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Users' Satisfaction with Resources and Services of Public Libraries: A Case of Govt. Jinnah Public Library Sahiwal, Pakistan

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ABSTRACT

Public libraries play a pivotal role in the development of national culture, society, economy and other factors. Users have extreme importance when libraries are discussed. Good resources and services are essentially required for library users. The objective of this study was to evaluate the users' satisfaction with the resources and services of a public library. Quantitative research approach based on survey method was used to conduct this study. A structured questionnaire was designed to collect the data from the registered members of Government Jinnah Public Library Sahiwal (GJPLS). Convenience sampling technique was applied to approach sample size of this study.

The users were found highly satisfied with the library services including circulation, reference and electronic services. Notice board service was appreciated. The public library was providing efficient internet and Wifi service and it used to connect with its community through Facebook and mobile instant messaging service. Furthermore, GJPLS was holding good collections of books, journals and other sources of information organized with up-to-date catalogue.

The physical facilities of GJPLS were also found attractive and providing a gateway to learning with comfortable location to approach, quiet space for reading, community space for meetings and group study. However, the library timings were required to be reconsidered as per user requirements. This study might be helpful in improving the users' satisfaction and quality service of public libraries in Pakistan. The study might also provide assistance to policy makers and directorate of public libraries to devise a benchmark for quality service delivery in the public libraries.

Keywords: Users' satisfaction, resources and services, quality service, Government Jinnah Public Library Sahiwal.

Introduction

Role of library is changing gradually due to technological advancements. Users have extreme importance when libraries are discussed. The perceptions and expectations of library users have been influenced due to the great use of technology in the field of library (Rehman & Mustafa El Hadi, 2012; Shafique, Rehman, & Mahmood, 2012).

A public library is assumed as a vital resource center for trustworthy information. It is established to preserve man's published scholarship in order to use in education, research or recreation. Library develops and provides a variety of resources of information and designs various services to achieve social vision, mission and goals. The activities executed by the library are known as information services (Aina, 2004; Joy & Idowu, 2014).

The concept of the quality and users service is not a new phenomenon for library and information science (LIS) professionals as it is rooted in library philosophy and principles. For

example, Ranganthan's Laws of library science particularly the fourth law states "Save the time of the reader" implicitly by focusing on quality of library and products/services from the customer's perspective.

Public libraries are the public property established for public good with the public taxes. These libraries are supposed to be as social and political agents for the cultural change in any community and give an extensive variety of readership than whatever other kind of library (Joy & Idowu, 2014).

Users' satisfaction is of extreme importance and due to this, public libraries play a fundamental role in the dissemination of information. Therefore, public libraries should be convenient, active and have awareness of new technologies and the most recent developments in Information Communication Technology (ICTs). The management of the library should identify the needs of library users and try to structure their services according to the users' desires and requirements. There is a flood of information and the volume of information is growing due to the digital means of communications. The public libraries have to acquire and provide any type of material for information seekers. In the light o above reasons, user satisfaction is very essential and critical due to "users are well informed and they compare the sources of information on the basis of easiness and timeliness. The applications of ICT have created many arenas for users to get information nowadays. Library should make available its information resources and services or

other facilities as per users' satisfaction otherwise, the user has option to knock at another door of information (Emojorho, 2005; Gay, Mills, & Airasian, 2009; Grigoroudis & Siskos, 2009).

The experience of customers regarding library and its services can be stated by a formula: "Customer satisfaction= Performance – Expectations" (Matthews, 2007). Kotler, Keller, Ang, Leong, and TAN (2006) described the customer satisfaction as the "level of a person's felt state resulting from comparing a product's perceived performance or outcome in violation to his/her own expectations".

The primary objective of library and staff has been meeting the users' needs in an public library. Accordingly, the public libraries require adopting more planned strategies to create effective service delivery in order to satisfy their communities. Therefore, the public library needs to analyze the user needs and identify their information, education and research needs in order to design effective tools for efficient service delivery (Akparobore, 2011).

Today users are very demanding and less patient regarding their desired information or needs. The continues research is essential to explore user perceptions and to find the way how customers can be satisfied in terms of providing access to the resources and services of public library in this current century where the ICT is indispensable for the effective delivery of information services. Though, a number of research studies have been carried out to explore users' satisfaction, still this area of research is needed to be discovered more. In public libraries, this area of research is still least explored (Manjunatha & Shivalingaia, 2004). Therefore, this study is

intended to measure user satisfaction regarding resources and services of Government Jinnah

Public Library Sahiwal Pakistan.

Objectives of the Study

The study achieved following objectives:

1. To evaluate the users' satisfaction with the GJPLS services

2. To investigate the level of users' satisfaction with the resources of GJPLS.

3. To identify the problem faced by GJPLS users

Research Questions

The study attempted to answer the following research questions:

1. How much the users are satisfied with information sources made available by GJPLS?

2. What is level of users' satisfaction regarding the services provided by the GJPLS?

3. What are the problems faced by users while using GJPLS?

Literature Review

The researcher searched the various database including libraries, Google Scholar, Emerald,

Science Direct, Directory of Open Access Journals (DOAJ), LISTA and LISA to locate the

research published on users satisfaction. The research studies concerned with public libraries are

limited in Pakistan. However, a few studies published on users' satisfaction with public libraries

are described in this section.

Public Library and Users' Satisfaction

Library performs some core and traditional services through its personnel to meet the information needs of its clientele (Popoola & Haliso, 2009). A library cannot be able to design satisfactory services unless the feedback of its patrons is considered. Furthermore, it is emphasized that analysis of users' feedback is essential for creating effective services the regularly and systematically. This analysis enables the decision makers the services they going to provided (Morris & Barron, 1998).

Users' satisfaction has a significant effect in advancement and improvement of a library. Kotler et al. (2006) in their book, defines the user satisfaction "as the level of a person's felt state resulting from comparing a product's perceived performance or outcome in violation to his/her own expectations".

DeLone and McLean (1992) identified that *user's satisfaction* is one of major variable for measuring the success of an organization. However, if the users are dissatisfied it depicts that there are some hurdles in the functionality of a library restricting them in acquiring the requisite information (Grigoroudis & Siskos, 2009; Oliver, Rust, & Varki, 1997).

Gede Mahatma Yuda Bakti and Sumaedi (2013) studied the relationship among user satisfaction and service quality in a university library service Indonesia. The findings of the study revealed that service quality of library could affect user' satisfaction directly.

Users' Satisfaction with Information Resources

Emojorho (2005) investigated "the roles and effectiveness of public library in nation" – building in Nigeria. Due to appalling resources, the performance of the public libraries was found poor in various aspects. Additionally, Parvathamma and Reddy (2009) documented that a

proactive approach is required from public library to stimulate its users for the effective utility of collections, resources through providing efficient to the internet access. Public library needs to offer the services including literacy programs and internet service for its community for the effective use of its resources and services.

Public library is to serve its clients anytime and to do this adequately, there ought to be quality data as far as its pertinence, money and exactness that would address and fulfill client's issues. In the event that the library neglects to meet the data need of clients, then successful services have not been rendered. At the end of the day, the library clients must be happy with the services rendered by Public libraries (Goulding, 2016; Joy & Idowu, 2014).

Absence of need and intrigue give off an impression of being the fundamental components keeping individuals far from Public library making them have no yearning premium or need to utilize Public library services (Goulding, 2016).

Udo and Philip (2020) conducted a survey to examined the users' satisfaction with public library services of Abak community in Akwa Ibom, Nigeria. Population of the study was consisted 133 library users. Findings revealed that there was a significant relationship between internet service, user education and users and satisfaction provided by Abak public library.

User Satisfaction with Public Libraries in Pakistan

Public libraries in developing countries do not meet even the minimum expectations of the users as they have never been their focal point. Dissimilar to the advanced countries, the customer's feedback is hardly incorporated in the collection building process in Pakistan. As a matter of fact, user satisfaction is unfamiliar topic in Pakistan. However, no significant steps regarding the users' satisfaction of public libraries in Pakistan have been taken yet.

Arshad (2009) conducted a research on users' perception of Punjab University's departmental libraries. She collected data from students through SERVQUAL scale. The findings showed an immense negative gap in all 22 survey items used for the study. Amongst all the negative results, the result related to the library staffs services was the most negative. Out of twenty-two, five items were recorded as highly negative and they were: (1) modern equipment (2) assuring customers' secrecy (3) professionalism and guidance from staff towards the users of library (4) library staff having the confidence of users (5) existing physical facilities. The validity of scale was not described in this research. Furthermore, the research did not highlight the lowest satisfactory service expectations.

Hanif (2013) explored the users' satisfaction of Model Town Public Library in Lahore. The study found that library patrons were pleased with the facilities of the library but were not very satisfied with the information resources.

Taufiq, Rehman and Ashiq (2020) examined the level of user satisfaction with the resources and services of public libraries and the problems faced by the public library users in Lahore, Pakistan. Population of the study was consisted of the users of four major public libraries in Lahore, Pakistan. The findings revealed that the majority of the respondents visited the public library daily and were satisfied with the services of public library. The study also revealed that public library was the best information resource for respondents in their area. However, respondents were found dissatisfied with the internet-based services provided by their libraries and the lack of a library-user relationship.

Many writers presented different problems faced by the users and various suggestions were given to the improvement of the service quality of libraries in Pakistan". "This paper seeks to

determine the user satisfaction with the available library collections, as no significant study has probed the issue of user satisfaction towards information resources and services of public libraries".

Research Design

Specific method

This study is based on survey method of research. As the "survey research is a commonly method used to investigate the present setting, preferences, practices, concerns, and attitudes of large groups and individuals" (Gay et al., 2009).

Population of the Study

Government Jinnah Public Library Sahiwal (GJPLS) was selected for this study. This is one of the largest public libraries of Punjab province of Pakistan. The population framework comprised of the registered members using the resources and services of GJPLS. A number of 8000 of members are registered with GJPLS and 60% out of them are actively using this public library.

Sampling technique

The simple random sampling technique was applied to determine the sample size for this study. The conveniently available library users were requested to participate in this study. The convenience sampling technique was used to approach the subjects.

Sample size. Out of Total=8000 members of the target population, a sample size of *381* respondents were calculated from the registered users of GJPLS.

Development of Data Collection Tool

A structured questionnaire was developed with the help of review of literature and the survey tool designed for the evaluation of users' satisfaction LibQUAL$^+$ tool (Kyrillidou & Cook, 2008).

Validity and Reliability of Data Collection Tool

A pilot testing survey was carried out among 30 users of GJPLS in order to ensure the validity of the tool. Adequacy of sample and segmentation was analyzed through SPSS. The review of literature shows that Lib QUAL+ protocol is a valid and reliable survey tool for the assessment of users' satisfaction in libraries.

Data Analysis

SPSS was used to analyze quantitative data. Various statistics was applied to present data analysis. "Descriptive statistics (frequency, percentage, mean and standard deviation) and inferential (t-test, ANOVA) were applied".

Results and Discussion

Demography of the Respondents

Survey instrument consisted of 30 statements including one statement regarding demographic information. The first question of the survey obtained demographic information of the respondents.

Gender

A total of 317 users of GJPLS responded the questionnaire oriented survey. Majority of the respondents were males (254, 80%), while females were (63, 20%). The male respondents were greater than their other counterpart (females) in the population of study; therefore, the females' participation was less in number and male percentage was high as the demographic profile of respondents presented in Figure 1of these clients.

Figure 1: Demography of the respondents (N=317)
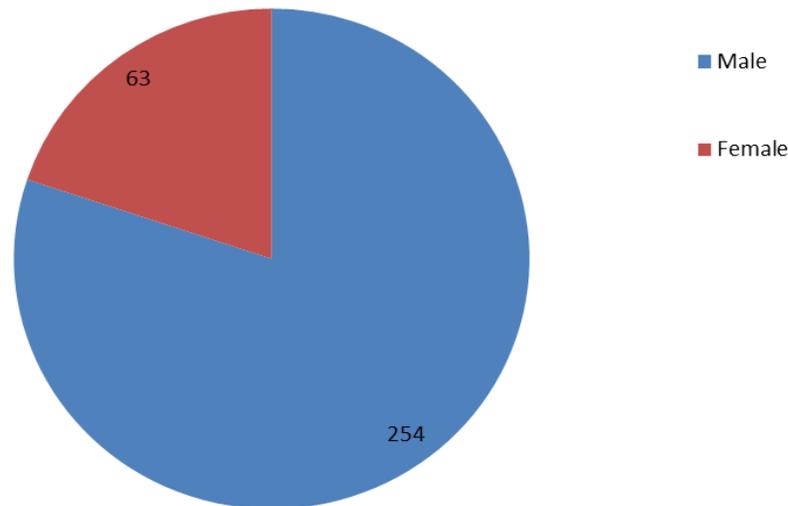
Users' Satisfaction with Library Services

The first section of the survey instrument measured the users' satisfaction with the services of GJPLS. This section further segmented into three sub-sections in order to evaluate the fundamental and advanced services including

(a) Primary services

(b) Electronic services and

(c) Staff knowledge and behavior, towards library users.

Table 3 showed that out of five statements, "Notice board service for Job, Ads, Clipping is useful" and "Circulation service of GJPLS is good" obtained highest mean scores of 4.36 and 4.08 respectively while "Reference service of GJPLS is available to users" secured lowest mean=3.94. The findings of the Table 3 revealed that majority of the respondents were found satisfied with the primary services of GJPLS. All the participants of study were agreed that they would have satisfaction with library services including circulation, reference and acquisition made available by GJPLS.

Table 3

*User satisfaction with primary services* (N=317)

Sr.	Statements	Mean	SD*
1	Notice board service for Job, Ads, Clipping is useful	4.36	.793
2	Circulation service of GPL is good	4.08	.905
3	GPL is trying to make available new information resources and services to its users	3.97	.908
4	Reference service is good attribute of GPL	3.96	.882
5	Reference service of GPL is available to users	3.94	.990

"Scale: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree, SD*=St. Deviation"

Graphical presentation of users' satisfaction with primary services

The graphical presentation in Figure 4 also showed that a vast majority of the survey was reacted as agreed and strongly agreed on the statements asked to measure the users' satisfaction with primary services of GJPLS.

Figure 4: User satisfaction with primary services of GJPLS (N=317*)
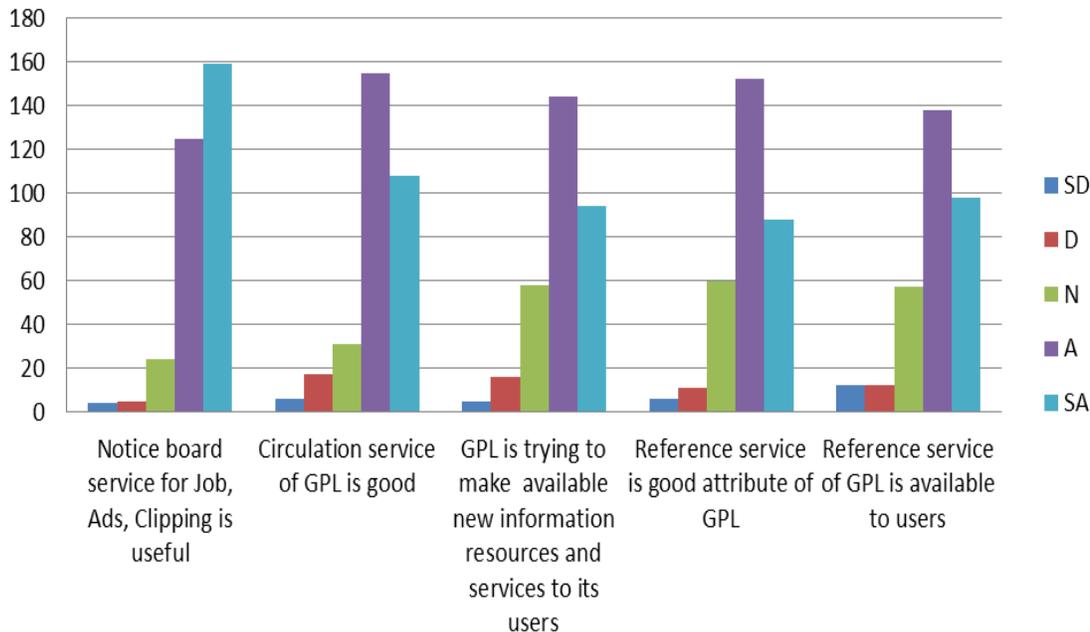
"Scale: **SD**=Strongly Disagree, **D**=Disagree, **N**=Neutral, **A**=Agree, **SA**=Strongly"

Users' satisfaction with electronic services of GJPLS

The Table 4 described that out of seven statements, "Internet service is available" and "Internet works efficiently" obtained highest mean scores of 4.17 and 3.93 respectively while "Reference service of GPL is available to users" secured lowest mean=3.50. The results of the Table 4 expressed that the electronic services offered by GJPLS were found satisfied. Most of the users were found satisfied by the electronic services provided by public library in Sahiwal. The users were found satisfied with quality and efficiency of electronic services (i.e. internet, wifi & e-mail, social networking and instant mobile massaging) rendered by GJPLS. It was also revealed that majority of the patrons of GJPLS used to operate Computer, internet, wifi and social networking services in the library. This showed that the electronic services offered by GJPLS were found satisfactory.
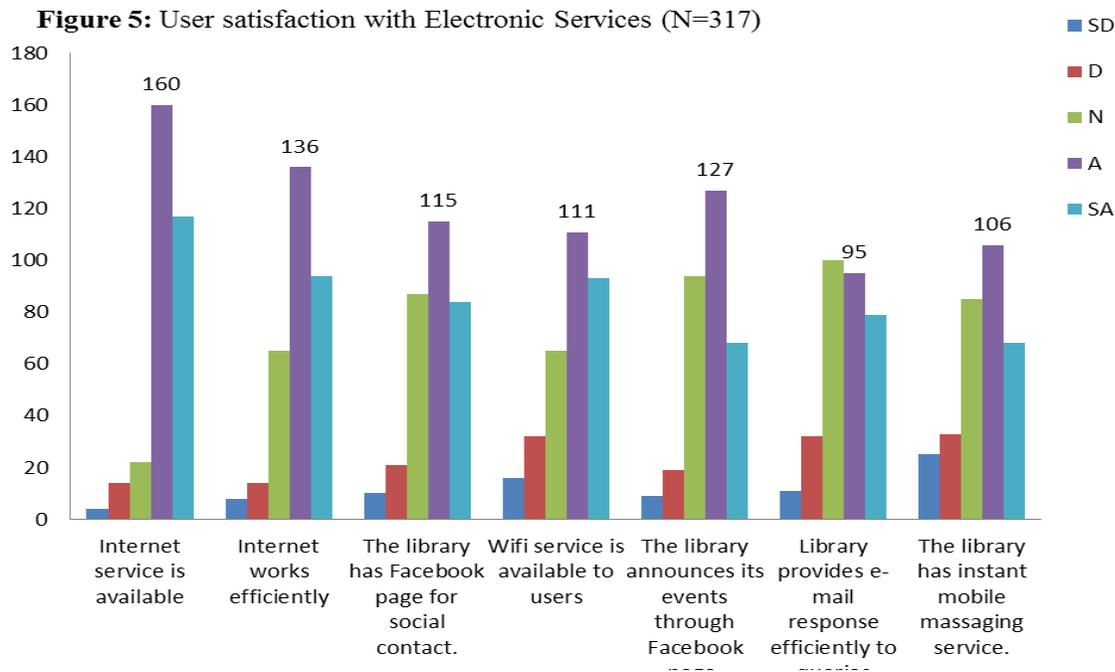
Table 4

Users' satisfaction with electronic services (N=317)

Sr.	Statements	Mean	SD*
1	Internet service is available	4.17	.837
2	Internet works efficiently	3.93	.950
3	The library has Facebook page for social contact.	3.76	1.018
4	Wifi service is available to users	3.74	1.136
5	The library announces its events through Facebook page.	3.71	.963
6	Library provides e-mail response efficiently to queries	3.63	1.070
7	The library has instant mobile massaging service.	3.50	1.168

Graphical presentation of users' satisfaction with electronic services

A graphical representation of the frequency distribution **of** users' satisfaction clearly described in Figure 5 that the majority of the respondents were found agreed and strongly agreed with electronic services of GJPLS. Public library needs to offer the services including literacy programs and internet service for its community for the effective use of its resources and services (Parvathamma & Reddy, 2009).

Figure 5: User satisfaction with Electronic Services (N=317)

"Scale: **SD**=Strongly Disagree, **D**=Disagree, **N**=Neutral, **A**=Agree, **SA**=Strongly"

Users' satisfaction with staff knowledge and behavior

The findings (presented in the Table 5) exposed that the respondents were found satisfied with all the statements of Table 4. Out of four statements, "The GJPLS is a best information center in this area due to its staff" and "GJP library staff encourages the users to use library

independently" obtained highest mean scores of 4.45 and 4.19 respectively while "GJPLS library staff gives individual attention to the users" secured lowest mean=3.89 as presented in the Table.

Table 5

*Users' satisfaction with Staff Knowledge and Behavior* (N=317)

Sr.	Statements	Mean	SD*
1	The GJPL is a best information center in this area due to its staff	4.45	.788
2	GJPL staff encourages the users to use library independently	4.19	.907
3	GJPL staff has knowledge to answer users' questions	3.90	1.027
4	GJPL staff gives individual attention to the users	3.89	.983

"Scale: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree, SD*=St. Deviation"

Graphical presentation of users' satisfaction with staff knowledge and behavior.

The Figure 6 evidently expressed that the majority of the respondents were found agreed and strongly agreed with staff knowledge and behavior of GJPLS.

Figure 6: *User satisfaction with Staff Knowledge and Behavior*
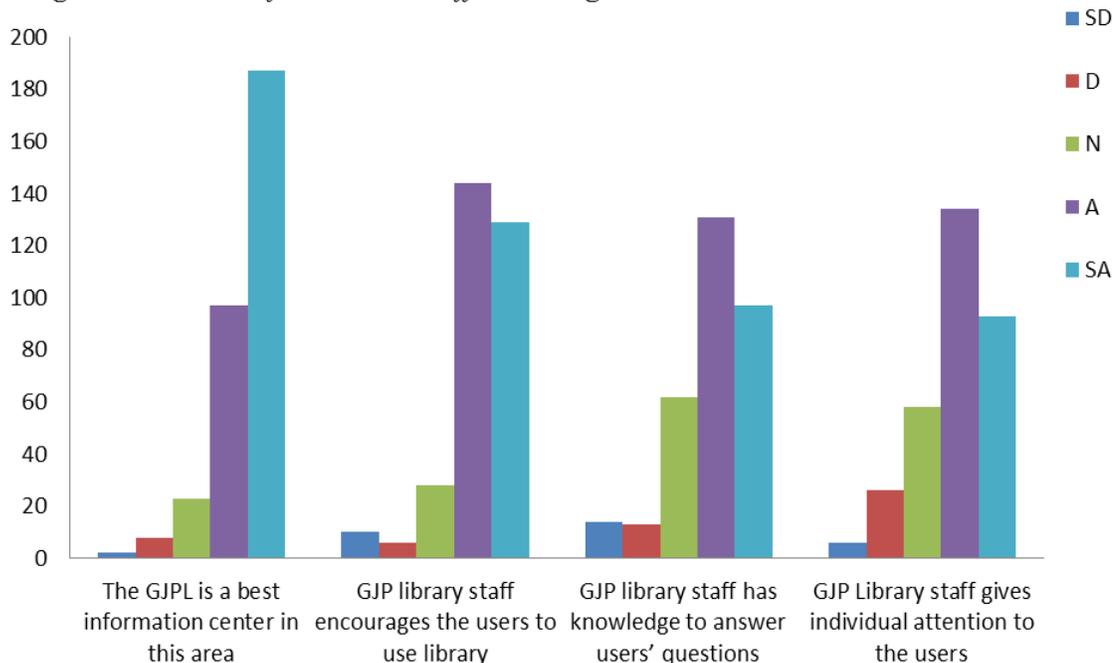
"Scale: **SD**=Strongly Disagree, **D**=Disagree, **N**=Neutral, **A**=Agree, **SA**=Strongly"

Users' Satisfaction with Information Sources

The Table 6 described that out of four statements, "The library has printed (books &
journals) collections, I require for my work" obtained highest mean scores of 4.05 and 3.97
respectively while "The library has easy-to-use access tools that allow me to find things on my
own. (OPAC)" secured lowest mean=3.86. Table 6 concluded that the participants were found
satisfied with all the statements of *Information Sources.* The users responded that the GJPLS held
good collections of books, journals and other sources of information. Furthermore, the library
materials were found well organized with up-to-date catalogue and users could freely search
materials on OPAC of GJPLS.

Table 6

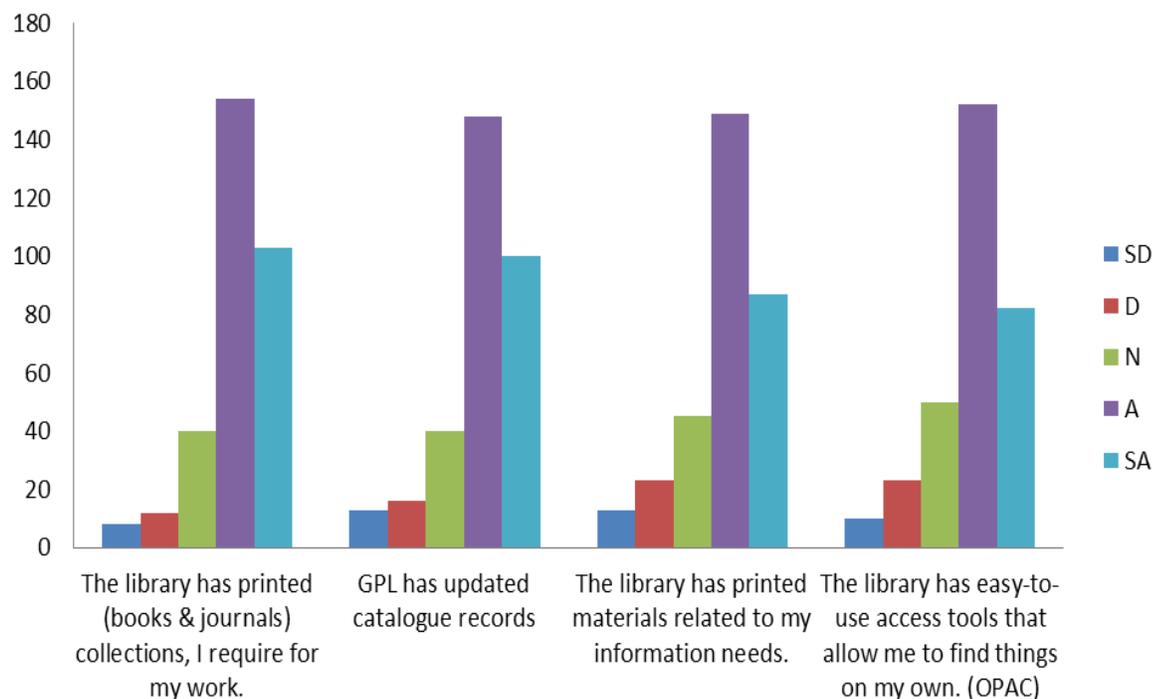*Users' satisfaction with Information Sources* (N=317)

Sr.	Statements	Mean	SD*
1	The library has printed (books & journals) collections, I require for my work.	4.05	.911
2	GPL has updated catalogue records	3.97	1.007
3	IS: The library has printed materials related to my information needs.	3.86	1.030
4	The library has easy-to-use access tools that allow me to find things on my own. (OPAC)	3.86	.987

"Scale: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree, SD*=St. Deviation"

Graphical presentation of users' satisfaction with Information Sources.

A graphical representation (Figure 7) of the frequency distribution **of** users' satisfaction
with *Information Sources* clearly described that a vast majority of the respondents were found
agreed and strongly agreed with the information services made available by the GJPLS.

Figure 7: User satisfaction with Information Sources (N=317)

"Scale: **SD**=Strongly Disagree, **D**=Disagree, **N**=Neutral, **A**=Agree, **SA**=Strongly" Agree

Users' Satisfaction with Library as a Place

Table 7 showed that out of seven statements the GJPLS is a best information center in this area and the library is a gateway for study, learning or research obtained highest mean scores of 4.45 and 4.36 respectively, while "Library hours meet users expectations secured lowest mean=3.32. The findings presented in Table 7 showed that the users were found highly satisfied with the physical facilities of the library. The users were found dissatisfied to some extent with opening and closing timings of GJPLS.

Table 7

Users' satisfaction with Library as a Place (N=317)

Sr.	Statements	Mean	SD*
1	The GJPL is a best information center in this area.	4.45	.788

2	The library is a gateway for study, learning, or research	4.36	.793
3	The library has comfortable and inviting location.	4.34	.790
4	The library has space that inspires study and learning.	4.29	.817
5	The library has quite space for individual learning and social activities.	4.23	.800
6	Community space for group learning and group study.	4.15	.891
7	Library hours meet users expectations	3.32	.809

"Scale: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree, SD*=St. Deviation"

Graphical presentation of users' satisfaction with library as a place

A graphical representation (Figure 8) of the frequency distribution of users' satisfaction with *library as a place* clearly described that a vast majority of the respondents were found agreed and strongly agreed with the physical facilities provide to the patrons by the GJPLS. It indicated that the users of GJPLS were found using public library with full satisfaction. However, a great number of respondents did not presented their opinion on library timings. The users might be dissatisfied with the timings of library.

Figure 8: *User satisfaction with Library as a Place (N=317)*

Gender Effect on 'Users' Satisfaction with Resources and Services'

The findings of t-test (presented in Table 8) exposed that the respondents were holding significant difference opinion on various statements of the library resources and services. The results revealed that a slight difference (p=.049) was found between the opinions of males (mean=4.40) and females (mean=4.17) on the statement of 'Circulation service of GJPLS is good'. The male respondents (mean=4.51) were found highly satisfied (p=.009) with "GJPL is a best information center in this area" than female (mean=4.21) users.

Table 8

Gender effect on 'users' satisfaction with resources and services' (N=317)

Sr.	Statements	Gender	N	Mean	Mean Diff.	t-test t	t-test p-value
1	Circulation service of GJPL is good	Male	254	4.40	.23	1.996	.049
		Female	63	4.17			
2	Internet service is available at GJPL	Male	254	4.22	.26	2.002	.048
		Female	63	3.97			
3	Library provides e-mail response efficiently to queries	Male	254	3.56	-.33	-2.176	.030
		Female	63	3.89			
4	The GJPL is a best information center in this area	Male	254	4.51	.31	2.678	.009
		Female	63	4.21			

Results of ANOVA on 'users' satisfaction with resources & services

The results of ANOVA (Table 9) revealed that there was a significant difference were found on "Notice board service for job, ads, clipping is useful" at a specified criterion of 0.05, F(5)

= 2.71, p = .021 between and within the respondents groups of public library. A strong significant

difference was also observed between and within the user groups on "The library has Facebook

page for social contact" at a specified criterion of 0.05, F(5) = 2.51, p = .030 and highest difference

of opinions was also observed within and between the user groups on "The GJPL is a best

information center in this area" at a specified criterion of 0.05, F(5) = 2.82, p = .017.

Table 9

Results of ANOVA on 'users' satisfaction with resources & services' (N=317)

Statements	User Groups	N	Mean	Diff. of opinion	F	*p*-value
Notice board service for job, ads, clipping is useful	Lawyer	10	3.40	Between Groups	2.71	.021
	Student	135	3.93	Within Groups		
	Teacher	61	3.84			
	CSS Aspirant	6	4.67			
	Gen. Public	91	4.04			
	G. Employee	14	4.43			
The library has Facebook page for social contact	Lawyer	10	3.20	Between Groups	2.51	.030
	Student	135	3.64	Within Groups		
	Teacher	61	3.70			
	CSS Aspirant	6	4.50			
	Gen. Public	91	3.96			
	G. Employee	14	4.00			

	Lawyer	10	4.50	Between Groups			
	Student	135	4.57				
The GJPL is a best information center in this area	Teacher	61	4.15			2.82	.017
	CSS Aspirant	6	4.83	Within Groups			
	Gen. Public	91	4.43				
	G. Employee	14	4.50				

Problems faced by users while using GJPLS

Content analysis of Open-ended Comments

The respondents were asked to provide their personal experience in public library services and to highlight their problems. This section summarized the comments of the users of public libraries. Respondents of this study mentioned the following problems against the open-ended question.

- Time-consuming services

- Lack of staff developing training

- Lack of facilities for disabled or handicapped users

- library did not consider user feedback, complaints, or suggestions

- Lack of awareness and promotion regarding public libraries

- Unawareness regarding public information services

- Lack of current materials

- Inadequate funding

- Disturbing and noisy environment

- Lack of ICT infrastructure

- Security issues

- Lack of learning and guidance opportunity

Recommendations

The researcher presented the following recommendations on the basis results.

1. Timings of public library may be extended to late night.

2. Reference desk should be made available in public library.

3. ICT equipments and the use of social networks should be enhanced.

4. The use of mobile technology and instant messaging service should active and promoted among the library users.

5. The apparatus of heating, air conditioning in reading halls and computer labs required to be installed.

6. Internet and WiFi services should be made stronger.

7. Photocopy, scanning and printing facilities would be made available in the library premises.

8. Multi-lingual OPAC should be developed and the OPAC terminals would be provided in more numbers.

9. Librarian and public relationship would be enhanced.

10. Promotional activities would be launched among the surrounding community.

Conclusion

A library is the heart of a learning community, providing a place for studying, education research and recreation. Public libraries play a pivotal role in the development of national culture, society, economy and other factors. Libraries need to assess the user satisfaction with respect to quality of their resources and services and find how the user satisfaction can be improved. A library

cannot be able to design satisfactory services unless the feedback of its patrons is considered. Users' satisfaction has a significant effect in advancement and improvement of a library. Users' expectations are increasing rapidly in this ICT oriented era. Users want to get information timely and easily whatever the source or format of information.

The clientele of GJPLS have strong association with their library and used to visit it regularly. The users are satisfied with the primary of services including circulation, reference and electronic service. Notice board service is appreciated. The users were found satisfied with the efficiency of electronic services (i.e. internet, wifi & e-mail, social networking and instant mobile massaging) rendered by GJPLS. The library staff has made the GJPLS as a best information center in their area with value added service and with their positive behavior towards clientele. The library staff is trying to library users independent learners. The GJPLS is holding good collections of books, journals and other sources of information organized with up-to-date catalogue (OPAC). The physical facilities of GJPLS are found attractive. This library provides a gateway to learning with comfortable location to approach, quiet space of reading, community space for meetings and group study. However, the library timings are required to be reconsidered as per user requirements.

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