

## ABSTRACT

This research aims to find out the internal factors of library organization whether affect students' visiting intensity on UPT Perpustakaan of Jember University. The factors are collection, technology, services, and layout. There are four variables in this research, these are, collection, technology, services and layout. Its dependent variable is students' visiting intensity on UPT Perpustakaan of Jember University. Hypotheses in this research are there is significant influence between collection, technology, services, and layout towards students' visiting intensity on UPT Perpustakaan of Jember University either simultaneously or partial, also there is a suspect that the collection shares the most influence to students' visiting intensity on UPT Perpustakaan of Jember University.

The research is conducted by survey method (questionnaire) and measurement sets using Likert's Scale. The respondents used in this research are 95 respondents *purposively sampling*. The design of analysis used to analyze the data in this research is multiple linear regression using *SPSS* programme version 11.0 for windows to prove the hypothesis of this research.

The result of this research shows that the collection, technology, services, and layout have influenced students' visiting intensity on UPT Perpustakaan of Jember University simultaneously.

The result of regression analyzes shows that there are two independent variables that have significantly influenced on students' visiting intensity on UPT Perpustakaan of Jember University. Those variables are collection and library services; while value of t-arithmetic = 2,068 for variable of collection and 2,100 for variable of services, whereas t-table values is about 1,986. On the other hand, variable of technology and variable of layout do not have significantly influenced on students' visiting intensity; while value of t-arithmetic = 0,058 for variable of technology and 0,022 for variable of layout.

And collection shares the most influenced on students' visiting intensity on UPT Perpustakaan of Jember University; while percentage of collection contribution = 7.60 %, which has dominant affected on students' visiting intensity rather than another variables these are Services (7,20%), Technology (0,10%) and Layout (0,10%).

**Keywords:** Intensity of visit, collection, technology, library services, and room layout.