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# Users' Satisfaction with Information Resources and Services: A Survey of GC University Library Lahore

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## Abstract:

The basic objective of this article is to know users' satisfaction with GC University Library's resources and services. An effort was also made to know the impact of university library resources and services upon users' work. Research was done by using a survey method. Self-structured questionnaire was used in order to get the desired objectives of the study. Findings show users' levels of satisfaction with online catalog, reference services, book materials, Interlibrary loan, usefulness of the information received in the library, library professionals' availability, library staff friendliness, librarians' expertise, service delivery time, library instruction, working hours, computer equipment, recorded webinars, the ability to print in the library, the ability to scan in the library, research guides, use the library website, use library databases, talk to a librarian via chat, Email a librarian, request books or articles, access e-books etc. and the time it takes to serve users. The article offers recommendations for further improving the university's library services.

Almost no researches are done to know the users' satisfaction with information resources and services of GC University Library Lahore before this paper. This article will prove highly fruitful in improving services of GC University Library Lahore that has many characteristics.

## Keywords:

Library Services Quality, Users' satisfaction with University's Library, Library Satisfaction Survey

## Introduction and Background of the Study:

Library of a university is known as the hub of information and research. A university is a place of creation of research. A university's library is at the heart of the campus. It provides a creative forum to the students, faculty members, scholars and researchers to continue research in the best interests of the country. As users are becoming more and more skilled and demanding information resources without visiting the libraries so libraries need to organize resources and services keeping in view the modern trends so that users may be satisfied efficiently. Libraries are collecting electronic resources in order to satisfy the growing needs of the users. Academic libraries also take into account users' needs so that they can better serve the users to accomplish their goals.

Assessment of a university's library's resources and services is highly important. Through this, new services are introduced. Collections are organized in a well manner. Users' information needs are placed on priority. New collections are built according to library users' needs and expectation. University libraries have a good repute among the community. These enhance not only book reading culture but also flourish research tradition. These enable a university to uplift its ranking. Keeping in view the benefits of a university's library, quality of services is highly indispensable. (Kiran, (2010))[1].

Jung-Yu (2006)[2] suggested that users' should be given the utmost value in the library. They need to be encouraged. Quality library services should be provided to them. They are the real promoters of the library's services. They should be provided alerts about new arrivals and newly introduced services in order a get a better perception from them.

This study shows users' levels of satisfaction with online catalog, reference services, book materials, Interlibrary loan, usefulness of the information received in the library, library professionals' availability, library staff friendliness, librarians' expertise, service delivery time, library instruction, working hours, computer equipment, recorded webinars, the ability to print in the library, the ability to scan in the library, research guides, use the

library website, use library databases, talk to a librarian via chat, Email a librarian, request books or articles, access e-books etc. and the time it takes to serve users.

GC University Lahore (GCU) has been the leading educational institution in the Indo-Pak Subcontinent since 1864. In 1872 The GCU Library was established to meet information needs of the community and to lend a hand in teaching, research, consultancy and learning. In 1937, one reading room, along with an office was established in memory of Mian Fazl-i-Hussain, a renowned educationist. In 1999, the Postgraduate Library was established to enhance library activities and provide access to a vast archive to students. Recently another larger library was established by bringing together Botany, Zoology and Institute of Biotechnology departmental libraries, and this is known as Life Sciences Library. There are also eight other independent departmental libraries. These Libraries were created with the goal of storing diverse information in the form of scholarly print and electronic journals, and to provide the users a congenial learning environment.

In the recent years, the library has enriched the collection of print and electronic journals. GCU Libraries have around 450 printed journals in a variety of subject areas such as Business, Education, Environment, History, Computer Science, Physics, Chemistry, Zoology, Mathematics Management Sciences, Political Science, Economics, Psychology, Biotechnology, Botany, Physics and Literature. These printed journals are purchased and exchanged and gifted by other institutes while the electronic journals are accessed via HEC digital library. The use of electronic journals has been made easy by the establishment due to the high-end technological infrastructure. GCU Library has received more than 60 personal collections from prolific figures. The Library has all volumes of Nuqoosh (a literary magazine devoted for progressive cause). The library has ample of archival collections including pre-partitions documents, census reports,

archaeological surveys, linguistic survey of India, French Publications. This is the only library of Pakistan that is the member of World Digital Library (WDL), a joint project of UNESCO and Library of Congress.

The study investigates the users' satisfaction with information resources being offered by GC University Library Lahore. It reveals problems which are faced by the users while accessing information resources. Recommendations based on the literature review and findings of the study will provide guidelines not only to the competent authorities of the university but also to the government representatives for an effective utilization of information resources in the university's libraries.

## Review of Literature:

In 2001, Cook[3] made research to know the quality of academic library services. She used important variables in her research to know the desired results. She conducted research to know users' satisfaction and their perceptions about library's services. Findings of her research revealed that respondents used different library's resources to meet their information needs. They preferred electronic resources and services to make completion of their respective tasks quickly. They demanded more refined services from the university's library.

Whitman (2001)[4] suggested that users' expectations may be measured through interrelated concepts. Without knowing users' satisfaction, quality library services may not be offered. Friendly environment may be given to the users only when their needs are revealed. Users' attitudes are highly significant in the provision of quality library services. Users want to access resources without facing any physical barriers. They want to get electronic documents for the purpose of saving their priceless time. They want to make completion of desires goals well in time. They want to see librarians as information providers. They want to see library as a place of information, learning, research, creation

and comfort. Libraries need to provide services according to the needs of modern age that is an age of Information and Communication Technologies (ICTs.)

In Thailand, Surithong (2003)5 made examination of the expectations of users regarding quality library services. Different areas of the library were explored to know the users' satisfaction. Users were asked to show their satisfaction regarding reference services. They showed different opinions about library services. They also showed their priorities to access digital information. The study recommended need to digitize collections to provide quick services to the users.

Calvert (2001)[6] investigated the users' expectations through a comparative research between users in New Zealand and China. The study concluded that academic users demand multiple services from the university libraries. They are well aware of the available resources and services of their libraries. They demand quick services from library staff. It was also found that library users of both nations have own preferences. The study recommended the need to build more and more digital collections to satisfy the information and research needs of the users.

Ashok (2007)[7] assessed library services in Jawaharlal Nehru University. He used a five-point Likert scale to assess the library services based on six factors: reliability, responsiveness, assurance, access, communications and empathy. Users were satisfied with the library services on the whole. However, they demanded more friendly environment from the library. They wanted to get required material without visiting the libraries.

Hernon (2002)[8] stated that quality of the library services is highly required in the present age that is highly competitive. A number of changes have taken place due to the advent of information technology. Users have become more dynamic in their approach. They demand multiple services from the library staff. They are liberal. They are technology-minded persons. They want to attain required information without any delay. Therefore, it has become very much essential for the university libraries to reshape their resources and services. To satisfy the users should be the core purpose of every university's library. Users'

needs should be kept on top most priority so that a better image of the library may be created.

Adnan & Mumtaz (2006)[9] investigated the role of librarians in satisfying the information needs of the users. They concluded that library professionals played a very important role in making completion of the students' assignments. They fulfilled the information needs of the users. They organized resources keeping in view the convenience of the users. The study recommended the need to provide more refined services to the users in order to provide a more congenial environment. Librarians should be service oriented so that they could serve their users efficiently.

Schneider (2004)[10] stated that a user-based approach is highly essential in the modern age. University libraries should be user-centered. Users should be given the most value. Their information needs should be met on priority. They should be provided a friendly system. They should never be discouraged. Special sessions of information literacy should be conducted for them. There should be information commons in the libraries. Users' needs should be satisfied by using all possible resources. Quality library services should be sustained to uplift the image of the organization.

Amoroso and Lim (2015)[11] conducted study to know the users' satisfaction with library resources and services. Their study concluded that library users had become innovators. They adopted technology very fast. They liked to avail latest tools to access required information resources without facing any problems. They were familiar with online databases. They preferred electronic content rather than print format. They wanted to save their priceless time. They want to complete relevant projects without wasting precious time. They were innovative in their approach of utilizing library's resources and services.

HEC online resources have brought a great revolution in scholarly work. These databases are not less than a blessing. These provide access to more than 25000 online journals free of cost to the users of the universities. Khan and Ahmed (2013)[12] explored the impact of digital library resources on the scholarly communication of researchers in Pakistan. The results showed that the

respondents were familiar with the basic searching skills of HEC online databases. They quenched their thirst of knowledge by using online databases. Arshad and Ameen (2017)[13] explored the academic use of e-journals at University of the Punjab. The findings showed that a significant number of users had excellent skills in searching e-journals through search engines and full-text databases. The university provided access to full-text databases of e-journals, Emerald, Elsevier, and Science Direct, through HEC Online Databases. Overall users used electronic journals more frequently than print journals to fulfill their scholarly needs. They preferred to use e-journals to keep themselves up-to-date, to write research articles, and research reports.

## Research Objectives:

Following are the research objectives of this study:

- What is the level of users' satisfaction towards GC University Library's resources and services?

- Which problems are faced by users while accessing information resources?

## Methodology:

Survey method was adopted to complete the study. Population of the research was all the faculty members and the students. Sample of the study comprised upon those users who come in GC University Central Library, Post Graduate Library and Life Sciences Library. Almost 500 questionnaire were got fulfilled from the users belonging to almost all departments of the university.

Too to gather data from the respondents was questionnaire. It was also validated through external experts. Reliability of the questionnaire was checked through Cronbach's Alpha. The questionnaire was administered. The data were analyzed using frequency counts and percentages.

**Results, Analysis and Interpretation:**

The data collected from the questionnaires are analyzed below.

# Satisfaction with Library Resources and Services:

## Are you satisfied with this item or service?

| Service | Yes | No |
|---|---|---|
| Reference services | 82% | 18% |
| Interlibrary loan | 69% | 31% |
| Usefulness of the information received in the library | 80% | 20% |
| Library professionals' availability | 89% | 11% |
| Library staff friendliness | 96% | 4% |
| Librarians' expertise | 90% | 10% |
| Service delivery time | 84% | 16% |
| Library instruction | 74% | 26% |
| Working hours | 70% | 30% |
| Computer equipment | 40% | 60% |
| The ability to print in the library | 61% | 39% |
| Research guides (library web pages for specific subjects) | 40% | 60% |
| Use the library website | 76% | 24% |
| Use library databases | 79% | 21% |
| Talk with a librarian via chat | 30% | 70% |
| Talk with a librarian on the phone | 30% | 70% |
| Email a librarian | 65% | 35% |
| Search for items in the library catalog | 35% | 65% |
| Access print books | 84% | 16% |
| Access online articles | 72% | 28% |
| Access e-books | 43% | 57% |

When users were asked about reference services, 82% said that they were satisfied with print and electronic reference services while 18% were not satisfied. About Interlibrary loan, 69% respondents were satisfied whereas 31% were not satisfied with this service. 80% users were happy with usefulness of the information received in the library while 20% users were dissatisfied about the same. 89% users were of the view that library professionals were always available for their assistance while 11% were not satisfied regarding librarians' availability for providing assistance in making compliance of respective tasks. 96% users were happy with staff attitude while 4% were not happy with library staff behavior. 90% users showed satisfaction with staff expertise while 10% didn't show satisfaction regarding staff skill. 84% respondents were satisfied with service delivery time while 16% were satisfied. 74% users were satisfied with library instruction programs while 26% did not have awareness about such literacy programs. 70% users with satisfied with library working hours while 30% users were not happy. They wanted to see the library open around the clock for their convenience. 40% users showed satisfaction with computer equipment while 60% did not show satisfactory response related to computer equipment. 61% respondent said that they could get prints of the required material from the library while 39% negated this statement. 40% users were satisfied to access research guides while 60% respondents were not satisfied with this service. 76% users found the library website as user friendly while 24% respondents did not find it as user friendly. 79% users were satisfied with library databases however 21% respondents were not satisfied on account of lack of awareness of available library databases. 30% users were satisfied with chat service with librarians while 70% were unaware of this service. 30% users were satisfied with telephonic service with librarians while 70% were not satisfied with this service. 65% users were satisfied with email service while 35% respondents were not satisfied with this service. 35% users were satisfied with online searching catalog while 65% users were dissatisfied with this service. 84% users showed satisfaction in accessing print books from the library while 16% did not show satisfaction. 72% users were satisfied were online articles facility while 28% were not satisfied with this service. 43% users were satisfied with e-books service while 57% respondents showed dissatisfaction with this service.

## Conclusion:

In the light of received results, it is concluded that majority of the users is satisfied with reference services of the library, Interlibrary loan, usefulness of the information received in the library, library professionals' availability, staff attitude, staff expertise, service delivery time, library instruction programs, library working hours, library website as user friendly, library databases, email service, print books service, and online articles facility. However, most of the users showed dissatisfaction with the services of computer equipment, research guides, chat service with librarians, online searching catalog, and e-books service.

## Recommendations:

Following recommendations are furnished to improve GC University Library Resources and Services:

- Library staff should be more innovative to meet information and research needs of the users.
- Latest computer lab with maximum computers should be built.
- Library Guides need to be formulated to facilitate the researchers.
- Social websites should be excessively used.
- Online resources should be provided efficiently to end users.
- Reference Chat Service should be improved.
- Online searching catalog should be made better.

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