

ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara kualitas layanan, nilai pelanggan, *digital marketing* terhadap niat baca mahasiswa di perpustakaan perguruan tinggi swasta unggul di Kota Bandung dengan kepercayaan pelanggan dan *self-efficacy* sebagai variabel mediator. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei, bersifat deskriptif verifikatif dan kausalitas. Analisis data menggunakan SEM PLS, dengan populasi mahasiswa aktif di 7 Perpustakaan Perguruan Tinggi Swasta Unggul yang ada di Kota Bandung dengan total populasi sebanyak 87.307 orang. Teknik pengambilan sampel menggunakan proposional random sampling, dan menerapkan formula Yamane, jumlah sampel ditentukan sebanyak 398 responden. Hasil pengujian menunjukkan bahwa seluruh hipotesis diterima. Kualitas layanan, nilai pelanggan dan *digital marketing* berpengaruh positif dan signifikan terhadap niat baca baik secara langsung maupun tidak langsung baik melalui kepercayaan pelanggan ataupun *self-efficacy*. Kepercayaan pelanggan merupakan mediator terkuat. Temuan ini menegaskan pentingnya membangun kepercayaan pelanggan dan *self-efficacy* mahasiswa sebagai strategi kunci dalam meningkatkan niat baca di perpustakaan perguruan tinggi.

Kata kunci : Kualitas Layanan, Nilai Pelanggan, *Digital Marketing*, Niat Baca, Kepercayaan Pelanggan, *Self-Efficacy*. Perpustakaan, Bandung

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This study aims to determine the relationship between service quality, customer value, and digital marketing on the reading intention of students in the libraries of superior private universities in the city of Bandung with customer trust and self-efficacy as mediator variables. This study uses a quantitative approach with a survey method, which is descriptive, verifiable, and causal. Data analysis was conducted using SEM PLS. The study population consisted of active students at seven leading private university libraries in Bandung, with a total population of 87,307 individuals. Proportional random sampling was employed using Yamane's formula, resulting in a sample size of 398 respondents. The test results show that the entire hypothesis is accepted. Service quality, customer value and digital marketing have a positive and significant effect on reading intent both directly and indirectly through customer trust and self-efficacy. Customer trust is the strongest mediator. These findings affirm the importance of building customer trust and student self-efficacy as key strategies in increasing reading intention in college libraries.

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