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**Users' Perceptions and Expectations of Quality Services
in Libraries of Punjab Group of Colleges, Lahore**

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ABSTRACT

This research is an attempt to investigate the gap between perceptions and expectations of library users regarding the quality services of college libraries. To measure the quality of Punjab Group of Colleges libraries from students' perceptions and expectations, the survey method was used. The population consisted on the students of 14 Punjab Group of Colleges of Lahore. There were about 100,000 students that were enrolled in Punjab Group of Colleges. The students of intermediate, bachelors and masters were participants of the study. The convenient sampling technique was used for the selection of participants. A sample size of 383 was drawn from the total population. SERVQUAL instrument was utilized for measurement of service quality through customers' perceptions and expectations. The instrument of the survey was distributed among respondents with the permission of Punjab Group of Colleges, Lahore for data collection. There were 383 questionnaires that were distributed among students. 304 duly filled questionnaires were received back from the participants. The response rate was 79.37%. Gathered data were analyzed by the researchers using SPSS. Results of the study show that respondents have very high expectations regarding quality library services. The overall mean perception score remained low as compared to expectations. The difference between expectations and perceptions showed on average the low service quality of college libraries. The overall results showed that the gap between users' expectations and perceptions is from 0 to -1. The gap indicates that respondents have a positive view of the library staff's courteous and caring attitude. They are also satisfied with the staff's ability to provide services at the promised time and performing services immediately. The findings of the study suggest that a congenial atmosphere should be provided in libraries to enhance the good image of the libraries among the users.

Keywords: Academic Libraries, Service Quality Expectations, Service Quality Perceptions, Service Quality Gap, SERVQUAL Dimensions

1. Introduction

Information Technology has brought a revolution in all fields of life including librarianship. Users are becoming more and more IT familiar due to emerging technologies. They have now more expectations from the libraries. They want to meet their information and research needs quickly and efficiently. Information Technology has changed the role of libraries and librarians. These technologies not only change the mode of generation of information but also change the delivery of information resources to users.

Libraries are trying their best to overcome these challenges and fulfill the user's expectations about library services. To provide the services in the best way, the libraries are applying a marketing approach in libraries. Through this marketing approach, libraries enable to become aware of user's needs; wants and design the services, products according to the user's expectations. Cullen (2001) demonstrated that today in a competitive environment evaluation of service quality was necessary for retaining users. Quality service assessment can highlight the strengths, weaknesses, threats, and opportunities of a service that is being delivered by a library.

Libraries are affected by the social and economic changes, these changes demand libraries to take care of their users and also do check and balance between user's satisfaction regarding library services and expenditure which are spent on these services. There is competition among service provider organizations related to the provision of qualitative services and satisfy its customers. Service quality is a phenomenon that was introduced in the 1990s in the business industry. This phenomenon has been applied in public sector universities like health, higher education institutions, and universities. Service quality is important for the maintenance of balance between expenditures that are being spent on service provision and output of the quality of the service in sense of user's satisfaction level. Different definitions are being used to define word quality. The service marketing researchers defined that quality as "Meeting or exceeding customer's expectations" (Evans & Lindsay, 2004).

Libraries must ensure that library services should meet the user's information needs and also the user's expectation about library services. In order, to improve the quality of library services there is a dire need to evaluate the library services. The library is commonly considered the heart of an institution. The main objective of an educational institute library is to meet the information needs of students, faculty, and researchers. Now a day, user's expectations are higher from the library services due to the ICTs. It is the responsibility of librarians and information professionals to become aware of the changing information need of users and must fulfill these information needs. In developing countries, academic libraries have assessed the quality of library services by merging library management with the principles of Total Quality Management (TQM). In Pakistan, an initial attempt

has been made to assess the service quality of university libraries using SERVQUAL (Awan, Azam & Asif, 2006) from researchers in the field of TQM.

Rubin (2016) stated that the adaptation of information technology in libraries was started in the 19th century. The real paradigm was shift when libraries were started to use computers, the internet, social networking sites, and mobile devices in the delivery of information services. Libraries are digitized its collection but the physical collection has its worth. In the 21st century the user's demands are high they want information on their desktop. To fulfill the users' expectations, the libraries' online catalogs are evolving into discovery services and libraries are also offering virtual reference services to end-users. As a result of rapid technological innovation user's needs for information as well as their expectations regarding library service quality have increased manifold. Rehman (2016) concluded that due to ICTs the traditional role of library services had been changed. User's expectations were increased regarding the quality of library services. However, the libraries are facing challenges in their survival from different information providers like vendors, publishers, the internet, and others because they attract the user's attention. In order, to improve the library services and overcome the challenges it is necessary to measure the quality of library services through user's opinions.

The present study has been conducted to assess the quality of college library service based on user's perceptions and expectations about library services. The literature showed that there were several tools that can be used to measure the quality of the services of the library like interviews, focused group, surveys, unobtrusive observation, and benchmarking. There are some tools which are developed by business industry but these tools were used by researchers to measure the quality of library services. These tools included SERVQUAL, SERVPERF and LibQUAL+TM. The researchers used SERVQUAL tool to measure the quality of service because it is better to use standardized tool instead of developing new instrument. This research is based on user's opinion about quality of library services. Due to user-centered approach libraries are trying to fulfill their user's information needs. Through this study the librarians become aware about the diversity of library users and their expectation and also their expectation about quality of services. Libraries are facing different challenges from other information providers like vendors, publishers and internet. The librarians and information professionals of academic libraries can reorient their library services through the suggestion which are being provided in this study. The stakeholders of the present study are academic libraries and research institutions.

2. Objectives of the Study

The main objectives of the present study were as follows:

- To investigate the gap between perceptions and expectations of library users regarding quality of library services.

- To enquire the students' expectations from library and to what extent library is trying to fulfill these expectations.

3. Literature Review

Seay, et al. (1996) revealed that there was dearth of literature published on quality from the researchers of business industry field. Recently, the quality has been applied in the management of services. It is originated in the public sector organization like health, higher educational institutions and government agencies. Libraries are also considering this phenomenon essential to meet their users need in best way. Libraries are trying to fulfill the user's expectations about the quality of services which are offered by libraries. Public sector organization and libraries are adopting total quality management principles for the maintenance of the quality services. The concept of total quality management is broader and the other concepts quality, control of quality and ISO 9000 standards are fall under the concept of total quality management. There is confusion among researchers about total quality management, they considered that it is an instrument which is being used for the assessment of quality services but in fact it is a process in which organization applied these principles for improvement of the performances of services.

Nitecki (1996) concluded that from the 1970s the concept of quality was defined as indifference between user's expectation and their perceptions about library services. Pritchard (1996) found that when the concept of total quality management was being incorporated with libraries than librarians became confused about the application of total quality management principles for the measurement of service quality. Total quality management was not a tool for the measurement of service quality but it was able to help to improve the quality of the services.

There are different approaches and models have been developed by researchers for the measurement of service quality in the field of libraries but there is no single model or set of tools which can be used to measure the quality service in different institutions. Two important perspectives of quality are perceived quality and objective quality. These two perspectives are different from each other, it is necessary to understand the difference among these perspectives because the present study is based on the perceived quality perspective. Parasuraman, et al. (1988) mentioned that "perceived quality is the consumer's judgment about an entity's overall excellence or superiority, it is a form of attitude, related but not equivalent to satisfaction, and results from a comparison of expectations with perceptions of performance" (p.15). It is difficult for users to judge the service quality than good quality because service quality has special characteristics like services are intangible, inseparable and perishable.

Lilley & Usherwood (2000) enquired the factors which could affect the user's perception about something. They concluded that these factors were draw effect on the user's perception building like user's past experience about something and him/her current state of motivation or goals. They also

described the internal or external factors which can affect the individual's perception. The internal factors included family and living area of someone. The external factors included media, television and newspaper.

Perceived quality of the service can be achieved through the comparison of user's expectation and their perceptions about the quality. User's expectation and perceptions about services can be changed with the passage of time. Different researchers mostly used satisfaction and service quality interchangeably. It is necessary for professionals to understand the difference between these terms. Satisfaction is a broader concept and service quality is specially used for services. Matthews (2004) defined that satisfaction and service quality are interrelated with each other because if service quality is increased than user's satisfaction level will also increase automatically. Elliott defined satisfaction as "the emotional reaction to a specific transaction or service encounter". Therefore the professional should understand the difference between service quality and user's satisfaction concepts separately. Service quality measurement in this study is based on three questions; where we are, where we should be and what kind of improvements are needed in services according to the user's perceptions and expectations. Zeithmal, et al. (2006) described that "quality and satisfaction is based on customer's perceptions of the service-not some predetermined objective criteria of what service is or should be". In the evaluation of service quality the user's expectation and perceptions about services are playing important role. User's perception about anything is buildup by him/her experience.

Sahu (2007) identified that library service quality can be measured by user's perceptions. The aim of that study was to measure the library service quality through its user's perceptions and their satisfaction. Structure questionnaire was used. The results indicated that library users were satisfied with services quality of library. Mehran and Mostofa (2008) measured the quality of services of central library at University of Tehran. The aim of this study was to investigate the library service quality of what extent these services were fulfilling the users need. The used survey method and SERVQUAL instrument was applied for data collection. The researchers concluded that university of Tehran was making good efforts to improve the service quality of central library services. There was gap exist between the user's expectation and their satisfaction level from service quality of the library. Library was offering services without understanding of user's expectations.

Zabed and Hossain (2009) studied the service quality of Dhaka University Library from user's point of view. The researchers used customized version of SERVQUAL instrument. They found that Dhaka University Library services quality did not match with users expectations. The performance level of service quality was low than the desired level of user's expectation from service quality. Posey (2009) investigated the students satisfaction level, perceptions and expectations with library service quality of Walter state community college. He purposed LIBQUAL instrument for

investigation. The findings revealed that there was a gap between user's perceptions and expectations with service quality of the library services. User satisfaction can be achieved through the provision of service quality according to the user's expectations about service quality.

Arshad (2010) conducted a study to evaluate the service quality of Punjab university departmental libraries through user's perception and expectations. She adopted SERVQUAL instrument for data collection. She found that the Punjab university libraries were not delivering services according to the user's perceptions and expectations. The libraries have no modern equipment; the librarians did not understand the user's needs, there was lack of continuing professional training of library staff. Users were not satisfied with the libraries service quality. Kiran (2010) identified the academic staff satisfaction level with library service quality. Survey method was employed and SERVQUAL instrument was used for data collection. The researcher found that academic staff was satisfied with library service quality and considered that library staff was very welcoming.

Adeniran (2011) investigated the use of academic library and user's satisfaction with library services from user perspectives. The objective of the study was to improve services quality of library. Questionnaire was used for data collection from respondents. Researcher concluded that users use library frequently and they were satisfied with the services which were provided by library. Mostofa and Hossain (2014) conducted a study to measure the service quality of library through user's perceptions. The main purpose of the study was to know about the frequency of usage of library by users and their perceptions about library service quality. The findings revealed that user visited library frequently for their study purposes and 38% of users were fully satisfied with the library service quality. Asogwa et al. (2014) studied the service quality measurement with the use of SERVQUAL instrument in developing countries. They used primary and secondary sources for data collection. The collected data was analyzed through the use of SPSS. The researchers concluded that users were dissatisfied with service quality of academic libraries because these libraries were not delivering services according to the user's expectations. The two dimensions tangibility and reliability of service quality were least important among library users. The reasons for low service quality were that there were not sufficient budget in and there was a lack of good leadership in libraries.

Vijeyaluxmy (2015) evaluated the satisfaction level of users with university library services. Questionnaire was used for data collection. The results indicated that users visited library frequently for different reading purposes and they were satisfied with library staff behavior. The users were satisfied from library service quality at moderate level. Rehman (2016) evaluated the quality of services of private and public university libraries of Pakistan. He adopted LIBQUAL instrument for data collection and data was analyzed at minimum and desired level of service quality. The findings showed

that private university libraries were offering service quality at minimum level and public university libraries were delivering service quality to the users below than minimum level.

4. Methodology

To measure the quality of Punjab Group of Colleges libraries from students' perceptions and expectations, the survey method was used for the study. The population consisted on the students of 14 Punjab Group of Colleges of Lahore. There were about 100,000 students that were enrolled in Punjab Group of Colleges. The students of intermediate, bachelors and masters were participants of the study. The convenient sampling technique was used for selection of participants. For random sampling it is necessary that the population must be identifiable and listed. Convenient sample is the selection of participants on the base of access, expediency, cost, efficiency and other reasons (Teddlie & Tashakkori, 2009). A sample size of 383 was drawn from the total population, with 95% confidence level and 5% confidence interval (margin of error), by using online sample calculator ("*Survey monkey*," 2017). The instrument of the survey was distributed among respondents with the permission of Punjab Group of Colleges, Lahore for data collection. There were 383 questionnaires which were distributed among students and 304 questionnaires were received from the participants. Gathered data was analyzed through SPSS. Different tests were done. Gathered data was analyzed in the shape of tables.

5. Results and Analysis

5.1 Students' gender

Gathered data shows that 53.1% respondents were male and 47.5% participants were female students. Frequency distribution of the respondents has been shown in Table 1.0.

Table 1: Students' Gender

| | | Cumulative | | |
|------------------|-----------|------------|---------|-------|
| Students' gender | Frequency | Percent | Percent | |
| Valid | Male | 160 | 53.1 | 52.5 |
| | Female | 144 | 47.5 | 100.0 |
| Total | | 304 | 100.0 | |

5.2 Students' level of education

The statistics showed that students from different academic programs were included in the sample study and data revealed that majority students were from bachelor class 48.5 %, master class 39.3 %, while 11.8 % were from intermediate class respectively. Acquired results are shown in Table 2.

Table 2: Students' level of education

| Level of education | | Frequency | Percent | Cumulative Percent |
|--------------------|--------------|-----------|---------|-----------------------|
| Valid | Intermediate | 36 | 11.8 | 11.8 |
| | Bachelor | 148 | 48.5 | 60.5 |
| | Master | 120 | 39.3 | 100.0 |
| Total | | 304 | 100.0 | |

5.3 Library usage

The students' frequency of library usage was asked. The total 36.7% respondents visited library daily, 24.9% less than once a week, 11.8% several time a week, 24.9% once a week and 1.3% others. Acquired results are shown in Table 3.

Table 3: Library Usage

| Library usage | | Frequency | Percent | Cumulative Percent |
|---------------|-----------------------|-----------|---------|-----------------------|
| Valid | Daily | 112 | 36.7 | 36.8 |
| | Less than once a week | 76 | 24.9 | 61.8 |
| | Several time a week | 36 | 11.8 | 73.7 |
| | Once a week | 76 | 24.9 | 98.7 |
| | Others | 4 | 1.3 | 100.0 |
| Total | | 304 | 100.0 | |

5.4. Rank wise analysis of service quality expectations (e)

Data showed that users' top six expectations of quality college libraries services are; visually appealing facilities (5.93), providing services as promised (5.47), library staff who have a neat professional appearance (5.46), library staff deal with users in caring fashion (5.41), convenient library hours (5.38) and willingness of staff to help users (5.37). Acquired results are shown in Table 4.

Table 4: Rank Wise Analysis of Service Quality Expectations (E)

| Rank | Service quality attributes | Mean | SD |
|------|---|------|-------|
| 1 | Visually appealing facilities | 5.93 | 6.933 |
| 2 | Providing services as promised | 5.47 | 1.604 |
| 3 | Library staff who have a neat, professional appearance | 5.46 | 1.502 |
| 4 | Library staff deal with users in caring fashion | 5.41 | 1.759 |
| 5 | Convenient library hours | 5.38 | 1.592 |
| 6 | Willingness of staff to help users | 5.37 | 1.461 |
| 7 | Deliver service accurately at first time | 5.36 | 1.432 |
| 8 | Attractive appearance of library material and equipment | 5.32 | 1.594 |
| 9 | Readiness to respond users' questions | 5.30 | 1.758 |
| 10 | Providing immediate service to users | 5.30 | 1.407 |
| 11 | Library staff who have the knowledge to answer customers' questions | 5.28 | 1.701 |
| 12 | Keeping users informed when service will be delivered | 5.26 | 1.536 |
| 13 | Library staff who instill confidence in users | 5.26 | 1.715 |
| 4 | Library staff who have the users' best interest at hearts | 5.24 | 1.711 |
| 15 | Library staff are consistently polite | 5.20 | 1.720 |
| 16 | Modern equipment | 5.18 | 1.614 |
| 17 | Giving users' individual attention | 5.16 | 1.533 |

| | | | |
|----|--|------|-------|
| 18 | Assuring users of the accuracy and confidentiality of their transactions | 5.16 | 1.584 |
| 19 | Maintaining error-free user and catalogue records | 5.13 | 1.699 |
| 20 | Library staff understanding the needs of their users | 5.09 | 1.585 |
| 21 | Dependability in handling users' service problem | 4.99 | 1.776 |
| 22 | Providing service at the promised time | 4.97 | 1.742 |

The above-mentioned respondents; expectations revealed that their priority expectations are related to the visually appealing facilities of library and provision of library services as promised. They also give preference to attractive appearance of library staff. Respondents also want that library staff must deal with users in caring fashion and opening and closing of libraries according to their desires. The respondent's high ranked expectations regarding library staff's different traits show that library should meet these expectations because they mostly encounter with front desk staff.

5.5 Service quality of college libraries' users' perceptions

User perception is viewed (Hereon & Altman, 1998) as the impressions formed from library experiences about the library services provided to them. The overall mean (5.20) on a seven point scale shows that user's perceptions are not high about the service quality of college libraries and perceptions mean range from 4.91 to 5.75. The mean and standard deviation of user's perceptions of 22 items are given in Table 6. Table 6 showed that users' top six perceptions of quality college libraries services are; library staff who have a neat professional appearance (5.75), library staff are consistently polite (5.63), library staff deal with users in caring fashion (5.61), visually appealing facilities (5.50), library staff's readiness to respond users' questions (5.47) and modern equipment (5.41).

Table 5: Rank Wise Analysis of Service Quality Perceptions (P)

| Rank | Service quality attributes | Mean | SD |
|------|--|------|-------|
| 1 | Library staff who have a neat, professional appearance | 5.75 | 1.674 |
| 2 | Library staff are consistently polite | 5.63 | 1.479 |
| 3 | Library staff deal with users in caring fashion | 5.61 | 1.736 |
| 4 | Visually appealing facilities | 5.50 | 1.440 |
| 5 | Readiness to respond users' questions | 5.47 | 1.579 |
| 6 | Modern equipment | 5.41 | 1.482 |
| 7 | Convenient library hours | 5.36 | 1.564 |
| 8 | Library staff who instill confidence in users | 5.34 | 1.580 |
| 9 | Willingness of staff to help users | 5.29 | 1.771 |
| 10 | Library staff who have the users' best interest at hearts | 5.29 | 1.695 |
| 11 | Maintaining error-free user and catalogue records | 5.22 | 1.521 |
| 12 | Deliver service accurately at first time | 5.22 | 1.564 |
| 13 | Giving users' individual attention | 5.20 | 1.682 |
| 14 | Attractive appearance of library material and equipment | 5.17 | 1.604 |
| 15 | Library staff who have the knowledge to answer customers' questions | 5.13 | 1.760 |
| 16 | Assuring users of the accuracy and confidentiality of their transactions | 5.13 | 1.536 |
| 17 | Providing services as promised | 5.09 | 1.729 |

| | | | |
|----|---|------|-------|
| 18 | Keeping users informed when service will be delivered | 5.07 | 1.699 |
| 19 | Library staff understanding the needs of their users | 5.01 | 1.637 |
| 20 | Dependability in handling users' service problem | 5.00 | 1.617 |
| 21 | Providing service at the promised time | 5.00 | 1.600 |
| 22 | Providing immediate service to users | 4.91 | 1.713 |

Somewhat high perceptions of respondents indicate that library performance of these service aspects is good from respondent's opinion. It reveals that respondents were satisfied with library services and also have positive perceptions about library staffs taking care of their interests, courteous attitude, their neat dressing, professional look and ability to understand their needs. The tabulated data showed that respondents were not satisfied with three statements. Respondents perceived providing service at the promised time (5.00), dependability in handling users' service problems (5.00) and providing immediate services to users (4.91) least. These least mean score of these items service quality was low from participants' perspective. These items need improvement to fulfill the students desired information needs.

5.6 Service Quality

Parasuraman et al. (1985) presented 'The Gap Model of Service Quality' possessing five gaps that hinder in the quality service and Gap 5 is discrepancy between customer's expected services and perceived services delivered. The Gap 5 is the conceptual basis of SERVQUAL instrument and allows to measure user's perceptions and expectations along a scale. Quality library service can be measured by determining the difference between expectations and perceptions using formula ($Q = P - E$). In 2000, Geoff Durden summarized the gap between customer expectations and perceptions. Geoff Durden's findings of Gap 5 interpretations are stronger in the field of library and information science and interpretations of gap between expectations and perceptions in this study is based on Geoff's findings.

Table 6: Geoff Endings' Gap 5

| Sr. No. | Categories magnitude of Gaps | Interpretation of Results |
|---------|------------------------------|--|
| A | 0 to -1 | Overall, perceived quality and satisfaction with the service is positive. |
| B | -1 to -2 | The overall quality of the relationship and satisfaction with the service is slightly positive or neutral. The relationship is in need of fairly urgent remedial action. |
| C | -2 to -3 | Relationship is badly flawed in two, probably 3, of the 5 SERVQUAL dimensions (assurance, empathy, and probably responsiveness), then relationship is in jeopardy. Urgent action is needed to try and recover the situation. |
| D | -3 to -4 | Relationship is fatally flawed. Significant flaw in at least 4 of the SERVQUAL dimensions (the above plus reliability). Perceived quality and satisfaction is negative and greatly so. |

5.7 Rank wise analysis of quality service libraries

Results indicated that total 22 statements of questionnaire fall in the category A of Geoff' s findings. The overall results showed that the gap between users' expectations and perceptions is from 0 to -1. The gap in the range of 0 to -1 indicates that respondents have positive view about the library staffs courteous and caring attitude. They are also satisfied with the staffs' ability to provide services at the promised time and performing services immediately. It depicts the fact that respondents are satisfied regarding library staff's personality traits and their responsiveness. The analysis of gap between user's expectations and perceptions of 22 statements indicates that there is no users' expectations and perception gap between -1 to -2.

Table 7: Rank Wise Analysis of Quality Service Libraries

| Rank | Statements | E-Mean | P-Mean | Q=P-E |
|------|--|--------|--------|-------|
| 1 | Providing immediate service to users | 5.30 | 4.91 | -0.69 |
| 2 | Providing services as promised | 5.47 | 5.00 | -0.47 |
| 3 | Visually appealing facilities | 5.93 | 5.50 | -0.43 |
| 4 | Keeping users informed when service will be delivered | 5.26 | 5.07 | -0.19 |
| 5 | Library staff who have the knowledge to answer customers' questions | 5.28 | 5.13 | -0.15 |
| 6 | Attractive appearance of library material and equipment | 5.32 | 5.17 | -0.15 |
| 7 | Deliver service accurately at first time | 5.36 | 5.22 | -0.14 |
| 8 | Assuring users of the accuracy and confidentiality of their transactions | 5.16 | 5.13 | -0.13 |
| 9 | Willingness of staff to help users | 5.37 | 5.29 | -0.08 |
| 10 | Library staff understanding the needs of their users | 5.09 | 5.01 | -0.08 |
| 11 | Convenient library hours | 5.38 | 5.36 | -0.02 |
| 12 | Library staff are consistently polite | 5.20 | 5.63 | 0.43 |
| 13 | Library staff who have a neat, professional appearance | 5.46 | 5.75 | 0.29 |
| 14 | Modern equipment | 5.18 | 5.41 | 0.23 |
| 15 | Readiness to respond users' questions | 5.30 | 5.47 | 0.17 |
| 16 | Maintaining error-free user and catalogue records | 5.13 | 5.22 | 0.09 |

| | | | | |
|----|---|------|------|------|
| 17 | Library staff who instill confidence in users | 5.26 | 5.34 | 0.08 |
| 18 | Library staff who have the users' best interest at hearts | 5.24 | 5.29 | 0.05 |
| 19 | Giving users' individual attention | 5.16 | 5.20 | 0.04 |
| 20 | Providing service at the promised time | 4.97 | 5.00 | 0.03 |
| 21 | Library staff deal with users in caring fashion | 5.41 | 5.61 | 0.2 |
| 22 | Dependability in handling users' service problem | 4.99 | 5.00 | 0.01 |

5.8 Overall Service Quality of the Libraries

The respondents were asked to rate the overall service quality of college libraries. According to table 9 total 15.7% were rated slightly good, 14.4% rate moderately good, 43.3% respondents were neutral and 26.2% rate library quality extremely good. Acquired responses are shown in Table 8.

Table 8: Overall Service Quality of the Libraries

| Overall service quality of the libraries | | Frequency | Percent | Cumulative Percent |
|--|-----------------|-----------|---------|--------------------|
| Valid | Neutral | 132 | 43.4 | 43.4 |
| | Slightly good | 48 | 15.7 | 59.1 |
| | Moderately good | 44 | 14.4 | 73.7 |
| | Extremely good | 80 | 26.3 | 100.0 |
| Total | | 304 | 100.0 | |

5.9 Allocation of Points to SERVQUAL Dimensions

The respondents were asked to allocate points to five SERVQUAL dimensions aggregating 100. Table 9 shows that the SERVQUAL dimension 'Assurance' has the highest mean value (25.33) and 'Responsiveness' (23.54) and 'Empathy' have been found second most important dimensions (23.88). Other two dimensions 'Reliability' (22.89) and 'Tangibles' has (22.07) mean score.

Table 9: Allocation of Points to SERVQUAL Dimensions

| | | Tangibles | Reliability | Responsiveness | Assurance | Empathy |
|------|---------|-----------|-------------|----------------|-----------|---------|
| N | Valid | 281 | 275 | 277 | 277 | 282 |
| | Missing | 24 | 30 | 28 | 28 | 23 |
| Mean | | 22.07 | 22.89 | 23.54 | 25.33 | 23.88 |

The analysis of point allocation to SERVQUAL dimensions shows that respondents give preference to 'Assurance' more. The other four dimensions 'Reliability', 'Responsiveness' and 'Tangibles' and 'Empathy' were nearly equally important from respondent's perspectives.

5.10 Comparison of allocation of 100 points to the five SERVQUAL dimensions in different studies

The comparison of points given to SERVQUAL dimensions of other studies with this study has been mentioned in the table 10. Comparison of allocation of 100 points to SERVQUAL dimensions in different studies with the present study shows that in all studies lowest points were allocated to 'Tangibles', while highest points were allocated to 'Reliability'.

Table 10: Comparison of Allocation of 100 Points to the Five SERVQUAL Dimensions in Different Studies

| Study | Tangibles | Reliability | Responsiveness | Assurance | Empathy |
|--------------|-----------|-------------|----------------|-----------|---------|
| Arshad | 20 | 21 | 20 | 22 | 17 |
| Zeithmal | 11 | 32 | 22 | 19 | 16 |
| Nit. & Hern. | 18 | 32 | 22 | 16 | 12 |
| Coleman | 16 | 27 | 24 | 19 | 15 |
| Edw. & Bro. | 9 | 36 | 23 | 17 | 15 |
| This Study | 17 | 20 | 22 | 24 | 17 |

The comparison revealed that results of studies that have been cited are the libraries of developed and developing countries, while present research has been done in a developing country. In developed countries physical features of libraries are up to users' expectations, therefore, they don't give

importance to physical features of libraries. In a developing country like Pakistan, libraries are not fully developed especially physical features of libraries are not satisfactory from users' perspectives.

It has been concluded from data analysis that respondent's expectations are high as compared to their perceptions. Expectations mean range from (4.97 to 5.93), while perceptions mean range from (4.91 to 5.75). Overall -0.69 gap between users' expectations and perceptions indicating slightly positive service quality of libraries and satisfaction of respondents. The overall service quality of university's libraries was found somewhat well. The relative importance of five dimensions showed that Assurance dimension was ranked high and Tangibles as least.

6. Conclusion

The findings revealed that most of the respondents were from bachelor class and were male belonged to 20-25 age group. They respond that they visited college library frequently only for study purposes rather than any other purpose. The overall mean score of expectations shows that the respondent's priority expectations are related to the visual appearance of library, library staff must deal with users in polite way, services must be provided as promised and library staff should have professional look are significant aspects from user's point of view and they want libraries to meet them. Results indicated that total 22 statements of questionnaire fall in the category A of Geoff' s findings. The overall results showed that the gap between users' expectations and perceptions is from 0 to -1. The gap in the range of 0 to -1 indicates that respondents have positive view about the library staffs courteous and caring attitude. They are also satisfied with the staffs' ability to provide services at the promised time and performing services immediately. It depicts the fact that respondents are satisfied regarding library staff's personality traits and their responsiveness.

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