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User Satisfaction Level of SCEE NUST Library from Library Services Quality

Abstract

The purpose of the study is to empirically investigate the relationship between the quality of services provided by the library and the level of user satisfaction from these services. The data was collected with self administered questionnaires from the SCEE NUST (School of Civil and Environmental Engineering, National University of Science and Technology) library users. The study used regression analysis to analyze the data. Results show a significant positive relationship between library services quality and user satisfaction. The article also provides some practical implications based on the results. Limitations and future research directions are also mentioned.

Introduction

Libraries serve as the stimulants of academic and research events as they ensure access to the provision of globally acknowledged information resources. The assessment of libraries quality performance is very important because these libraries are meant to satisfy the professional requirements of their users. Librarians have always found it challenging when it comes to determine the quality of services have been providing {Broady-Preston, 1999 #124}.

Simultaneously library users are becoming keenly demanding about the quality of service being provided to them. This thing has contributed towards increasing of the effectiveness, improvement of productivity and has also added to the concept of stiff yet healthy competition .it is therefore inevitable for librarians that they strengthen library efficiency and economy with their personal behavioral values which includes perception of quality ,user satisfaction ,perceived value and user loyalty. The standard of success is depend on how the user satisfied or assesses the quality of services provide by the library , on the other hand service quality is gauged ,therefore the fact that how accurately it is caring for users expectation. Another thing that has come-out from the study is inevitability of apex -quality of service for the success of library {Parasuraman, 1988 #616}.

Gone are the days when the library services levels were judged on the basis of measures of collection, size, counts of use, quality of staff and money involved rather the thing that matters the most for society is level of quality and accountability as it has become the desirable standard of information services of higher education {Nzivo, 2012 #754}. The idea of user satisfaction is relevant to quality of provided services. The two terms of quality and satisfaction are used by researchers and practitioners in public press. But the researchers have tried their hand on bringing out the more exact meanings of the fourth mentioned terms, the conflict has resultantly given an air of considerable debate. No doubt

the two terms have peculiar commonalities between them as satisfaction is looked at as a broader term while service is confined to a particular parameter of service {Zeithaml, 2006 #752}.

This research will assess the service quality of SCEE NUST library, whether the services meet the expectation of users or is there some room for improvement.

Literature Review

Academic library is the pivot of learning society which provides the students with a place where they can carry out their research and upgrade their knowledge. It is right time that academic libraries should look in to the quality of their service -level and adopt such steps which ensure the enhancement of user satisfaction

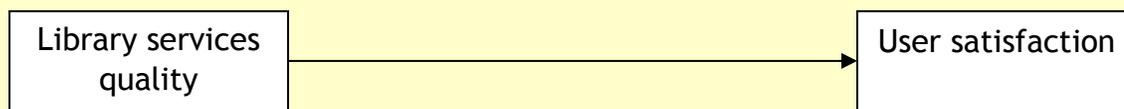


Fig. 1. Research Model

This part is dedicated to the brief review relating to the steps which have adopted in yester-years enhance Library services quality .Pakistani university libraries are confronted with a continuously increasing competition as the user needs and expectation have changed due to introduction of global digital environment . previously the quality of a university library was assessed on the size of its collection and availability of books on various subjects{Nitecki,1996 #753}.during past years the researcher in the field of library and information science have examine information needs, user demands and perception concerned with the value of library services. These researchers have also pondered over the idea of “quality” in the relation to the collection effectiveness of library services {Nitecki, 2000 #756}. during last few years library information science researchers have looked upon another aspect of quality keeping in mind the results drawn from the study of marketing and other literatures of the same kind. which represent the users point of view. {O'English, 2001 #861} have given a suggestion that user ‘expectation ‘can possibly be assessed from a couple of

inter related ideas I.e. service quality and satisfaction .some necessary amendments made to meet users target.

Service quality is related to those expectations which are selected by libraries for themselves on the other hand satisfaction is a time limited customers experiences that they obtain from their respective service providers (libraries) in other words service quality may very explicitly explained as the gap analysis. the gap infect described as the gap customers general expectations and their perception about a specific library and the level of its services. now a days when I.T has become a major contributor towards providing related information to scholar as compared to the contribution made by the books of a library, user expectation for related library services has and is seeing drastic upward change {Kiran, 2010 #883}. To describe this change numerous researchers have designed various models. These models are primarily meant for the provision of conceptual infrastructure of gauging instruments which are used to assess libraries service quality that starts from customary face to face and has evolving arrived at web based services. after Thailand saurithong srisa-ard {Narit, 2003 #914}researched is based on user expectation and perception of service quality of libraries. the said researcher pivots round three areas of service which includes circulation, reference computer information services. Surithong study arrived at a conclusion which are more or less parallel to niteckis finding which revealed that user trust worthiness carried al most importance. But these study performance improving system.{Calvert, 2001 #916}study was comparison between users expectation in china peeking university and wellington's Victoria university the data collected for this purpose suggested that at academic libraries users have more or less similar expectation as for as services are concerned. Library is the serviceable business. Good service and happy users are the profit of a library and bad service can be compute as lost returns in libraries {Hossain, 2012 #919}. The meaning of service quality is user satisfaction of that is excellent or poor service, suitable or not suitable service. Therefore quality is continuing

process where the customer is a key determinant {Thapisa, 1999 #920}. Keep in view the above decision we can conclude that service quality abides in user satisfaction. The hypothesis of the study is,

H.1, There is a positive relationship between library services quality and user satisfaction level.

H.2, what recommendation can be made based on the findings of the study.

Research objectives

1: To discover the satisfaction level of users about the services quality.

2: To know about the satisfaction level of users regarding infrastructure of library.

Methodology

The respondents of the study consisted of the SCEE NUST library users. The data was collected through self administered questionnaires and convenient sampling technique was used for this purpose. A total of 120 questionnaires were distributed. 100 of the total questionnaires were in useable form. Hence the response rate was 83 percent. Of the respondents, 88 percent were male users and 12 percent were female. 62 percent users were those who visit the library daily, 32 percent visit once a week and 6 percent visit once a month.

Five points Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) for measuring user satisfaction was used. Similarly for library services quality measurement, 5 point likert scale ranging from 1 (very unsatisfied) to 5 (very satisfied) was used. The chronbach's alpha reliability for user satisfaction (UsSat) and library services quality (LibSerQ) were found 0.76 and 0.91 respectively. The study also used confirmatory factor analysis and the values were found to be satisfactory. SPSS 19.0 was used to carry out the descriptive statistic analysis, reliability analysis and confirmatory factor analysis.

Results and discussion

Table 1, namely correlation matrix shows the relationship between the independent variable i.e. library services quality and the dependent variable i.e. user satisfaction. The values for mean, standard deviation (SD) and alpha

reliability (α) have been also shown in the table. The table shows that LibSerQ (library services quality) and UsSat (user satisfaction) are significantly correlated ($0.575, p < 0.01$). Mean values for LibSerQ and UsSat are 42.01 and 25.09 respectively. The standard deviations of LibSerQ and UsSat from the mean are 8.47 and 4.83 respectively.

Table 1. Correlation Matrix

	Mean	SD	LibSerQ	UsSat
LibSerQ	42.01	8.47	(0.79)	
UsSat	25.09	4.83	0.575**	(0.76)

** means that correlation is significant at the 0.01 level (2-tailed). N=100, alpha reliability is shown in parenthesis. LibSerQ=library services quality, UsSat=user satisfaction

Table 2. Regression Analysis

	R ²	B	Sig.
LibSerQ	0.33	0.328**	.000

Dependent variable is User satisfaction (UsSat), $p < 0.05$

Table 2 shows summary of the regression analysis. It is evident from the table that the independent variable LibSerQ (library services quality) has a significant positive relationship with the dependent variable UsSat (user satisfaction). Thus our hypothesis is justified. The R² value is 0.33 which tells that 33 percent change in the dependent variable UsSat is due to the independent variable LibSerQ. This finding is similar to many other studies carried out in past {Nejati, 2008 #921}.

Conclusion

This study was aimed at empirically investigating the relationship between library services quality and user satisfaction level. The findings of the study conclude that the level of user satisfaction is enhanced when library services quality is improved. The users are not only required to be provided the essential

library services but the quality of these services is needed to be improved as well. By doing so, we can accelerate the satisfaction level of library users as suggested by the findings of this article. This study also provides a practical implication for the library officers to enhance the user satisfaction level more by continuous improvement in the library services quality. The ultimate effect will be on the users of the library as they can efficiently accomplish their desired tasks for which they visit the library. Moreover, if libraries are well equipped with quality services they can provide an

environment for the users that are conducive to learning.

Limitations and Future research directions

There are also associated certain limitations with this study. First one was the time constraint. The model of study has incorporated only library services quality as determinant of the library user satisfaction. Moreover, small sample is selected in order to be managed in short period of time. Future research should focus on considering other factors as well that contribute to the library user satisfaction.

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