

The Effectiveness of Academic Library Services to The Higher Learning Institution Students

Wan Nor Haliza Wan Mokhtar, Nur Sofea Adila Mohd Yusof

Faculty of Information Management
Universiti Teknologi MARA (UiTM)
Selangor, Malaysia

Received Date: 23 April 2020

Publish Date: 12 August 2020 2020

Abstract. The environment under which libraries operate is changing progressively. The librarian always showing their best in promoting the library's services. There are so many activities that have been done to attract more users to the library. Such as workshop training, public relations activity, Open Public Access Catalogue (OPAC) and so on. Unfortunately, they still lack their performance because they need to compete with the new technology where the range of services outside the physical library is expanding. The purpose of this paper is to investigate the effectiveness of academic library services to the higher learning institution students. The logical limitation of this study is the population. Due to the time and budget limitation, researcher will just be able to study in the context of PTAR academic's library only. The data are collected through a survey by using structured questionnaires which has been disseminated to 250 students. The major findings of this study conducted on the effectiveness of academic library services a study of Tun Abdul Razak Library (PTAR), UiTM Puncak Perdana revealed that library users were satisfied with the following library services such as lending services, renewal of library materials, longer hours of internet services in the library, suitable opening hours, downloading and printing of online resource services.

Keywords: Academic library, Library services, Library staff, User satisfaction

1 Introduction

In a study conducted by Norliya and Khasiah (2006), respondents were asked in what ways the libraries can serve users' learning and research needs. The researchers suggest that libraries must provide the latest collection and this appears to be the most common suggestion of the respondents. This is followed by library should stay open longer, there should be more PCs, staff should be friendlier and more knowledgeable, the library should organize more workshops on how to find information, it should

provide guidance on consultation and research method, and it should develop its own internet information.

They also found that the largest proportion of the respondents think that the library should publish a guide on information searching skills. A large proportion of the respondents also thinks the library should publish library and information related journals. However, some of the suggested activities may not necessarily be under the responsibilities of the library. Examples of these are workshops on study methods, study skills, problem solving techniques, examination techniques, critical thinking and lifelong learning.

2 Literature Review

Customers' Satisfaction

The concept of customer satisfaction is challenging to understand due to the variety of components that it affects. Numerous attempts have been made by researchers to define the concept of satisfaction and they acknowledge that satisfaction is the final state of a psychological process although a consensus about a generally accepted definition has not been reached. In fact students' satisfaction is an essential management variable in order to reach the strategic survival objectives of higher learning institutions.

However, there are too many approaches to the measurement of students' satisfaction and it is pretty difficult to measure satisfaction. Different institutions and even different academic departments within the same institution use different questions on student evaluation forms. All institutions vary in the data collection yardsticks they impose (Ramsden, 1991). Even though there is no consensus regarding its definition, the multi-dimensional nature of customer satisfaction is unanimously acknowledged, whether for any service in general or for higher education in particular (Hartman & Schmidt, 1995). Thus, the main focus regarding the concept of satisfaction within the higher education environment will be of a multi-dimensional nature.

The satisfaction concept has been defined in various ways (Hausknecht, 1990; Giese & Cote, 2000; Wiers-Jenssen, Stensaker & Groggaard, 2002). An adaptation of the definition of satisfaction regarding students was proposed by Elliot et al. (2001) who indicated that student satisfaction is a short-term attitude that results from the evaluation of their experience with the education service received.

According to Seymour (1993), developing many happy satisfied customers, be they students, parents of students, alumni, or company and government employers, should be a primary goal of higher education. Thus, focusing on enhancing customer satisfaction at colleges and universities is crucial in developing customer value. A study by Bolton (1998) explored the relationships between customer retention, intention and satisfaction. This study argued that changes in customer satisfaction can have important financial implications for the organization because lifetime revenues from an individual customer depend on the duration of his/her relationship, as well as the dollar amount spent across billing cycles. Poor retention rates have adverse funding consequences for institutions (Rowley, 2003).

Obstacles of Library use

Experts have identified various obstacles to information access through the library. Uhegbu (2002) identified five of such obstacles as economic, social, environmental, occupational, and infrastructural. Other identified obstacles include physical infrastructure, technical, and managerial capabilities (Etim, 2001). However, obstacles to library use could also include lack of awareness, inaccessibility, information explosion and poor infrastructure.

First obstacle faced by library is lack of Awareness. Information seekers and users may not know about the resources available. The role of libraries has not always been made clear to information seekers, particularly in developing countries. Some libraries and librarians have concentrated on traditional resources and services, which may in itself be an obstacle to information access and use (Ologbonsaiye, 1994). Information access and use can only flourish in a society that appreciates the need for it and where government recognizes that information is the key to national growth and prosperity. Aboyade (1982) observes that even the highly-educated lack awareness of the crucial role that information plays.

Next obstacle is inaccessibility. A library's success depends upon the availability of information resources (Aguolu & Aguolu 2002). It is not enough that they are available, or even bibliographically accessible; they must be physically or electronically accessible to those who need them. The growth of knowledge, especially in science and technology, has turned attention to the problem of bibliographical or intellectual access to recorded knowledge (Aguolu & Aguolu 2002).

According to Aguolu and Aguolu (2002), there are generally two kinds of failure in library use which are stock failure and reader's failure. The former is a library's failure to acquire or produce the material needed by the patron. The reader's failure has two aspects: bibliographical and physical. The bibliographical aspect involves the reader's inability to find the item sought in the library catalogue (Aguolu & Aguolu 2002). While the physical aspect is the failure to locate the materials housed in the library.

The explosion of information is also a challenge to libraries. Recognizing its importance, information is increasingly sought in an increasing number of situations by an increasing number of people (Ugah, 2000). This has increased the volume of available information. The advancement of knowledge is made possible by research by scholars in all fields. Coupled with this is the fusion and fragmentation of disciplines and knowledge. As these break down into smaller segments, the scholarly literature becomes more specialized (Ugah, 2008). In addition, there are thousands of other information packages, e.g., journals, magazines, and newspapers, being turned out by an ever-expanding publishing industry. The electronic media also produce vast volumes of information.

Infrastructure is the basic framework of any information organization. Effective information access and use depends on communication facilities such as telephones, Internet, telex, fax, computers, and even postal service, as well as an adequate supply of electricity (Ugah, 2007). Faced with declining budgets and increasing demands from users, libraries are finding it difficult to acquire both primary and secondary publications to meet such demands. Worldwide inflation and economic recession have drastically increased the cost of publications. Printing and publishing businesses have become extremely capital-intensive (Ugah, 2007). The cost of publication increases at

a faster rate than the general rate of inflation. Many publications have been priced out of the reach of individual subscribers and many libraries, with only large libraries able afford them. This reduces access to information.

3 Methodology

Research Design

A research design is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the research problem research. The design of a study defines the study type such as descriptive, correlation, semi-experimental, experimental, review, meta-analytic) and sub-type (e.g., descriptive-longitudinal case study), research problem, hypotheses, independent and dependent variables, experimental design, and, if applicable, data collection methods and a statistical analysis plan. A research design is a framework that has been created to find answers to research questions, (Creswell,2009).

Variables identification

Quantitative research is generally associated with the positivist or post positivist paradigm. It usually involves collecting and converting data into numerical form so that statistical calculations can be made and conclusions drawn. Data is collected by various means following a strict procedure and prepared for statistical analysis. Nowadays, this is carried out with the aid of sophisticated statistical computer packages. Statistical analysis permits researchers to discover complex causal relationships and to determine to what extent one variable influences another. The analysis enables the researchers to determine to what extent there is a relationship between two or more variables.

Population and sampling

Data collection will involve population and sampling. The population for this research is university students. To collect the data, questionnaire instrument will be forwarded to them via hardcopy and google form along with an introduction, cover letter and deadline by which the questionnaire should be answered. A follow-up to ensure maximum response rate will support survey questionnaire.

The population for the study consisted of 250 out of 3000 faculty members, undergraduates and postgraduates' students in UiTM Puncak Perdana. The data analysis would be analyze using the SPSS software.

Data Analysis

A set of analytical software can be used to assist with analysis of quantitative data. For this research, the data would be analyzing by using SPSS software. The research data is based on the quantitative studies. Data analysis for quantitative studies, on the other hand, involves critical analysis and interpretation of figures and numbers, and attempts to find rationale behind the emergence of main findings of the variables. The result would be valid and reliable in order to achieve research aims and objectives.

4 Findings

The PTAR, UiTM Puncak Perdana are having very good infrastructural facilities and having well developed libraries. The availability of quality information resources and services in libraries do have a significant influence on students' satisfaction. When users are satisfied with library information resources, they not only come back but speak well of the library to other users. Like any institution the libraries under the study are also having some gap.

A good percentage of users are not aware of current awareness, reprographic and OPAC services. It is found from the study that majority of users visit the library to used internet and borrowing books. Almost every reader is satisfied with the behavior of library staff. They have to strengthen their library facilities, resources and services. Innovative services have to be provided by the libraries to the students and lectures then they will get the maximum benefit.

It is also stating that users of this study were not totally satisfied with the library services rendered to them. It was also seen from this study that there were deficiencies in library information resources and services in PTAR, UiTM Puncak Perdana.

5 Recommendations

Based on the above findings the following recommendations are made based on the suggestion given by students or library user.

- There is need to train library staff in order to improve on the library services rendered to library users.
- The library should improve on the bindery services section, computer literacy skill for users, electronic information services and photocopying services this are avenues which the library can use in generating internal funds to develop it resources and services to users.
- The parent body should provide adequate funds to the university library to enable the library.
- Charges paid by students such as library and ICT services should be geared toward such purpose only and not deviated to other purposes by the university management.
- Beside, extend the library's operational time such as twenty-four hour per week should be considered as future plan.

6 Future Research

Other than that, there are also some suggestions for the future researcher to work on in order to ensure more convincing result and in order to give an idea for the next researcher to do deeper investigations regards the topics. Lastly, there is also conclusion prepared at the last session. Based on the result, there are some recommendations that can be suggested for future research.

7 Conclusion

In the nutshell, a study on the students' satisfaction at the Tun Abdul Razak Library (PTAR) UiTM Puncak Perdana is presented in this paper. PTAR plays important roles to provide the collection of knowledge at the higher level for present and next generations. Apart from that, PTAR has to determine the high-demand of library resources from users to help the university students to be an informative and knowledgeable person.

References

- Kaur Kiran, (2010) *Service quality and customer satisfaction in academic libraries: Perspectives from a Malaysian university*, Library Review, Vol. 59 Issue: 4, pp.261-273, <https://doi.org/10.1108/00242531011038578> (accessed 25 April 2019)
- Kornelija Petr Balog, Bernardica Plaščak, (2012) *Customer satisfaction at the Faculty of Philosophy Library in Osijek, Croatia*, Performance Measurement and Metrics, Vol. 13 Issue: 2, pp.74-91, <https://doi.org/10.1108/14678041211241305> (accessed 25 April 2019)
- Lih-Juan ChanLin, Wei-Hsiang Hung, (2016) *Usability and evaluation of a library mobile web site*, The Electronic Library, Vol. 34 Issue: 4, pp.636-650, <https://doi.org/10.1108/EL-07-2015-0119> (accessed 25 April 2019)
- Lluís M. Anglada, (2007) *Collaborations and alliances: social intelligence applied to academic libraries*, Library Management, Vol. 28 Issue: 6/7, pp.406-415, <https://doi.org/10.1108/01435120710774530> (accessed 25 April 2019)
- M. Madhusudhan, V. Nagabhushanam, (2012) *Web-based library services in university libraries in India: an analysis of librarians' perspective*, The Electronic Library, Vol. 30 Issue: 5, pp.569-588, <https://doi.org/10.1108/02640471211275657> (accessed 25 April 2019)
- Mirosław Górny, John Catlow, Jolanta Mazurek, (2015) *Evaluating Polish digital libraries from the perspective of non-academic users*, The Electronic Library, Vol. 33 Issue: 4, pp.714-729, <https://doi.org/10.1108/EL-01-2014-0011> (accessed 25 April 2019)
- Mohammad A. Hassanain, Ali A. Mudhei, (2006) *Post-occupancy evaluation of academic and research library facilities*, Structural Survey, Vol. 24 Issue: 3, pp.230-239, <https://doi.org/10.1108/02630800610678878> (accessed 25 April 2019)
- Niels Ole Pors, (2008) *Traditional use patterns?: An analysis of high school students' use of libraries and information resources*, New Library World, Vol. 109 Issue: 9/10, pp.431-443, <https://doi.org/10.1108/03074800810910469> (accessed 25 April 2019)

The Effectiveness of Academic Library Services to The Higher Learning Institution
Students

Sarah McNicol, (2005) *The challenges of strategic planning in academic libraries*, New Library World, Vol. 106 Issue: 11/12, pp.496-509, <https://doi.org/10.1108/03074800510634982> (accessed 25 April 2019)

Shengli Deng, Yin Zhang, (2015) *User perceptions of social questions and answer websites for library reference services: A content analysis*, The Electronic Library, Vol. 33 Issue: 3, pp.386-399, <https://doi.org/10.1108/EL-12-2013-0213> (accessed 25 April 2019)

Sultan Muhaya Al-Daihani, Mai R. Almutairi, Reem Alonaizi, Samarkand Mubarak, (2018) *Perceptions toward academic library app implementation*, Information and Learning Science, Vol. 119 Issue: 5/6, pp.330-341, <https://doi.org/10.1108/ILS-02-2018-0007> (accessed 25 April 2019)

Truong Dai Luong, Chern Li Liew, (2009) *The evaluation of New Zealand academic library OPACs: a checklist approach*, The Electronic Library, Vol. 27 Issue: 3, pp.376-393, <https://doi.org/10.1108/02640470910966844> (accessed 25 April 2019)

Younghee Noh, (2012) *A study measuring the performance of electronic resources in academic libraries*, Aslib Proceedings, Vol. 64 Issue: 2, pp.134-153, <https://doi.org/10.1108/00012531211215169> (accessed 25 April 2019)