

## Factors Affecting Library Loyalty in Academic Libraries

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**Introduction:** Library loyalty—manifested through consistent use, advocacy, and trust—is critical to the success of academic libraries. Grounded in DeLone and McLean’s Information Systems Success Model (ISSM), this study evaluates how System, Information, and Service Quality, alongside User Satisfaction, influence Library Loyalty. Furthermore, the research integrates AI Chatbot Engagement (AICE) as an emerging variable affecting user experience. By assessing these factors among Gen Z students in Cebu City, this study aims to identify the key drivers necessary to ensure the long-term success of academic libraries.

**Methodology:** This study employed a descriptive-correlational design to examine factors influencing academic library loyalty among 550 Generation Z students (378 females, 172 males). Data collected via a structured questionnaire were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with WarpPLS 8.0, which facilitated the assessment of both measurement and structural models.

**Results:** Results show that System Quality (SysQL) and Service Quality (ServQL) positively influenced both Intention to Use (IUL) and User Satisfaction (USL). Information Quality (IQL) did not impact Intention to Use (IUL) but had a significant effect on User Satisfaction (USL). Furthermore, User Satisfaction (USL) was found to directly affect Intention to Use (IUL), which in turn influenced Library Loyalty (LL). Additionally, both User Satisfaction (USL) and Intention to Use (IUL) were significant predictors of Library Loyalty (LL). However, the study identified that AI Chatbot Engagement (AICE) did not have a moderating effect on the relationship between Information Quality (IQL) and Service Quality (ServQL) to User Satisfaction (USL).

**Conclusion:** This study concludes that Gen Z students, even with the advent of technology still support the function of the library. Librarians must not worry about the existence of AI chatbot technology since this does not affect Service Quality (ServQL) and Information Quality (IQL) leading to User Satisfaction (USL). Moreover, libraries need to enhance System Quality (SysQL), Service Quality (ServQL), and Information Quality (IQL), which impact Intention to Use (IUL) and User Satisfaction (USL) that somehow lead to Library Loyalty (LL).

**Practical Value:** To drive satisfaction, usage, and loyalty, the library must enhance its systems, services, and digital resources. Key strategies for success include balancing AI with human support, leveraging feedback for sustained engagement, and fostering strong student connections.

**Direction for Future Research:** Future research should investigate how emerging technologies, such as AI and virtual reality, and demographic factors like socioeconomic background influence library loyalty. Longitudinal studies could track the long-term impact of service changes on patronage, while cross-cultural comparisons would provide broader insights into loyalty drivers. Furthermore, examining how AI chatbots actively enhance user experience—beyond basic satisfaction—will offer valuable strategies for their successful integration into academic libraries.

*Keywords: library management, library user satisfaction, system quality, information quality, service quality, intention to use the library, descriptive-correlational research, Information Systems Success Model (ISSM), academic libraries, Cebu City*

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