A Study on the Effect of Relationship Marketing of Libraries on the Quality of User Relationship and the Intention of Selective Behavior*

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ABSTRACT

In this study, by examining and understanding how the relationship marketing factors form a relationship for the user trust and satisfaction with the library users, and by examining how they affect the users' intention to re-visit and word of mouth, it was intended to be meaningful in providing the useful basic data for utilizing them in the context of the library marketing strategy. This study conducted a survey with the public library users. Based on the results of the study, first, as the relationship factor increases, the reliability increases. Second, it was discovered that satisfaction increased as the professionalism factor and the relationship factor increased. Third, it was discovered that the higher the reliability and satisfaction factors, the higher the intention for word of mouth and the intention to revisit. Fourth, it was discovered that when the relationship orientation factor and the communication factor increased, the intention for word of mouth increased. Furthermore, it was discovered that when the users' satisfaction with the library was high, it had an effect on intention to revisit and the intention for word of mouth.

1. Introduction

Since the beginning of the 4th industrial revolution, the environment around the library has started to change rapidly due to the groundbreaking developments of information technology. The development of information technology has made it easier for the library users to search and acquire information on their own, and for this reason, the users have come to think that the services provided by

the library are easily available to anyone (Kim & Jang, 2015). According to the circumstances of the times, the realm of library and information science emphasized that the library should break away from the passive attitude of waiting for the users to come directly, and move actively to impress its position and role, and the movement of change in response to this situation has begun to occur (Kim & Jang, 2015; Park, 2018). To respond to changes inside and outside the library, a new strategic direction was recognized by applying marketing, which is primarily used in the field of business administration, for the library (Kim & Jang, 2015).

Rah et al. (2018) claimed that, whether it is a private company or a public institution that provides public services needed by the national community to achieve public purposes in a market that generates profits by selling goods and services, adapting to the ever-changing external environment and only through changes can the continuous development be assured. Furthermore, in the case of the private companies that have to survive by being exposed to unlimited market competition, if they fail to adapt to environmental changes or innovate, they have no choice but to be expelled immediately. Whereas, a public institution or a quasi-governmental institution that is entrusted to act on behalf of the state can have organizational and business continuity, as long as it does not take the public tasks granted by the state to the people's orders (Rah et al., 2018). In the private sector, the expansion of social networks has made it impossible for the consumers to adhere to many existing operating methods as they can search for and purchase the products and services they want anytime, anywhere. It was determined that the era of 'new normal' has now advented, where traditional sales methods can no longer capture the hearts of consumers. In line with the needs of society and the changing times, relationship marketing has emerged among the strategic and planned marketing methods, and recently, relationship marketing focused on the relationship with consumers has begun to increase. Eber and Thorsten claimed that the suppliers have been strengthening their relationship marketing efforts to maintain their long-term and stable business relationships with buyers due to the low-growth economic environment and fierce competition since the 2010s (Yoon & Moon, 2018).

Lee (2012) mentioned in A Study on Marketing Strategies of Public Libraries that library marketing is important and that various marketing strategies must be developed in order for public libraries to become a central organization in the community.

Libraries have also been required to provide fast and flexible, high quality services due to the changes in the internal and external environment. To secure competitiveness, they also need a user centric marketing strategy that can enhance their competitiveness in the long term, and voluntary management innovation and marketing changes are required. Hence, in this study, the purpose of this study is to examine and understand whether a company's relationship marketing strategy can increase the user satisfaction and reliability and maintain a stable and long-term relationship when it is applied to the library.

In this study, by examining how the relationship marketing factors form a relationship for the user trust and satisfaction with library users, and by examining how they affect users' intention to re-visit and word of mouth intention, it was intended to be meaningful in providing the useful basic data for utilization in the context of the library marketing strategy. Hence, it was necessary to verify the research results that the library's relationship marketing activities increase the reliability

and satisfaction of users and have a positive effect on the intention of selective behavior. It is necessary to empirically study how the relationship marketing factors of libraries affect users' intention to revisit and word of mouth intention. Such a study can serve as a new framework to illuminate the interaction relationship between library and users in the previous studies. Furthermore, this study will help to increase the efficiency and effectiveness of the library's marketing strategy, and will contribute to the theoretical expansion and supplementation of library marketing.

2. Previous Studies

To perform the purpose of this study, which is to increase user satisfaction and reliability, and to promote continuous visits by introducing a relationship marketing method to the library, previous studies were investigated and analyzed. First, the previous studies on library marketing and relationship marketing and the intention to continue relationship with the library world were investigated and analyzed. As a result, the research on marketing-related research conducted in the field of library and library science, the research on the library relationship continuation intention conducted in the field of library and information science, and research related to relationship marketing conducted in other fields, and previous research for marketing and relationship continuation, etc., were investigated and analyzed.

First, the research that applied marketing to libraries has been consistently progressing in the field of library and information science and libraries from the 2000s until recently. Research has been conducted not only to promote the library using marketing, but also to increase the need and value of the library in the local community. Examining the library research using marketing, first, the library marketing research introduced into the library was conducted by using social media and social networks (Cha, 2018; Kim & Noh, 2013; Hwang & Koo, 2011). Second, it is apparent that the public library marketing strategy studies have been conducted to increase the library's brand asset value by eliciting user satisfaction through the establishment of a library's own differentiated marketing strategy (Ji, 2013; Seok, 2013; Lee, 2017). Third, a study (Lee, 2008) that analyzed the current state of public library marketing and the librarians' perceptions of marketing and suggested a plan to activate public library marketing based on this analysis has also been conducted.

Subsequently, it was discovered that the researches on relationship formation between library and users and relationship management with users have been conducted through the previous studies. In particular, there have been studies conducted from the perspective of customer relationship management (Yoo, 2002; Kim & Kim, 2009) to establish a differentiation strategy for the libraries according to the characteristics and needs of users, while the studies have been conducted to identify the relationship between the relationship benefits of libraries and library trust and awareness. (Park, 2017; Shin, 2019).

Lastly, as a result of examining and understanding the research on relationship marketing, it was discovered that the research on relationship marketing has been primarily focused on the corporate consumer marketing. Among them, the research related to cultural marketing and relationship marketing of lifelong education institutions was analyzed, which is the closest to the library research. First,

an empirical study was conducted on the consumers who use a complex cultural space operated by a company to find out how the corporate cultural marketing affects brand image and brand loyalty (Jung, Choi, & Choi, 2018). As a result of the study, it was empirically identified that consumers perceive corporate cultural marketing and that brand image as a cultural enterprise affects consumer brand loyalty, which is essential for companies (Jung, Choi, & Choi, 2018). Furthermore, an empirical study was conducted to analyze whether a lifelong education institution can secure competitiveness through relationship marketing as a marketing strategy and play a social role for the formation of a social community (Kim, 2011). In this study, it was claimed that the strategic application of relationship marketing to the management of lifelong education institutions contributes to the formation of the community that lifelong education should aim for (Kim, 2011).

For this study, the research on library marketing, relationship formation between library and users, and relationship management with users, and the previous research on relationship marketing were analyzed in the field of library and information science and library from the 2000s until recently. The overall implications of analyzing each preceding study are as follows. First, the research on library marketing was conducted primarily on the content that suggests marketing strategies and marketing revitalization measures. It is apparent that there has not been a discussion of the marketing measures focused on relationship marketing and relationship management with users to date. Hence, it is necessary to proceed with the discussion of library marketing that can sustain the relationship with users through this study. Second, a number of studies on library customer relationship management have been conducted. It is also apparent that the existing studies have conducted research on library services from the perspective of relationship management, or studies that identify the relationship between library trust and perception based on relationship benefits.

Hence, since no research has been conducted to determine as to whether the library's relationship marketing factors affect the satisfaction, trust, intention to revisit, and word of mouth intention of users, who are library customers, through this study, it is necessary to proceed with the discussion of whether it affects the formation of long-term relationships. Third, as a result of analyzing previous studies on relationship marketing in other fields, it was discovered that relationship marketing affects corporate image and loyalty, and it is necessary to actively introduce the concept of relationship marketing to institutional management (Jung, Choi, & Choi, 2018; Kim, 2011). Hence, it was identified that it is necessary to conduct the research on the introduction of relationship marketing in the library industry in advance to ensure that the relationship marketing may be introduced to increase the user loyalty and improve a positive and differentiated image of the library.

3. Research Design

3.1 Research model and research hypothesis

Based on the research related to relationship marketing, the factors related to relationship marketing factors, relationship quality, and intention of selective behavior were derived. First, the relationship marketing factor is a long-term and continuous activity to increase relationship continuity in the

relationship with users. Furthermore, the relationship quality is consisted of satisfaction and trust factors, and intention of selective behavior consisted of intention to revisit and word of mouth intention. In this study, the following research model was established to examine and articulate the effect of relationship marketing factors in the library on relationship quality and the intention of selective behavior (refer to Figure 1).
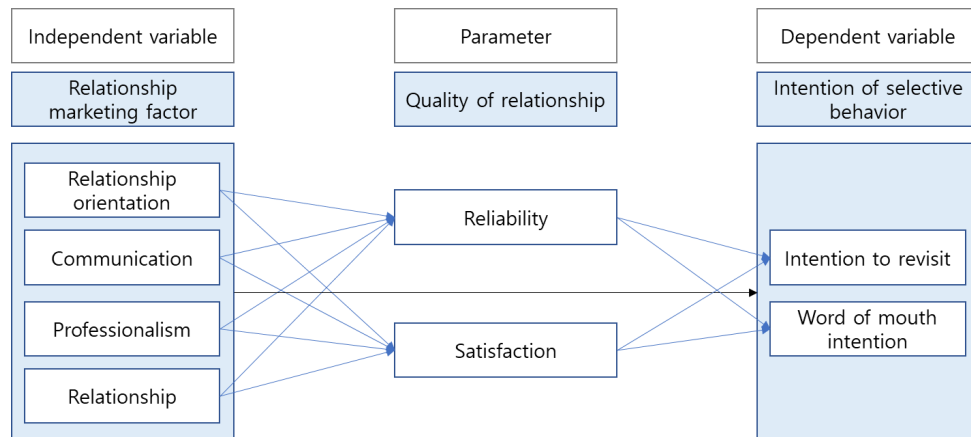

Fig. 1. Research model

Based on the theoretical considerations and research models, this study examines the relationship marketing, which is consisted of relational orientation factors, communication factors, professionalism factors, and relationship factors, of the library, which is evaluated as satisfaction and trust, and the intention of which is consisted of the intention to revisit and word of mouth intention, which will affect the intention of selective behavior. Furthermore, the quality of the relationship (trust, satisfaction) is highly likely to affect the intention of selective behavior (intention to revisit, word of mouth intention). Furthermore, for the empirical analysis based on the hypothesis that there is a causal relationship between relationship marketing and relationship quality (trust, satisfaction) and the intention of selective behavior (intention to revisit, word of mouth), the following research hypotheses were established and selected.

H1: The library relationship marketing factors will have a positive effect on the relationship quality (reliability).
H2: The library relationship marketing factors will have a positive effect on the relationship quality (satisfaction).
H3: The library relationship marketing factors will have a positive effect on the intention of selective behavior.
H4: The library relationship marketing factors will have a positive effect on the intention of selective behavior.
H5: The quality of library relationship (reliability, satisfaction) will have a positive effect on the intention of selective behavior (intention to revisit, word of mouth intention).

3.2 Operational definition of variables and the structure of questionnaire

As examined earlier in the theoretical background, in this study, the following variables were derived and measured to empirically verify the relationship between these variables according to the relationship marketing factors of the library.

The construct used in this study is consisted of a total of 8 factors, including 4 relationship marketing factors, 2 factors for relationship quality (trust, satisfaction), and 2 factors for intention of selective behavior (intention to revisit, word of mouth). The relationship marketing factors were consisted of relationship orientation, communication, professionalism, and ties based on the analysis of previous studies, and the concept of each factor was described in detail through the theoretical background.

From the library's point of view, relationship marketing can still be difficult to understand, given unclear interpretations and goals. However, the relationship between the library and users is assumed (estimated) within the scope of relationship marketing and used strategically. Based on which, the following operational definitions were reached to identify relationship marketing factors, relationship quality, and intention of selective behavior necessary for this study as the variables appropriate for libraries.

The first relational orientation among the relationship marketing execution factors refers to the act of the library providing necessary information and service development to the users appropriately.

Second, communication refers to the extent to which the library tries to communicate with users and reflects the results of communication in the service in various ways.

Third, professionalism refers to the act of a librarian, who is the library operator, to provide professional services to the users based on her professional knowledge, abilities, and attitude.

Among the fourth execution factors, the relationship refers to the close relationship between the librarian, a library service provider, and the customer, the user. The definition of the four execution factors was established based on the definition applied via Kim (1999), Hennig-Thurau et al. (2000), Lee and Lee (2014), Choi (2014), Kim et al. (2015), Kim (2018), Kim (2020), Kwak and Noh (2020), etc.

To examine and understand the extent of influence of relationship marketing, this study intends to provide the following operational definitions for the library's trust and satisfaction and the users' intention of selective behavior. First, trust refers to the extent to which the library's information and services may be trusted. Satisfaction also refers to the extent of satisfaction with information and services of the library. This was established on the basis of quality as the basis for trust and satisfaction in the study of Moorman et al. (1992). Furthermore, the intention to revisit and word of mouth intention refer to the extent of willingness of users to revisit the library and the extent of willingness to introduce the library to others. This rationale was established based on the content defined in the studies of Kwak and Noh (2020).

3.3 Selection of survey subjects and the analytical method

This study conducted a survey on the public library users. When selecting a survey target, it

was necessary to find out as to whether library services had an effect on attracting the users' continued interest. Considering which, a survey was conducted focusing on the libraries that operated in excellence in 2020 (Ministry of Culture, Sports and Tourism, 2020).

To this end, first, a survey was requested by phone, targeting 30 libraries introduced in the Public Library Operation Case Book published by the Public Library Council, and the libraries selected for the 2020 library innovation ideas and best practices published by the National Library of Korea. However, due to the recent spread of the COVID-19 infectious disease, it has been difficult to collect library surveys due to reasons such as a decrease in library users and the inability to operate the library. Hence, the 20 libraries that responded to the questionnaire were finally selected and a user survey was conducted.

The survey was conducted by using the online method considering the situation. The detailed survey process is as follows. For the libraries that responded to the survey, an online-only guide was produced and sent to their librarians by email. Upon request, a poster was created and information on the questionnaire was sent directly to the library by post. Furthermore, a link to the KSDCDB online questionnaire was sent by email to ensure that they could directly participate in the survey.

The survey period was conducted for about 14 days from February 16, 2021. The survey was proceeded to ensure that the intention and purpose of the study could be fully understood, and the library workers (librarians, etc.) were assisted. Based on the number of study subjects, the minimum sample number of 129 was calculated by using the G power 3.1.9 program with a significance level of .05, a power of .95, a medium effect size of .15, and 4 predictors. Accordingly, a total of 230 copies were used for the final analysis in consideration of the dropout rate (refer to Table 1).

Table 1. Survey subjects and survey period

Classification	Contents
Period of survey	**February 16 - March 2, 2021 (about 14 days)**
Method of survey	Online survey conducted (using KSDCDB) Distributed online-only flyers to libraries that responded to the survey
Target of survey	**230 public library users**
Survey stage	Library selection: Public library council, libraries which selected Public Library Operation Case, library innovation ideas and best practices library, etc. ▼ Selected library survey: Conducted user surveys at 20 public libraries that responded to the survey

As illustrated in Table 2, the questionnaire composition and number of questions for conducting the research are consisted of 4 questions on demographic characteristics and 4 questions on the execution factors of relationship marketing, each with 6 detailed questions, and 4 details on satisfaction. There are a total of 2 questions regarding revisit intention and word of mouth intention, 4 detailed questions about reliability, and intention of selective behavior.

Table 2. Survey questionnaire's design

Classification		Count	Measurement item	Referenes
Demographic characteristics		4	Gender, age, occupation, number of library uses	-
Relationship marketing factor	Relationship orientation	6	• Understanding of demands • Identification and management of complaints • Efforts to provide good service • Performance of promises • Preliminary identification of needs or requirements and actions • User awareness of importance and behavior	Kim (1999); Lee and Lee (2014); Choi (2014); Kim (2020); Kim (2018); Gimpo City (2019); Kwak and Noh (2020)
	Communication	6	• Efforts to focus on the story • Attempt to have a conversation to know exactly what the question is about • Reference material information service • Provide services utilizing various information technologies • Provide continuous library information to users • Efforts to obtain various information requests	
	Professionalism	6	• Retain professionalism in a specific information area • More professionalism than other similar institutions • Prediction and development of new services suitable for the times • Structure of various knowledge, information, and information sources • Coping with changes in work means • Respond quickly to new issues	
	Relationship	6	• Maintain long-term relationships with users • Exchange of opinions with users • Mutual decision making • Maintain intimacy with users • Friendly staff • Consistently respond to requests for advising	
Quality of relationship	Reliability	5	• Consistency of service quality • Reliability of information • Service at the desired time • Accurate provision of desired services • Provision of new information that can be replaced	Choi (2013)
	Satisfaction	4	• Overall satisfaction with the library • Satisfaction with the experience • Overall satisfaction with the service provided • Meet my expectations	Shin, Song, and Hwang (1999)
Intention of selective behavior	Intention to revisit	4	• Plan to continue using the library • Plan to use more than other libraries • Plan to use the library when using the library • Visit this library with priority	Jung (2018); Hong (2011); Lee (2006); Kwak and Noh (2020)
	Word of mouth intention	4	• Talk to others positively (favorably) • Think about recommending the library to acquaintances • Recommend to use the library in use • Share experiences in the library with others	

4. Research Results

4.1 Respondents' general characteristics

Frequency analysis was conducted to examine and understand the demographic characteristics of the respondents, and the demographic characteristics of the respondents were demonstrated in Table 3. First, as for gender, males were 37.8% and females were 62.2%, indicating that females were higher than males. In terms of age, 24.3% in their 30s, 23.5% in their 40s, 22.6% in their 20s, 20% in their teens, and 9.6% in their 50s. In terms of occupation, students accounted for the highest at 36.5%, followed by office workers at 16.5%, professional workers and housewives at 7.8%, while service workers, teaching staff and civil servants at 7%, each respectively.

In the questionnaire asking about the experience of using library services, 28.3% responded that they used once or twice a month, 24.3% said that they used 1-2 times a week, 20.4% said that they used it 1-2 times a year, and 13.9% said that they rarely use it, while more than 3 times a week turned out to be 13%, each respectively.

Table 3. Demographic characteristics

Classification		Frequency	Percentage
Gender	Men	87	37.8
	Women	143	62.2
	Total	230	100
Age	Teens	46	20.0
	Those in their 20s	52	22.6
	Those in their 30s	56	24.3
	Those in their 40s	54	23.5
	Those in their 50s or older	22	9.6
	Total	230	100
Occupation	Student	84	36.5
	Self employed	10	4.3
	Production engineer	14	6.1
	Office worker	38	16.5
	Professional worker	18	7.8
	Service worker	16	7.0
	Teacher, public servant	16	7.0
	Housewife	18	7.8
	Retired, unemployed	6	2.6
	Others	10	4.3
	Total	230	100
Experiences in using library services	3 times or more per week	30	13.0
	Approximately 1-2 times per week	56	24.3
	Approximately 1-2 times per month	65	28.3
	Approximately 1-2 times per year	47	20.4
	Almost not used	32	13.9
	Total	230	100

4.2 Descriptive statistical analysis

The results of descriptive statistical analysis for the measurement tools used in this study are as follows (refer to Table 4). Examining the results of detailed analysis, the average of relationship orientation factor 3 (the library I use tries to provide good services to the users) was the highest at 3.57 for the relationship orientation factor. For the communication factor, the average of the communication factor 4 (the library I use utilizes various information technologies to provide better service) was 3.48, and for the professionalism factor, the professionalism factor 4 (the library I use uses various knowledge, information, and information sources to structure provided to the users) and professionalism factor 5 (the library I use copes with changes in work means according to new situations) demonstrated the highest average of 3.43, each respectively. In the analysis of the relationship factor, the relationship factor 5 (the staff (librarian) of the library I used was kind) demonstrated the highest average with an average of 3.56.

As for the reliability parameter, reliability 2 (the information provided by the library is always reliable) was 3.90, and for the satisfaction, the average of satisfaction 1 (I am generally satisfied with the library I use) was 3.91, which was the highest average. For the dependent variable, intention to revisit, the mean of intention to revisit 1 (I plan to continue using the library I use) was 3.98, and in word of mouth intention, the mean of word of mouth 4 (I will share my library experience with others) was 3.92, indicating the highest frequency among related items.

Skewness is a statistic that measures how symmetrically distributed the data are from the mean. If the data are distributed symmetrically, the skewness is 0. Furthermore, if the measured value is negative, it is a left-tailed distribution inclined to the right, and if it is positive, it has a right-tailed distribution inclined to the left (KSDCDB's website). It indicates how much the data distribution shape is inclined in which direction. Generally, when the absolute value of skewness is greater than 1, it is considered to be significantly deviating from the normal distribution (Sung et al., 2011).

Kurtosis is a statistic that indicates how sharp the peaks of a distribution are. If the data distribution is a smooth curve, the kurtosis is 0. Furthermore, if the measured value is negative, it has a flat shape, and if it is positive, it has a pointed shape (KSDCDB's website). It is considered that the absolute value of kurtosis must be less than 7 to achieve a normal distribution. From this criterion, the skewness and kurtosis of the data used in this study were found to satisfy the standard. Hence, it is apparent that a normal distribution is assumed (Sung et al., 2011).

Table 4. Descriptive statistical analysis

Question		Mean	Standard deviation	Skewness	Kurtosis
Independent variable	Relationship orientation factor 1	3.374	1.311	-.367	-.912
	Relationship orientation factor 2	3.522	1.277	-.493	-.761
	Relationship orientation factor 3	3.574	1.302	-.630	-.624
	Relationship orientation factor 4	3.565	1.289	-.528	-.751
	Relationship orientation factor 5	3.409	1.334	-.381	-.958
	Relationship orientation factor 6	3.548	1.303	-.524	-.763
	Communication factor 1	3.426	1.342	-.333	-1.019
	Communication factor 2	3.443	1.269	-.286	-.984
	Communication factor 3	3.357	1.296	-.226	-1.038
	Communication factor 4	3.487	1.199	-.367	-.721
	Communication factor 5	3.452	1.289	-.398	-.840
	Communication factor 6	3.391	1.231	-.186	-.949
	Professionalism factor 1	3.304	1.342	-.221	-1.099
	Professionalism factor 2	3.313	1.297	-.163	-1.077
	Professionalism factor 3	3.400	1.273	-.274	-.974
	Professionalism factor 4	3.435	1.295	-.341	-.959
	Professionalism factor 5	3.435	1.268	-.344	-.922
	Professionalism factor 6	3.348	1.274	-.217	-1.036
	Relationship factor 1	3.296	1.288	-.171	-1.070
	Relationship factor 2	3.243	1.305	-.056	-1.145
	Relationship factor 3	3.278	1.370	-.144	-1.266
	Relationship factor 4	3.252	1.340	-.229	-1.059
	Relationship factor 5	3.565	1.335	-.585	-.867
	Relationship factor 6	3.400	1.314	-.352	-1.016
Parameter	Reliability 1	3.887	.823	-.072	-.948
	Reliability 2	3.904	.876	-.205	-.940
	Reliability 3	3.739	.945	-.146	-.685
	Reliability 4	3.757	.902	-.003	-1.007
	Reliability 5	3.757	.958	-.095	-1.075
	Satisfaction 1	3.913	.902	-.404	-.355
	Satisfaction 2	3.887	.913	-.398	-.385
	Satisfaction 3	3.878	.945	-.318	-.658
	Satisfaction 4	3.730	.938	-.079	-.712
Dependent variable	Intention to revisit 1	3.983	.925	-.567	-.268
	Intention to revisit 2	3.887	.960	-.429	-.555
	Intention to revisit 3	3.974	.910	-.579	-.151
	Intention to revisit 4	3.913	.930	-.482	-.358
	Word of mouth intention 1	3.904	.924	-.410	-.448
	Word of mouth intention 2	3.843	.930	-.207	-.704
	Word of mouth intention 3	3.861	.952	-.331	-.640
	Word of mouth intention 4	3.922	.945	-.406	-.579

4.3 Verification of validity and reliability

In this study, in order to prove the validity of the hypothesis testing results, the reliability and validity of the measurement tools were previously verified. The exploratory factor analysis was performed by using SPSS 22.0K to verify the results by dividing into convergence validity, which means internal consistency between items, and discriminant validity, which means independence between dimensions, within the evaluation dimension of measurement variables. For the factor extraction method, the principal component extraction method was used. For the factor rotation method, Varimax rotation, one of the orthogonal rotation methods, was performed. For the factor analysis, the items loaded with other factors or with a factor loading less than 0.4 were excluded.

The confirmatory factor analysis was performed by verifying the centralized validity of each measurement variable and the concentrated validity and discriminant validity of latent variables. For the validity evaluation, the exploratory factor analysis followed by the confirmatory factor analysis was divided into the exogenous and endogenous variables and performed by using the measurement model of AMOS 21.0. The confirmatory factor analysis is a method of factor analysis that contrasts with exploratory factor analysis. It is a method used when the researcher knows in advance the information about the theoretical structure hidden inside the data and wants to confirm the theoretical structure. This is used to verify reliability because it assumes internal consistency but cannot verify it. To evaluate the fit, the p values of GFI, AGFI, RMR, NFI, χ^2, and χ^2 were used. Reliability refers to the variance of the measured values when they are repeatedly measured for the same concept.

In this study, reliability was measured using the Cronbach's Alpha coefficient to measure the internal consistency. Nunnally (1978) claimed that an alpha value of 0.60 or more is sufficient in exploratory research fields, 0.80 in basic research fields, and 0.90 or more in applied research fields requiring important decisions. Furthermore, Van et al. (1980) generalized that if the alpha value, which is generally required at the level of analysis of the organizational unit, is 0.60 or greater, there is no problem in the reliability of the measurement tool.

4.3.1 Exploratory factor analysis of relationship marketing

Four factors were extracted as a result of factor analysis for relationship orientation, communication, professionalism, and relationship, which are the relationship marketing characteristic factors, which are the independent variables of the model of this study. As a result of factor analysis, the eigen-value ranged from 2.840 to 5.362, all of which were above 1.0, indicating that all variables were clearly classified. In detail, the cumulative variance was 88.834%, and the factorial value was greater than 0.4, confirming both the convergent validity and discriminant validity of the measured variables of the same factor. Furthermore, the value of KMO was .950, and the chi-square value was found to be 6854.605 (df = 171, p = .000) in the Bartlett's sphericity test.

Examining the results of the exploratory factor analysis, the professionalism factor was consisted of 5 related questionnaires, and the eigen value was 5.362 and the explanatory variance was 28.22%, which was identified as the professionalism factor. As a result of the exploratory factor analysis

for the relationship orientation factor, they were all consisted of five related questionnaires. The eigen value was 5.195 and the explanatory variance was 27.345%, and hence, it was selected as the relationship orientation factor. As a result of the analysis of the relationship factor, all five related questionnaires were consisted, and the eigen value was 3.481 and the explanatory variance was 18.32%. In the analysis of communication factors, all four related questionnaires were consisted. The eigen value was 2.840 and the explanatory variance was 14.95%, and hence, this study was conducted by selecting the relationship factor and communication factor. In addition, the Cronbach Alpha value of all four factors was above 0.6, indicating that there is no problem with the measurement tool.

Table 5. Exploratory factor analysis results for relationship marketing

Questionnaire	Component			
	1	2	3	4
Professionalism factor 2	.839			
Professionalism factor 4	.817			
Professionalism factor 1	.805			
Professionalism factor 6	.745			
Professionalism factor 3	.685			
Relationship orientation factor 2		.826		
Relationship orientation factor 1		.819		
Relationship orientation factor 4		.809		
Relationship orientation factor 3		.787		
Relationship orientation factor 6		.739		
Relationship factor 1			.701	
Relationship factor 5			.678	
Relationship factor 6			.627	
Relationship factor 3			.622	
Relationship factor 2			.618	
Communication factor 1				.652
Communication factor 5				.638
Communication factor 3				.614
Communication factor 2				.576
Eigen-value	5.362	5.196	3.481	2.840
Explained variance(%)	28.223	27.345	18.321	14.945
Cumulative variance(%)	28.223	55.568	73.889	88.834
Cronbach Alpha	.961	.972	.966	.947

4.3.2 Exploratory factor analysis of the quality of relationship and the intention of selective behavior

According to the results of the exploratory factor analysis for the relationship quality (reliability, satisfaction) and the dependent variables, intention of selective behavior (intention to reuse, word

of mouth intention), the parameters of this study are the results of the exploratory factor analysis of the mediating and dependent variables. As a result, reliability, word of mouth intention, intention to revisit, and satisfaction were extracted into four factors. As illustrated in the extracted results, the eigen values ranged from 2.479 to 4.314, all exceeding 1.0, and all variables were clearly classified. The cumulative variance was 89.10%, and the factor loading was also found to be larger than 0.4, and hence, both the convergent validity and discriminant validity of the measured variables within the same factor were verified. The KMO value was .928, and the chi-square value was found to be 5377.977 (df = 120, p = .000) in the Bartlett's sphericity test.

Examining the detailed analysis results, in the case of reliability, all five related questionnaires were consisted, the eigen value was 4.314 and the explanatory variance was 26.97%, and hence, it was selected as a reliability factor. It was confirmed that the eigen value was 3.737 and the explanatory variance was 23.35%, which was confirmed as a factor of word of mouth intention. Examining the results of the exploratory factor analysis for intention to revisit, it was consisted of 4 related items, and the eigen-value was 3.727 and the explanatory variance was 23.29%, and hence, it was named the intention to revisit. As a result of the analysis of satisfaction, it consisted of three related questionnaires. The eigen-value was 2.479 and the explanatory variance was 15.49%, and hence, this study was conducted by selecting it as a satisfaction factor. The Cronbach's Alpha value of all four factors was above 0.6, indicating that there is no problem with the measurement tool.

Table 6. Results of exploratory factor analysis on relationship quality and intention of selective behavior

Questionnaire	Component			
	1	2	3	4
Reliability 2	.808			
Reliability 4	.805			
Reliability 1	.719			
Reliability 5	.712			
Reliability 3	.698			
Word of mouth intention 2		.820		
Word of mouth intention 4		.746		
Word of mouth intention 1		.703		
Word of mouth intention 3		.701		
Intention to revisit 2			.807	
Intention to revisit 3			.803	
Intention to revisit 1			.748	
Intention to revisit 4			.706	
Satisfaction 3				.714
Satisfaction 1				.669
Satisfaction 2				.665
Eigen-value	4.314	3.737	3.727	2.479
Explained variance(%)	26.965	23.354	23.293	15.491
Cumulative variance(%)	26.965	50.320	76.613	89.104
Cronbach Alpha	.956	948	.964	.967

4.3.3 Confirmatory factor analysis

Before conducting the structural equation analysis for the entire model, the convergent validity and discriminant validity of the measured variables were partially confirmed through the exploratory factor analysis. However, the confirmatory factor analysis of the antecedent factors was performed by using AMOS 21.0 to confirm the uni-dimensionality of each factor and statistically verify the measurement items.

As a result of the confirmatory factor analysis for the characteristics of the antecedent factors, $\chi^2 = 1806.955$, df $= 402$, and p-value for χ^2 was found to be 0.000. Verifying further in detail, it turned out that the standard fit index (NFI) is .853, the Tucker-Lweis index (TLI) is .862, the comparative fit index (CFI) is .881, the incremental fit index (IFI) is 882, the Simplicity Basic Fit Index (Parsimonius CFI) is .762, simple standard fit index (Parsimonius NFI) is .737, mean difference between factors (RMR) is .036, and RMSEA (Root Mean Square Error or Approximation) is .124. Based on which, the model of this study had a CFI index of .881 and PCFI and PNFI higher than the standard value, indicating that the Chi-square value was also significant when compared with the fitted model indicators.

As a result of the confirmatory factor analysis, if one seeks to interpret the size of the critical ratio for the structural model estimation based on the absolute value of 1.96 or more, the model of this study is the rejection ratio of each measured variable (C.R.) as demonstrated in Table 7 significantly exceeded 1.96, and the significance level was confirmed to be significant as p<0.001. As a result of the analysis, it was discovered that there is convergent validity. Hence, in this study, it is possible to verify the hypothesis based on the collected data.

Table 7. Confirmatory factor analysis' fitness index

Fit	Standard	Index
NFI	> 0.9 Excellent > 0.8 Good	.853
TLI	> 0.9 Excellent > 0.8 Good	.862
CFI	> 0.9 Excellent > 0.8 Good	.881
IFI	Closer to 1	882
PCFI	> 0.7Excellent > 0.6Good	.762
PNFI	> 0.7Excellent > 0.6Good	.737
RMR	Minimum value	.036
RMSEA	< 0.1accepted, < 0.05 optimal	.124

Table 8. Results of confirmatory factor analysis

Classification			Estimate	S.E.	C.R.	P
Professionalism factor 6	←	Professionalism factor	1.000			
Professionalism factor 1	←	Professionalism factor	.993	.041	24.141	***
Professionalism factor 4	←	Professionalism factor	1.009	.034	29.371	***
Professionalism factor 2	←	Professionalism factor	.995	.036	27.556	***
Relationship orientation factor 3	←	Relationship orientation factor	1.000			
Relationship orientation factor 4	←	Relationship orientation factor	1.031	.041	25.247	***
Relationship orientation factor 1	←	Relationship orientation factor	1.066	.040	26.650	***
Relationship orientation factor 2	←	Relationship orientation factor	1.048	.038	27.560	***
Relationship factor 2	←	Relationship factor	1.000			
Relationship factor 3	←	Relationship factor	1.042	.035	29.405	***
Relationship factor 6	←	Relationship factor	1.006	.033	30.365	***
Relationship factor 1	←	Relationship factor	.956	.036	26.632	***
Communication factor 2	←	Communication factor	1.000			
Communication factor 3	←	Communication factor	.993	.044	22.771	***
Communication factor 5	←	Communication factor	.944	.044	21.237	***
Communication factor 1	←	Communication factor	1.057	.043	24.777	***
Reliability 5	←	Reliability	1.000			
Reliability 1	←	Reliability	.845	.040	21.314	***
Reliability 4	←	Reliability	.989	.038	25.721	***
Reliability 2	←	Reliability	.933	.040	23.492	***
Word of mouth intention 3	←	Word of mouth intention	1.000			
Word of mouth intention 1	←	Word of mouth intention	.986	.043	23.047	***
Word of mouth intention 4	←	Word of mouth intention	1.002	.044	22.697	***
Word of mouth intention 2	←	Word of mouth intention	.962	.045	21.199	***
Intention to revisit 4	←	Intention to revisit	1.000			
Intention to revisit 1	←	Intention to revisit	.981	.036	26.906	***
Intention to revisit 3	←	Intention to revisit	.968	.036	27.078	***
Intention to revisit 2	←	Intention to revisit	1.030	.037	28.076	***
Satisfaction 2	←	Satisfaction	1.000			
Satisfaction 1	←	Satisfaction	.965	.027	35.312	***
Satisfaction 3	←	Satisfaction	1.001	.030	33.296	***

5. Discriminant validity

To examine and understand the discriminant validity of the variables selected for this study, the discriminant validity analysis was performed with reference to the formula below. Discriminant validity is pertains to how different a concept actually differs from another concept. A high correlation between measures of different concepts could mean that the two concepts are not different, and hence, there must be a clear difference between different concepts in measures. Three methods are widely used to analyze discriminant validity (Fornell & Lercker, 1981).

Table 9 illustrates the average variance extraction amount and conceptual reliability between the constructs used for the measurement model of this study. It may be said that the discriminant validity between the constructs was secured because the square value of the correlation coefficient between the constructs did not exceed the AVE.

In this study, correlation analysis was first performed in order to find out what direction and to what extent the relationship between each research unit scale with proven uni-dimensionality was. Correlation analysis was performed to identify the correlation between independent variables, and most of the correlations were found to exist. Furthermore, the value of the discriminant coefficient is also above a certain level of 0.5, indicating that there is no abnormality in the discriminant validity.

Table 9. Analytical results of correlation and discriminant validity

Name of factor	Mean	Standard devication	Relationship orientation factor	Communication factor	Professionalism factor	Relationship factor	Reliability	Satisfaction	Intention to revisit	Word of mouth intention
Relationship orientation factor	3.5165	1.22933								
Communication factor	3.4196	1.20658	.856**	1						
Professionalism factor	3.3600	1.21654	.743**	.818**	1					
Relationship factor	3.3565	1.24059	.811**	.862**	.873**	1				
Reliability	3.8087	.83185	.676**	.714**	.784**	.795**	1			
Satisfaction	3.8928	.89155	.683**	.743**	.744**	.779**	.847**	1		
Intention to revisit	3.9391	.88510	.655**	.706**	.708**	.726**	.789**	.821**	1	
Word of mouth intention	3.8826	.87251	.730**	.743**	.709**	.717**	.808**	.824**	.801**	1
AVE			.813	.728	.784	.805	.868	.922	.886	.837
Concept reliability			.946	.914	.936	.943	.963	.973	.969	.953

5.1 Hypothesis analysis

The factors selected for this study were consisted of 8 important variables, namely, relationship orientation, communication, professionalism, ties, reliability, satisfaction, intention to revisit, and word of mouth intention. As the factors derived through exploratory factor analysis in the research model, the validity of factor variables was verified through the confirmatory factor analysis.

Examining the verification results of the overall model presented in the research model, it turned out that $\chi^2 = 1762.387$, df = 399, p-value for $\chi^2 = 0.000$, standard fit index (NFI) = .856, Tucker-Lweis index (TLI) = .865, Comparative fit index (CFI) = .884, incremental fit index (IFI) = 885, simple basic fit index (Parsimonius CFI) = .759, simple standard fit index (Parsimonius NFI) = .735, mean difference between factors (RMR) = .056, RMSEA(root mean square error or approximation) = .122. As illustrated in Table 10, both the CFI and RMSEA values among the overall fitness indices exceed the standard values. Hence, when the overall fitness indices are comprehensively considered, it is apparent that this model is generally an acceptable model.

Table 10. Research model fit index

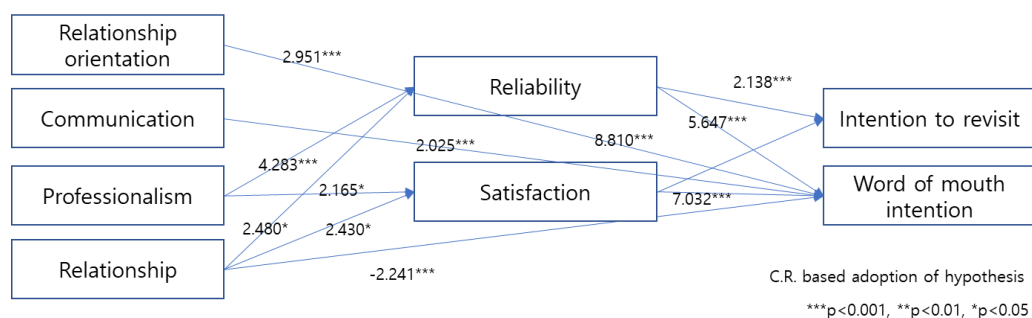| Fit	NFI	TLI	CFI	IFI	PCFI	PNFI	RMR	RMSEA
Standard	> 0.9 Excellent > 0.8 Good	> 0.9 Excellent > 0.8 Good	> 0.9 Excellent > 0.8 Good	Closer to 1	> 0.7 Excellent > 0.6 Good	> 0.7 Excellent > 0.6 Good	Minimum value	< 0.1 accepted, < 0.05 optimal
Index	.856	.865	.884	.885	.759	.735	.056	.122

Fig. 2. Results of research model analysis

The verification results of the final research model are as illustrated in Figure 2, and the results of the structural equation may be illustrated in Table 11. Examining the results of detailed hypothesis analysis, the professionalism factor had a statistically significantly positive influence on the reliability with a C.R value of 4.283 and the relationship factor with a C.R value of 2.430 on the reliability. These results are understood to be higher as the professionalism factor and the relationship factor increase. In the case of the influence on satisfaction, the professionalism factor and the relationship factor had a significant influence on the satisfaction with C.R values of 2.165 and 2.480. That is, it is interpreted that satisfaction increases as the professionalism factor and the relationship factor increase. The effect of reliability on the intention to revisit was a C.R value of 2.138, and the influence of word of mouth intention was a C.R value of 5.647, which had a significantly positive effect. Satisfaction also had a C.R value of 8.810 for the intention to revisit and C.R value for the word of mouth intention turned out to be 7.032 and had a positive effect. That is, it is understood that the higher the reliability and satisfaction factors, the more it leads to the word of mouth intention

52

and the intention to revisit.

In the case of influence on the word of mouth intention, it was confirmed that the C.R value of the relationship orientation factor was 2.951, the C.R value of the relationship factor was -2.241, and the C.R value of the communication factor was 2.025. That is, it is understood that when the relationship orientation factor and the communication factor increase, the word of mouth intention increases, and on the contrary, when the relationship factor increases, it is understood that the word of mouth intention decreases. Furthermore, the section with the greatest influence was found to be the section where satisfaction had an effect on the intention to revisit, followed by the section where satisfaction had the effect of the word of mouth intention.

Table 11. Analytical results of structural equation of research model

Hypothesis			Estimate	S.E.	C.R.	P	Accepted
Reliability	←	Professionalism factor	.352	.083	4.221	***	Accepted
Reliability	←	Relationship orientation factor	.090	.067	1.338	.181	
Reliability	←	Relationship factor	.232	.102	2.266	.023*	Accepted
Reliability	←	Communication factor	-.023	.097	-.239	.811	
Satisfaction	←	Professionalism factor	.185	.087	2.138	.032*	Accepted
Satisfaction	←	Relationship orientation factor	.089	.070	1.277	.202	
Satisfaction	←	Relationship factor	.254	.107	2.372	.018*	Accepted
Satisfaction	←	Communication factor	.103	.101	1.024	.306	
Intention to revisit	←	Reliability	.236	.056	4.190	***	Accepted
Word of mouth intention	←	Reliability	.401	.054	7.461	***	Accepted
Intention to revisit	←	Satisfaction	.660	.056	11.733	***	Accepted
Word of mouth intention	←	Satisfaction	.501	.053	9.484	***	Accepted
Intention to revisit	←	Professionalism factor	-.011	.087	-.123	.902	
Word of mouth intention	←	Professionalism factor	-.040	.077	-.526	.599	
Intention to revisit	←	Relationship orientation factor	.003	.065	.039	.969	
Word of mouth intention	←	Relationship orientation factor	.170	.058	2.951	.003**	Accepted
Intention to revisit	←	Relationship factor	-.017	.102	-.169	.866	
Word of mouth intention	←	Relationship factor	-.203	.091	-2.241	.025*	Accepted
Intention to revisit	←	Communication factor	.135	.093	1.440	.150	
Word of mouth intention	←	Communication factor	.168	.083	2.025	.043*	Accepted

***p<0.001, **p<0.01, *p<0.05

5.2 Hypotheses organized

The five hypotheses were suggested through the research method, and the final hypothesis testing results according to hypothesis analysis are as follows.

First, in the case of 'library relationship marketing factors will have a positive effect on the quality (reliability) of the relationship', the professionalism factor had a statistically significantly positive effect on reliability with a C.R value of 4.283, and relationship factor with a C.R value of 2.430 on reliability. Hence, professionalism among the factors of relationship marketing and the relationship factor had a positive effect on the reliability, and hence, it was partially accepted.

Second, in the case of 'library relationship marketing factors will have a positive effect on the quality (satisfaction) of the relationship', and when the satisfaction was affected, the professionalism factor and the relationship factor had a significant influence of the C.R values of 2.165 and 2.480 on the satisfaction. Among the relationship marketing factors, it was confirmed that professionalism and relationship factors had a positive effect on satisfaction, and hence, it was partially accepted..

Third, in the case of 'library relationship marketing factors will have a positive effect on the intention of selective behavior', it was rejected since there were no positive factors among the influences on intention to revisit.

Fourth, in the case of 'library relationship marketing factors will have a positive effect on the intention of selective behavior', and in the case of influence on the word of mouth intention, the C.R value of the relationship orientation factor was 2.951 and the C.R value of the communication factor was 2.025. Hence, among the factors of relationship marketing, relationship orientation and performance, it was confirmed that the communication factor had a positive effect on the word of mouth intention, and was partially accepted.

Fifth, in the case of 'quality of library relationship (reliability, satisfaction) will have a positive effect on the intention of selective behavior (intention to revisit, word of mouth intention)', the influence of reliability on intention to revisit turned out to be the C.R value of 2.138 , the influence on the word of mouth intention had a C.R value of 5.647, which had a significantly positive effect. Satisfaction also had a positive effect as it demonstrated a C.R value of 8.810 on intention to revisit and a C.R value of 7.032 on the word of mouth intention. That is, it was understood that the higher the reliability and satisfaction factors, the higher the word of mouth intention and the intention to revisit, and hence, the relevant hypothesis was accepted.

Table 12. Hypothesis reorganized

Research hypotheses		Accepted
H1	The library relationship marketing factor will have a positive effect on the quality of relationship (reliability).	**partially Accepted**
H1-1	Library professionalism will have a positive effect on reliability.	Accepted
H1-2	Library relationship orientation will have a positive effect on reliability.	rejected
H1-3	Library relationship will have a positive effect on reliability.	Accepted
H1-4	Library communication will have a positive effect on reliability.	rejected

54

Research hypotheses		Accepted
H2	The library relationship marketing factor will have a positive effect on the quality of relationship (satisfaction).	**partially Accepted**
H2-1	Library professionalism will have a positive effect on satisfaction.	Accepted
H2-2	Library relationship orientation will have a positive effect on satisfaction.	rejected
H2-3	Library relationship will have a positive effect on satisfaction.	Accepted
H2-4	Library communication will have a positive effect on satisfaction.	rejected
H3	The library relationship marketing factor will have a positive effect on the intention of selective behavior (intention to revisit).	**rejected**
H3-1	Library professionalism will have a positive effect on intention to revisit.	rejected
H3-2	Library relationship orientation will have a positive effect on intention to revisit.	rejected
H3-3	Library relationship will have a positive effect on intention to revisit.	rejected
H3-4	Library communication will have a positive effect on intention to revisit.	rejected
H4	The library relationship marketing factor will have a positive effect on intention of selective behavior (word of mouth intention).	**partially Accepted**
H4-1	Library professionalism will have a positive effect on word of mouth intention.	rejected
H4-2	Library relationship orientation will have a positive effect on word of mouth intention.	Accepted
H4-3	Library relationship will have a positive effect on word of mouth intention.	rejected
H4-4	Library communication will have a positive effect on word of mouth intention.	Accepted
H5	Library quality of relationship (reliability, satisfaction) will have a positive effect on intention of selective behavior (intention to revisit, word of mouth intention).	**Accepted**
H5-1	If the library's reliability is high, it will have a positive effect on intention to revisit.	Accepted
H5-2	If the library's satisfaction is high, it will have a positive effect on intention to revisit.	Accepted
H5-3	If the library's reliability is high, it will have a positive effect on word of mouth intention.	Accepted
H5-4	The high library satisfaction will have a positive effect on word of mouth intention.	Accepted

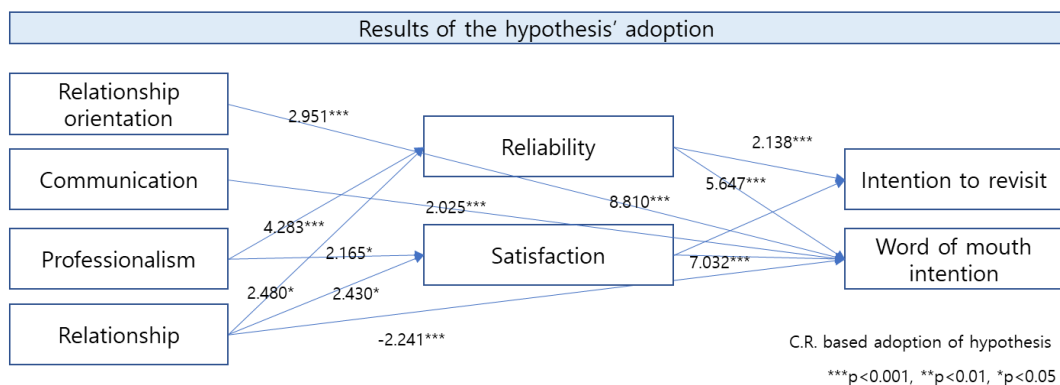**Fig. 3.** Results of the hypothesis' adoption

6. Conclusion and Recommendations

6.1 Conclusion

The purpose of this study was to examine and study the effects of the library relationship marketing factors on the relationship quality (trust, satisfaction) and the selective behavior factors (intention to revisit, word of mouth intention). Relationship marketing has emerged as one of the strategic and planned marketing methods in line with the needs of society and the changing times. It was discovered that relationship marketing efforts are further strengthened for this purpose (Yoon & Moon, 2018). Libraries have also been required to provide high quality, prompt and flexible services given the changes in the internal and external environments. Hence, in this study, a study was conducted to examine as to whether a company's relationship marketing strategy can increase the user satisfaction and reliability and maintain a stable and long-term relationship when applied to the library.

In this study, relationship orientation, professionalism, ties, and communication as the relationship marketing factors were selected as the major factors in the relationship with the users of library as a service institution based on the theoretical background. The effect on the intention of selective behavior, which is the intention of revisit, and the word of mouth intention was empirically analyzed. For the study, the study subjects were selected from among the library users. The empirical analysis results of this study may be summarized as follows.

First, as a result of surveying and analyzing that the library relationship marketing factor will have a positive effect on the quality (reliability) of the relationship, the professionalism factor has a statistically significant C.R value of 4.283 on the reliability and the relationship factor has a statistically significant C.R value of 2.430 on the reliability, having a significantly positive influence.

Second, as a result of surveying and analyzing that the library relationship marketing factor will have a positive effect on the quality (satisfaction) of the relationship, and if it did affect the satisfaction, the professionalism factor and the relationship factor were significantly influential with the C.R values of 2.165 and 2.480 on the satisfaction.

Third, as a result of surveying and analyzing that the library relationship marketing factor will have a positive effect on the intention of selective behavior (word of mouth intention), in the case of influence on the word of mouth intention, the relationship orientation factor had a C.R value of 2.951, and the communication factor had a C.R value of 2.025.

Fourth, as a result of surveying and analyzing the quality of library relationship (reliability, satisfaction) will have a positive effect on the intention of selective behavior (intention to revisit, word of mouth intention), the effect of reliability on the intention to revisit is a C.R. value of 2.138 and the influence on the word of mouth intention was a C.R value of 5.647, which had a significantly positive effect. Satisfaction also demonstrated a positive effect with a C.R value of 8.810 on the intention to revisit and a C.R value of 7.032 on the word of mouth intention.

Based on the results of the study, first, as the relationship factor increases, the reliability increases. Second, it was discovered that satisfaction increased as the professionalism factor and the relationship factor increased. Third, it was discovered that the higher the reliability and satisfaction factors,

the higher the word of mouth intention and the intention to revisit. Fourth, it was discovered that when the relationship orientation factor and the communication factor increased, word of mouth intention increased. Furthermore, it was discovered that when the users' satisfaction with the library was high, it had an effect on the intention to revisit and the word of mouth intention.

6.2 Recommendations

To present the conditions necessary for the library to maintain a long-term and stable relationship with the users, this study researched the relationship marketing execution factors and empirically analyzed the effects on the relationship quality and the intention of selective behavior. The results of this study uncovered some of the limitations of the study.

First, the sample group is a result derived from only about 230 users from 20 libraries. Since the number was limited to only excellent libraries, it is difficult to represent all libraries, and since it is for about 1,000 users of public libraries in Korea, there may be limitations in generalizing the results of the users may be limited. Furthermore, to conduct a study targeting the users who have used the library for over a year, a survey was conducted focused on the library. However, due to COVID-19, there are not many users who visit the library in person, and there are many cases where the library refuses to survey because it is difficult to take questionnaires from the users. Hence, in the future studies, it would be necessary to proceed through the consideration of the temporal characteristics.

Second, this study examined and understood the effect of the relationship marketing factors in the library on the relationship quality and intention of selective behavior. In the research results, it was difficult to verify the effect of relationship marketing on intention to revisit. Hence, in the future studies, it would be necessary to conduct research with the quality of library service as a moderating effect for the relationship marketing in order to overcome the limitations of the study and secure more diverse research results.

Third, after the WHO declared COVID-19 a pandemic since it spread across the globe, it became even more difficult for the libraries to interact face-to-face with their users. Given such situation, it would be necessary to introduce a relationship marketing strategy for the contactless services for the libraries that are appropriate for the new normal era, and conduct research that can satisfy the information access and services for the library users in this changing era.

To overcome the limitations of this study as in the above, it would be necessary to conduct an in-depth analysis of the relationship between the relationship marketing, library service quality, intention to revisit, and the word of mouth intention by including various library services among the analytical targets in the subsequent research.

Conflicts of Interest

The authors declare no conflict of interest.

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