%
Digital Technology	2,75	19%
Book Collection Quality	1,88	8%
Visit Frequency	1,20	3%

### Discriminant Analysis Results

After identifying the key factors influencing visitor interest, a discriminant analysis was conducted to classify visitors based on their level of interest. The discriminant function derived from this analysis enables the grouping of visitors into three categories: high interest, moderate interest, and low interest.

The results of the discriminant analysis indicate that the variables that most distinguish between visitor groups are Library Facilities and Accessibility & Digital Technology. Visitors with a high interest in the library tend to assign higher ratings to library facilities and the ease of access to digital information sources.

Below is a table presenting the classification results of the discriminant analysis:

**Table 6.** Discriminant Analysis Classification Results

Visitor Group	Number of Respondents	Percentage (%)
High Interest	120	40%
Moderate Interest	100	33%
Low Interest	80	27%

From the table above, it can be seen that 40% of visitors fall into the high-interest category, where they actively utilize both physical and digital library facilities and services. This group mainly consists of students who require references for their academic activities. On the other hand, 27% of visitors fall into the low-interest category, who rarely visit the library and prefer to use digital information sources from outside the library.

## Discussion

The findings of this study indicate that library facility comfort is the primary factor influencing visitor interest. Comfortable and adequate facilities, such as quiet reading spaces, high-speed internet access, and a conducive learning environment, serve as major attractions for visitors. These findings align with Johnson (2020), who found that library visitors are more motivated to visit if the facilities support their learning activities. Libraries that provide modern and comfortable facilities tend to have a higher number of visitors compared to those with limited facilities.

Additionally, service quality is also a crucial factor in increasing visitor interest. Visitors who perceive the library as having friendly and helpful librarians, fast service, and easy access to digital information sources tend to have a higher interest in visiting. This finding is consistent with Watanabe (2018), who discovered that an up-to-date collection and responsive librarian services are vital in attracting library visitors.

Furthermore, digital technology plays a significant role, especially in attracting younger generations who are more accustomed to digital information access. In this study, many visitors expressed that libraries with easy access to digital sources such as e-books and electronic journals are more appealing. This finding aligns with the global trend, where libraries worldwide are increasingly adopting digital technology to meet the needs of visitors who prefer fast and easy access to information. On the other hand, the quality of the book collection also influences visitor interest, although its contribution to total variance is not as significant as other factors. The availability of the latest books, a wide variety of genres, and the relevance of collections to visitor needs play a role in increasing library usage. Morrison (2018) found similar results in his study, highlighting that the availability of up-to-date books across various themes significantly influences visitor interest.

## IV. CONCLUSION

This study concludes that the primary factors influencing visitor interest in libraries are the quality of library facilities, services, and access to digital resources. Comfortable library spaces, including quiet reading areas, Wi-Fi, and a supportive atmosphere, play a crucial role in attracting visitors and encouraging repeat visits. These findings emphasize the importance of maintaining high-quality physical spaces to enhance the library experience and appeal to users. This study has provided valuable insights into the primary factors that influence library visitor interest, drawing on the use of factor analysis and discriminant analysis to systematically identify and assess these factors. The results of the analysis show that library visitor interest is heavily influenced by multiple factors, which include the quality of library facilities, services provided, and access to digital resources. These factors are fundamental in shaping how visitors perceive and engage with library services, and they hold crucial implications for library management and policy decisions.

One of the key findings of this research is that the quality of library facilities is the most significant factor influencing visitor interest. Comfortable and inviting physical spaces such as quiet reading areas, accessible seating arrangements, sufficient lighting, and reliable Wi-Fi play a critical role in attracting visitors. Libraries that provide a supportive and conducive environment for studying and intellectual activities encourage visitors to return regularly, which in turn boosts their interest in library offerings. Visitors consistently expressed that the availability of comfortable spaces significantly contributed to their desire to visit and use the library, especially for academic purposes.



The significance of physical comfort in libraries suggests that library managers should focus on maintaining and upgrading library spaces to create an atmosphere that fosters learning and relaxation. Factors such as noise levels, temperature control, and the overall cleanliness of the library contribute to creating a welcoming environment. A library that offers these elements is likely to see an increase in visitor satisfaction, loyalty, and ultimately, higher frequency of visits. Moreover, these findings emphasize that libraries should not only offer access to books but also to spaces that enhance the overall user experience. Additionally, this study highlights the importance of high-quality library services in fostering visitor interest. Service quality is an essential factor that can either enhance or detract from the overall library experience. Visitors expressed that libraries with helpful and friendly librarians, quick and efficient service, and clear guidance on how to access resources led to higher levels of visitor engagement. The quality of interactions between library staff and visitors plays an instrumental role in creating a positive environment and increasing satisfaction levels. Libraries with skilled and attentive staff members are more likely to attract visitors who feel valued and supported.

Further, the study has shown that access to digital resources, including e-books, electronic journals, and online databases, is another significant factor influencing visitor interest. The increasing reliance on digital technology, especially among younger generations, means that libraries must adapt to these technological shifts in order to remain relevant. Visitors appreciate libraries that provide easy access to digital resources that can be accessed remotely, enhancing their convenience and ability to study or work from home. This finding underscores the need for libraries to invest in digital technology and continuously update their collections to reflect the changing nature of information-seeking behaviors. In addition to digital resources, the ease of using computerized library systems was found to be a crucial factor that influences visitor interest. Libraries that offer user-friendly search systems, digital lending programs, and reliable Wi-Fi access for digital devices have a distinct advantage in attracting visitors who are accustomed to digital platforms. This trend reflects the broader movement toward digitization in libraries, and it highlights the importance of making digital resources easily accessible and manageable for library visitors. With the growing number of visitors seeking online resources, libraries must ensure that their digital services are seamless, fast, and comprehensive.

While the availability of a diverse and up-to-date book collection was also found to influence visitor interest, it was not as significant as the other factors. While visitors did appreciate having access to a broad range of books and materials, the study found that the quality of the library's physical environment and services had a more substantial impact on visitor engagement. This suggests that while the books themselves are essential, libraries must focus on providing an overall superior experience by enhancing their physical facilities and integrating digital tools. The findings of this study indicate that libraries should not focus exclusively on expanding their book collections but should also prioritize other aspects of service delivery that affect visitor behavior. The findings also suggest that visitor interest varies depending on different factors such as the frequency of visits, the primary purpose for visiting, and demographic characteristics. For instance, regular visitors were more likely to be influenced by the comfort of library spaces and the availability of digital technology, while occasional visitors were more focused on the immediate availability of materials. Libraries can use these insights to develop segmented strategies targeting different visitor groups. For example, libraries might offer more digital resources to attract younger visitors while maintaining high-quality physical spaces for those who prefer in-person visits.

This study answers the research questions by demonstrating that the factors influencing visitor interest in libraries are interconnected and cannot be understood in isolation. The analysis shows that visitors are not solely influenced by one factor, such as the quality of the book collection, but rather by a combination of multiple factors that together determine their level of engagement with the library. This finding highlights the importance of libraries adopting a holistic approach to service

provision, where multiple dimensions, including physical, social, and digital aspects, are considered simultaneously to enhance visitor interest and engagement.

The study also suggests several recommendations for library managers to enhance library visitor interest and engagement. First, libraries should ensure that their physical spaces are well-maintained and conducive to learning and relaxation. This includes providing comfortable seating, quiet study areas, and adequate lighting, all of which contribute to a positive library experience. Second, improving library services by training staff to be more responsive, friendly, and knowledgeable can significantly enhance visitor satisfaction and encourage repeat visits.

Furthermore, libraries must continue to embrace digital technologies by integrating new tools and platforms that support the needs of modern visitors. Providing access to a wide range of digital resources, including online journals, e-books, and digital lending systems, can increase the appeal of libraries and help them compete with the growing presence of online information sources. Libraries should also prioritize improving their digital search systems, ensuring that visitors can easily find and access the resources they need in an efficient manner. While this study provides valuable insights, there are some limitations that future research could address. One key limitation is the study's cross-sectional design, which provides a snapshot of visitor behavior at a specific point in time. Future research could explore longitudinal studies to track changes in visitor preferences and behaviors over time. Additionally, the study was focused on a specific population of library visitors, so it may not be fully generalizable to other regions or types of libraries. Future studies could consider broader, more diverse samples to enhance the generalizability of the findings.

Future research could also explore alternative analytical methods to gain deeper insights into visitor behavior and preferences. For example, Conjoint Analysis could be used to determine how different factors (such as facility comfort, digital access, and service quality) are weighted by visitors when making decisions to visit a library. Structural Equation Modeling (SEM) could help researchers better understand the relationships between various factors and their collective impact on visitor interest. Cluster Analysis and Chi-Square Analysis could provide further insights into how different demographic groups interact with library services, offering more tailored recommendations for library management.

This study contributes to the broader field of library science by providing empirical evidence on the factors that influence library visitor behavior. By identifying the key factors that drive visitor interest, this research offers valuable insights into how libraries can optimize their offerings to remain relevant in the digital age. It is hoped that the findings of this study will guide future strategies for library management, leading to more engaging and efficient libraries that meet the diverse needs of their visitors. In this way, libraries will continue to serve as valuable resources for communities, providing access to information and fostering learning in a dynamic and ever-changing environment.

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