



The Effect of Library Virtual Tour on Library Image Construction: Study on Perpustakaan BPK RI

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Abstract. Image is very important for every institution, including libraries. The library image greatly influences the behavior of library users, especially those related to their actions towards the library, where a bad image about the library is still developing and is trusted by the public, such as warehouse to store books, unfriendly librarians, and others. However, the development of information technology has been used by various industries to improve the image of their institutions, such as through social media and virtual tour technology, which have also been implemented in Perpustakaan BPK RI. Based on that, this study aims to evaluate the effect of a library virtual tour on the library image, focusing on Perpustakaan BPK RI which has implemented virtual tour technology as a means of their promotion. The study using quantitative approach to collect quantitative data with survey from 26 March until 3 April 2021 and using inferential statistics to determine the relationship and effect between library virtual tour and library image. The results show that there is a significant relationship and effect between library virtual tour and library image, besides it also shows that Perpustakaan BPK RI has a good image to the users and its Virtual Tour has a good quality based on user assessments.

Keywords: Library virtual tour · Library image · Perpustakaan BPK RI

1 Introduction

The current reality shows that the image of an object plays a very important role in influencing user behavior, especially in shaping the user experience. Among them, in the decision-making process related to the visit or use of the object; in the process of comparing satisfaction and perceived quality of an object; revisiting; and the process of disseminating information and object recommendations to friends and family [1].

Today, the use of increasingly sophisticated information and communication technology is a priority that must be owned and understood by every organization, both in the fields of education, economy, sports, and so on. One of them is Virtual Reality (VR) technology which has begun to be implemented and has become an inseparable part of every industry. This is as explained by Kim & Hall (2019), VR is currently

the most important topic in contemporary information management given its increasing application in every different industry, including in tourism [2].

In the world of libraries, Perpustakaan Badan Pemeriksa Keuangan Republik Indonesia (BPK RI) is one of the libraries that has started and has implemented VR technology to create virtual tours of their library, namely the Perpustakaan BPK RI Virtual Tour (<https://www.iheritage.id/public/bpk/>). Perpustakaan BPK RI Virtual Tour is a service innovation created by Perpustakaan BPK RI since August 2020 as an effort to overcome the Covid-19 pandemic which causes users to be unable to come to the library, as well as a form of promotion and support for the services provided by Perpustakaan BPK RI. However, evaluation of library virtual tours has not been done, especially in side of users.

Therefore, this study seeks to evaluate the Perpustakaan BPK RI Virtual Tour by seeing whether there is an effect given by the Perpustakaan BPK RI Virtual Tour on the Image Construction of the Perpustakaan BPK RI. More specifically, this study answers the following research questions: (1) How the user's assessments of the Perpustakaan BPK RI Virtual Tour? and (2) How is the effect of the Perpustakaan BPK RI Virtual Tour on the Image Construction of the Perpustakaan BPK RI?

2 Theoretical Background

2.1 Virtual Tour

VR is defined as the use of a computer-generated 3D environment or also known as a "Virtual Environment", which allows navigation and interaction with it, and produces real-time simulations of one or more of the five consecutive user [3]. The history of VR begins in the late 1950s and early 1960s. At that time, it began with the emergence of the first VR simulator in 1970, then in 1980 the development of video games became a driving factor for the progress of VR, then in the late 1990s, the development of the internet finally brought VR further and more sophisticated.

In the field of tourism, Guttentag (2010) points out that VR has been used in various key areas of tourism, such as management and planning, preservation of a national heritage, marketing, accessibility, education, entertainment, and information provision. VR technology even removes distance barriers for potential tourists to gain information and understanding about tourist destinations before finally deciding to make a visit.

Likewise in the field of libraries, VR technology has begun to be applied and developed in libraries. Based on a survey on library tours conducted by Academic ARL Libraries, it is known that library virtual tours are the most popular tours in the library together with library guided tours and independent tours [4]. This is also in line with the 3 (three) main progressive developments in the use of tours or tours as library learning (instructional) media, namely physical tours (walking tours), virtual web tours (web tours), and virtual reality tours (virtual reality tours) [5].

This study refers to the research of Lee, et al. (2020) regarding the dimensions of the virtual tour quality to take measurements of the Perpustakaan BPK RI Virtual Tour, that are (1) Content Quality, which refers to the quality of information provided through the virtual tour, which includes content accuracy, completeness, and presentation format or content presentation format [6]. (2) System Quality refers to a system that is able

to provide the characteristics of mobile devices (mobile devices) and web browsing services (web browsing devices) so that they can be used by users [7], also includes reliability, convenience of access, response time, and system flexibility. (3) Vividness or clarity refers to the representation or method used by the virtual environment in presenting information to each of the user's senses. The level of vividness or clarity can be increased by enriching the depth and breadth of a system, in this case related to the quality of the presentation or presentation of information, such as the use of multimedia that includes video, audio, and animation from a virtual environment.

2.2 Perpustakaan BPK RI Virtual Tour

The Perpustakaan BPK RI Virtual Tour was created in August 2020. To access and utilize the Perpustakaan BPK RI Virtual Tour, users can visit the <https://www.iheritage.id/public/bpk/> (Fig. 1).

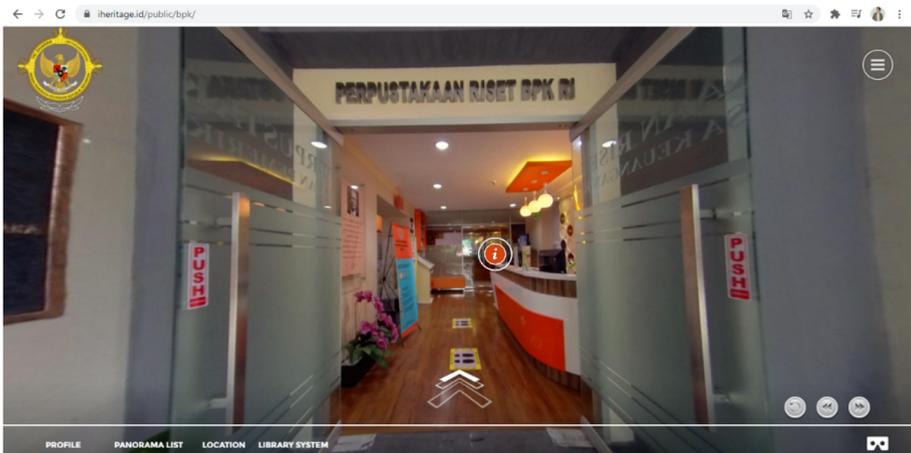


Fig. 1. The Beginning of the Perpustakaan BPK RI Virtual Tour

Generally, the Perpustakaan BPK RI Virtual Tour will invite users to take a virtual tour of the Perpustakaan BPK RI, in other words, users will be navigated to visit every room and section contained in Perpustakaan BPK RI. In addition to inviting users to take a virtual tour of the library, the Perpustakaan BPK RI Virtual Tour also provides various features or menus that also increase knowledge and understanding, and are able to meet the information needs of users. Here are some features or menus of the Perpustakaan BPK RI Virtual Tour, like (1) Information Point, (2) Navigation, (3) Search System (OPAC).

2.3 Library Image

Image is a set of impressions or images in the user's mind of an object [8]. In relation to tourism, the image of a tourist destination is closely related to the subjective interpretation

made by an individual and influences tourist behavior (Agapito, et al., 2013). This shows that the library image can also be defined as a view or interpretation of the user about the library, which also affects the behavior of the user towards the library.

Based on the Image Construction process model by Gartner which has also been studied by McFee, et al. (2019), Kim, et al. (2017), and Agapito, et al. (2013), It is known that there are 3 (three) main dimensions in measuring Image Construction, that are (1) Cognitive Image, which refers to beliefs and knowledge about a place or destination, in which it is related to various components of a place or destination, such as attractions to behold, the environment (such as weather and cleanliness), and experiences that influence memory as the basis of cognitive structures in destination images. (2) Affective Image dimension, refers to the emotions and feelings felt by users when using various features found in a place or destination. (3) Conative Image, refers to the behavior or actions and intentions that will be carried out by users or visitors in the future (such as the intention to visit a destination, or also including comments related to the destination).

Based on a review of the literature that has been carried out regarding the relationship and effect between virtual tours on the formation of destination image, it was found that there is a positive relationship and effect between virtual tours and destination Image Construction. Like Lee, et al. (2020) found that Content Quality, System Quality, and Vividness positively affect attitudes and impressions of presence (telepresence), which also positively affects users' behavioral intentions to visit destinations. McFee, et al. (2019), found that virtual tours have a positive effect on Cognitive Image, Affective Image, and Overall Image, which also have a positive effect on tourist's intention to visit [9]. Kim, et al. (2017), found that information quality in social media positively affects Cognitive Image, Affective Image, and Conative Image [10]. However, most of the research is only conducted with an orientation in the tourism sector. In the field of libraries, research on virtual tours also only focuses on the process of creating and implementing library virtual tours, and there has been no study on evaluating library virtual tours from a user perspective. Thus, this study also contributes to the development of library virtual tour literature and library imagery, because it investigates the relationship and influence of library virtual tours on library imagery, as well as a form of evaluation of library virtual tours from a user perspective.

3 Research Methodology

3.1 Research Models and Hypotheses

This research is a bivariate study, where there are 2 (two) variables in the study, that are library virtual tour as the independent variable in the study, and library image as the dependent variable in the study. Therefore, the research model is formed as follows: (Fig. 2)

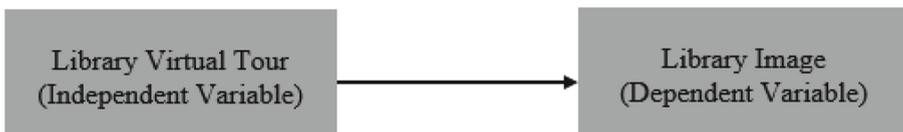


Fig. 2. Research model

Based on previous literature Lee, et al. (2020), McFee, et al. (2019), and Kim, et al. (2017), which explains that virtual tours affect the Image Construction of a destination, based on that, the hypotheses formulated in the study:

H1: Library Virtual Tour Has an Effect on Library Image.

3.2 Data Collection

This study collects quantitative data with surveys and literature studies to support the findings. Respondents are required to use a virtual library tour from the Perpustakaan BPK RI on its official website (<https://www.iheritage.id/publik/bpk/>), then answer the questions provided in the questionnaire.

Respondents collected amounted to 385 respondents. 30.91% (n = 119) of respondents were male, and 69.09% (n = 266) of respondents were female. In addition, the majority of respondents were in the age group <21 years and 21–25 years (n = 372, 96.63%). After evaluating the portrait of the use of the Perpustakaan BPK RI, it was found that 90.39% (n = 348) of respondents had never made a direct visit to the Perpustakaan BPK RI. The following are the demographic characteristics of the sample which are summarized in Table 1.

Table 1. Demographic characteristics of respondents

Characteristics	Jumlah	%
Gender		
• Male	119	30,91%
• Female	269	69,09%
Age		
• <21tahun	167	43,38%
• 21–25 tahun	205	53,25%
• 26 – 30 tahun	7	1,82%
• 31 – 35 tahun	1	0,78%
• 41 – 45 tahun	3	0,52%
• >45 tahun	2	0,26%
Profession		
• Not yet working	23	5,97%
• Student	311	80,78%
• BUMN/BUMD Employee	1	0,26%
• Private Employee	31	8,05%
• PNS/TNI/Polri	3	0,78%

(continued)

Table 1. (continued)

Characteristics	Jumlah	%
• Entrepreneur	4	1,04%
• Etc.	12	3,12%
Direct Visit to Perpustakaan BPK RI in the Last 3 Years		
• <3 times	31	8,05%
• 3 – 6 times	2	0,52%
• 7 – 10 times	2	0,52%
• >10 times	2	0,52%
• Never	348	90,39%
Utilization of Perpustakaan BPK RI Virtual Tour in the Last 5 Months		
• Never	195	50,65%
• 1 – 5 times	187	48,57%
• 6 – 10 times	2	0,52%
• >10 times	1	0,26%

Source: Researcher Processed Data, 2021

3.3 Data Measurement

Data obtained from 385 respondents from the distribution of the questionnaire from March 26 to April 3, 2021 were transformed into interval data with MSI, then descriptive analysis of the research variables and inferential statistical analysis consisted of the Pearson Correlation Test and Simple Linear Regression Test, to investigate the relationship and influence of the library virtual tour variable on the library image variable.

4 Data Analysis

4.1 Descriptive Analysis of Research Variables

Because this study also uses a Likert Scale from 1–5 to see and determine the effect of library virtual tours on the formation of library images, the mean of respondents' answers will be calculated to see the tendency of respondents' assessment of each indicator in the questionnaire. After that the mean value will be categorized into a certain class, because the class division consists of 5 (five) classes, then the interval of each class is as follows: (Table 2).

The following is a descriptive analysis of the research variables, which consist of "Library Virtual Tour" and "Library Image":

4.1.1 "Library Virtual Tour" Variable

The variable "Library Virtual Tour" consists of the content quality dimension, system quality dimension, and the vividness dimension. The following are the results of

Table 2. Scale range of all research variables

Mean	Library Virtual Tour	Library Image
$1,00 < x \leq 1,80$	Very Low	Very Low
$1,81 < x \leq 2,60$	Low	Low
$2,61 < x \leq 3,40$	Moderate	Moderate
$3,41 < x \leq 4,20$	High	High
$4,21 < x \leq 5,00$	Very High	Very High

descriptive analysis by calculating the mean (mean) of each measurement item in each dimension: (Table 3).

Table 3. Descriptive statistics “Library Virtual Tour” variable

No	Indicators	Mean	Category
Content Quality			
1	Perpustakaan BPK RI Virtual Tour gave me an overview (location, room, layout, etc.) about the Perpustakaan BPK RI	4,87	Very High
2	Perpustakaan BPK RI Virtual Tour provided the information I needed (relevant and updated) about the Perpustakaan BPK RI	4,88	Very High
3	Perpustakaan BPK RI Virtual Tour provided the information I needed (relevant and updated) about the Perpustakaan BPK RI Collection	4,07	High
4	Perpustakaan BPK RI Virtual Tour provides the information I need (relevant and updated) regarding Perpustakaan BPK RI Services	4,36	Very High
5	Perpustakaan BPK RI Virtual Tour provides easy-to-understand information about the Perpustakaan BPK RI Collection	4,11	High
6	Perpustakaan BPK RI Virtual Tour provides easy-to-understand information about Perpustakaan BPK RI Services	4,36	Very High
7	Perpustakaan BPK RI Virtual Tour provides complete information about Perpustakaan BPK RI	4,14	High

(continued)

Table 3. (continued)

No	Indicators	Mean	Category
Mean		4,40	Very High
System Quality			
1	Perpustakaan BPK RI Virtual Tour has easy navigation to move	4,29	Very High
2	Perpustakaan BPK RI Virtual Tour has easy navigation to use	4,09	High
3	Perpustakaan BPK RI Virtual Tour has easy navigation to move	4,19	High
4	Perpustakaan BPK RI Virtual Tour has a good interaction response (such as when touching or clicking a button that displays information in the form of images and videos can be displayed correctly and quickly)	4,09	High
Mean		4,17	High
Vividness			
1	Perpustakaan BPK RI Virtual Tour provides clean and clear visual images (no noise or blurry and grainy images)	4,09	High
2	Perpustakaan BPK RI Virtual Tour provides clean and clear video visuals (no noise or blurry and grainy images)	4,65	Very High
3	Perpustakaan BPK RI Virtual Tour presents visual images that look real	4,46	Very High
4	Perpustakaan BPK RI Virtual Tour presents video visuals that look real (like the real BPK RI Library)	4,09	High
5	Perpustakaan BPK RI Virtual Tour presents detailed visual images	4,32	Very High
6	Perpustakaan BPK RI Virtual Tour presents detailed video visuals	4,09	High
Mean		4,29	Very High
Mean Value of Library Virtual Tour Variables		4,28	Very High

Source: Researcher Processed Data, 2021

4.1.2 “Library Image” Variable

“Library Image” consists of the cognitive image dimension, the affective image dimension, and the conative image dimension. The following are the results of descriptive analysis of the “Library Image” variable: (Table 4).

Table 4. Descriptive statistics “Library Image” variable

No	Indicators	Mean	Category
Cognitive Image			
1	Perpustakaan BPK RI Virtual Tour gave me the knowledge that the Perpustakaan BPK RI provides reliable collections and services for users	4,36	Very High
2	Perpustakaan BPK RI Virtual Tour gave me the knowledge that the Perpustakaan BPK RI Library has a clean and tidy environment	5,00	Very High
3	Perpustakaan BPK RI Virtual Tour gave me the knowledge that Perpustakaan BPK RI provides historical tours about BPK RI in an interesting way	4,41	Very High
Mean		4,62	Very High
Affective Image			
1	Perpustakaan BPK RI Virtual Tour makes me feel that the Perpustakaan BPK RI will provide convenience for users when physically visit the library	4,75	Very High
2	Perpustakaan BPK RI Virtual Tour makes me feel that the Perpustakaan BPK RI will provide convenience for users when physically visit the library	4,75	Very High
3	I feel happy when I use the Perpustakaan BPK RI Virtual Tour	4,75	Very High
Mean		4,75	Very High
Conative Image			
1	After using the Perpustakaan BPK RI Virtual Tour, I would like to know more information about the Perpustakaan BPK RI	4,58	Very High
2	After using the Perpustakaan BPK RI Virtual Tour, I was interested in visiting the Perpustakaan BPK RI	4,09	High

(continued)

Table 4. (continued)

No	Indicators	Mean	Category
3	After using the Perpustakaan BPK RI Virtual Tour, I want to spread information and positive things about the Perpustakaan BPK RI Virtual Tour	4,46	Very High
4	After using the Perpustakaan BPK RI Virtual Tour, I am willing to recommend the Perpustakaan BPK RI to others	4,09	High
5	After using the Perpustakaan BPK RI Virtual Tour, I am willing to recommend library virtual tours to others	4,58	Very High
Mean		4,36	Very High
Mean Valeu of Library Image Variables		4,58	Very High

Source: Researcher Processed Data, 2021

4.2 Pearson Correlation Test

The Pearson Correlation test was conducted to determine whether there was a relationship and how strong the relationship was between the research variables. In the Correlation Test, the research variables are stated to be related if the significance value is <0.05 . To determine the strength of the relationship between variables, the degree of relationship is used [11], as follows: (Table 5).

Table 5. Degree of Pearson Correlation

Value of Pearson Correlation	Correlation
0,00–0,20	No Correlation
0,21–0,40	Weak
0,41–0,60	Medium
0,61–0,80	Strong
0,81–1,00	Very Strong

The following are the results of the Pearson Correlation Test of research variables, which show that there is a “Strong” correlation or relationship with a positive direction between the research variables: (Table 6).

Table 6. Correlation test results of “Library Virtual Tour” against variable “Image Library”

		Library Virtual Tour	Library Image
Library Virtual Tour	Pearson Correlation	1	.778**
	Sig. (2-tailed)		.000
	N	385	385
Library Image	Pearson Correlation	.778**	1
	Sig. (2-tailed)	.000	
	N	385	385

Source: Researcher Processed Data, 2021

4.3 Simple Linear Regression Test

The Simple linear regression analysis is used to measure the influence of one independent variable on the dependent variable [12]. This analysis is used to answer the hypothesis in the study, that are “Library Virtual Tour has an effect on Library Image”. Furthermore, the data obtained will be tested for hypotheses in the form of a t test which will show the effect of the independent variable on the dependent variable. In conducting the t-test, there are several steps that need to be carried out, namely (1) making a hypothesis, (2) setting testing rules, (3) comparing t-count and t-tables, and (4) making decisions [13].

Table 7. Results of the “Library Virtual Tour” coefficient of determination calculation against “Image Library”

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778 ^a	.605	.604	4.68573

a. Predictors: (Constant), Library Virtual Tour

Source: Researcher Processed Data, 2021

The Table 7 shows the effects of “Library Virtual Tour” on “Library Image”, where it is known that the R Square value is 0.605, which indicates that “Library Virtual Tour” affects “Library Image” by 60.5%.

The Table 8 shows the acceptance of the hypothesis in this study, that are the acceptance of Ha. Library Virtual Tour has an effect on Library Image. It can be seen by comparing the value of t-count with t-table. The calculated t value obtained is 24.232, this value is higher than the t table (n = 385, df = 383) which has a value of 1.966. In addition, the level of influence of “Library Virtual Tour” on “Library Image” has a positive direction of influence with a value of 0.539, which shows that every 1% addition of the value of the “Library Virtual Tour” variable, it will affect the value of the “Library Image” variable of 0.539.

Table 8. “Library Virtual Tour” coefficient test against “Library Image”

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	10.493	1.644		6.384	.000
	Library Virtual Tour	.539	.022	.778	24.232	.000

a. Dependent Variable: Library Image

Source: Researcher Processed Data, 2021

5 Advanced Discussion and Analysis

5.1 Virtual Tour and Media Social Are Effective Media to Attract Young Generation to Visit and Use Information Institutions (Libraries, Archives, Museums and Galleries)

The survey on “Characteristics of Respondents” it is shows that the majority of respondents are aged <21 years and 21–25 years who are students. These results are in line with research conducted by Dateportal:digital Indonesia 2021 [14], which shows that there are 202.6 million active internet users in Indonesia, of which 170 million are active users of social media with the majority of users being aged 13–34 years (Kemp, 2021). In addition, based on descriptive analysis, it is known that the conative image indicator regarding the intentions or desires of users after using library virtual tours gets a score with the “Very High” category, of course indicating that virtual tours are able to influence the younger generation to be interested in visiting, utilizing, and recommending libraries. These results also certainly become a strong basis for information institutions (Libraries, Archives, Museums, and Galleries) to start using, implementing, and improving information technology in carrying out business activities and promoting themselves to the wider community.

5.2 Perpustakaan BPK RI Virtual Tour has a Very Good Quality and the Image of the Perpustakaan BPK RI has a Very Good Image Based on User Rating

The Descriptive statistical analysis of the “Library Virtual Tour” variable got an average value in the “Very High” category, this shows that the Perpustakaan BPK RI Virtual Tour has very good quality, seen from each measurement indicator in the three virtual tour quality dimensions (Content Quality gets “Very High”, System Quality scored “High”, and Vividness also received “Very High”), including indicators regarding the quality of virtual tour content which is very good because it is able to provide an overview and collection information about the Perpustakaan BPK RI, has navigation that is easy to move, and presents visual images and videos that look real.

Likewise, the results of the descriptive analysis of the variable “Library Image” which get an average value in the “Very High” category, this also shows that the formation of the

image of the Perpustakaan BPK RI gets very good results, seen from each measurement indicator in the three dimensions of the library image. (Cognitive Image, Affective Image, and Conative Image) get an average value in the “Very High” category based on user ratings, including cognitive image indicators that let users know that the Perpustakaan BPK RI has a clean and tidy environment, affective images that make users feel happy when using virtual tours and feel that the Perpustakaan BPK RI will provide comfort when they visit and use the library directly, as well as a conative image indicator that shows that after using the virtual tour, users are interested in visiting the Perpustakaan BPK RI even they are willing to recommend library virtual tours to others. Thus, it can be concluded that the Perpustakaan BPK RI Virtual Tour is able to form a very good user image (cognitive, affective, and conative) regarding the BPK RI Library or in other words, shows that the Perpustakaan BPK RI has a very good image in terms of users.

5.3 There is a Strong Relationship with Positive Direction Between Library Virtual Tour with Library Image

The Pearson Correlation test shows that there is a strong relationship with a positive direction between “Library Virtual Tour” and “Library Image”. This can be seen based on the significance value <0.05 which indicates that there is a relationship between the two variables, besides the Pearson Correlation value of “Library Virtual Tour” with “Library Image” is 0.778 which is included in the “Strong” category based on the degree of relationship (Raharjo, 2017) with a positive relationship direction.

5.4 Library Virtual Tour Affects Library Image

The Simple Linear Regression Test shows that there is an effect of “Library Virtual Tour” on “Library Image”. This can be seen from the t-count value of 24.232 which is greater than the t-table of 1.966, where this result also indicates that the hypothesis H_a . The Library Virtual Tour has an effect on the library image is accepted, the results of the Correlation Test and Simple Linear Regression Test are also in accordance with the research of Lee, et al. (2020), McFee, et al. (2019), and Kim, et al. (2017), where the results of their study found that there is a positive relationship and influence of virtual tours on images from the user perspective, both cognitive images, affective images, and conative images. This also indicates that library virtual tours are not only able to shape and influence user responses or assumptions about the library, but are also able to shape and influence user behavior related to their future intentions and actions regarding the library.

5.5 Constraints/Barriers in Utilizing the Perpustakaan BPK RI Virtual Tour

Based on the results of observations and utilization of the Perpustakaan BPK RI Virtual Tour, found a technical error (error) from the Perpustakaan BPK RI Virtual Tour. This can be seen from the information points provided that are not very clear and errors (can be seen in the information point of the “Journal” section and the “Accounting and Auditing” shelf, which provides information that is not so clear and even inaccessible

to users) and also navigation that is not easy to access, not clickable and does not direct the user to the next section (can be seen in the navigation to want to go to the 2nd floor stairs). This fact becomes the basis for the Perpustakaan BPK RI to conduct a review of the virtual tour that has been made, as well as carry out continuous improvement and development. In addition, by looking at the fact that there is a relationship and effects between the “Library Virtual Tour” on the “Library Image”, it also becomes a strong basis that improvements and enhancements to the virtual tour are very necessary, because it is able to shape the user’s image of the library, and also influences user behavior. against the library.

The fact shows that there is a significant relationship and effects between “Library Virtual Tour” and “Library Image”, which of course becomes a strong basis for information institutions (Libraries, Archives, Museums, and Galleries) to start increasing the application of information technology in adapting to current developments. This fact also shows that virtual tours can not only be a means of promotion, but can also be a medium of information, recreation and entertainment for the community, and this is very important to be implemented and improved in information institutions, especially in museums and galleries. By starting to implement and improve information technology, especially virtual tours, it is able to become a progressive step for information institutions to continue to survive, compete, and show seriousness to the wider community, that information institutions are not only able to meet primary needs such as information, but also strive to fulfill their recreational and entertainment needs of the community.

In addition, various facts found from research also show that by implementing a virtual tour into the world of libraries, of course, being able to encourage the development of the concept of digital libraries in the future. A digital library [15] is defined as “a collection that focuses on digital objects, including text, video, and audio, which is also related to access and retrieval methods, and has functions for selecting, organizing, and maintaining collections” (Witten, Bainbridge, & Nichols., 2010), with the implementation of virtual tours in libraries, of course it will encourage the development of digital libraries, which are no longer limited to library websites that provide virtual collections and services, but also allow users to navigate and interact virtual (such as utilizing collections and virtual services) in real-time, so that the current pandemic (Covid-19) is no longer an obstacle for libraries to continue to provide services excellence to the community, especially the potential community of libraries.

6 Conclusions and Suggestions

This research contributes in 3 (three) ways. First, this study shows that the Perpustakaan BPK RI Virtual Tour has very good quality and the Perpustakaan BPK RI has a very good image based on user assessments, by adapting the virtual tour evaluation model and Image Construction model, so that it certainly helps the Perpustakaan BPK RI in evaluating the Perpustakaan BPK RI Virtual Tour in user perspective.

Second, the research shows that there is a significant relationship and influence between the Perpustakaan BPK RI Virtual Tour and the Perpustakaan BPK RI image. It can be seen based on the results of the analysis of the Pearson Correlation Test and the Simple Linear Regression Test, which of course proves that the research hypothesis can

be accepted, that are “Library Virtual Tour” has effects on “Library Image”. In addition, this study also suggests that information institutions (Libraries, Archives, Museums, and Galleries) need to implement and improve the application of information technology and social media in carrying out their business activities, especially virtual tour technology, which can not only be a means of promotion for institutions, but can also be an effective information medium that is able to meet and satisfy the information, recreation, and entertainment needs of users.

Finally, this research also contributes to the development of literature related to virtual tours, especially in the field of libraries and library Image Construction. In addition, based on the literature review that has been carried out in the study, this research is the first study in evaluating library virtual tours from a user perspective that provides empirical evidence to support research ideas. Therefore, this research is expected to be a reference for further research in a wider scope.

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