

Students' Satisfaction Towards Academic Library Services

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Abstract. In PTAR, UiTM Puncak Perdana, 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 students' satisfaction towards library services. 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 students' satisfaction with 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

The environment under which libraries operate is changing progressively. According to Tunde and Issa, (2013), these changing requirements include technological development, increasing demand for higher education, increasing expectations of users, the increasing quality importance of the materials and limited financing. Bannerman, (2009) noted, this raised issues as to whether libraries are still relevant at this age, and whether some students and lecturers no longer regard the library as their first call for information because so many other sources of information can be obtained.

In 1990s, libraries have worked under much more advanced conditions than they did. Anderson et al., (2015) mentioned that with the introduction of the World Wide Web (WWW) and advances in commercial search engines, now users have a greater chance of accessing information resources on their own. Electronic resources have been made easier and easier to use, enabling even users without a background to search and find the necessary information, and increasing demand for university authorities' accountability.

There are few libraries in a vacatness, which are only responsible for themselves. A greater context for the evaluation of the library quality is always provided, for example, how well and how the library contributes to the overall objectives of the parent electoral divisions (Pritchard, 1996). The library personnel must be concerned with the provision of quality services, adequate information resources, library facilities and should understand users ' needs and expectancies in order to show their relevance to the parent organization or university in which they are embedded, and also to stay competing and to ensure adequate financing for both operations

2 Literature Review

Library as a Place

Lumley, (2014) states that during the same period of undertaking studies, academic libraries struggled for the refocus of today's college students in universities and universities. These students who are grown up to study online and often do not understand or appreciate the traditional role of academic bookstores and librarians.

Nitecki, (2011) maintains that the approach to assessing the needs or success of the library will be different depending on what the library wants to be. Academic libraries are not standardized, but are customized to embrace their role in the culture and enterprise of education, research, public service, and relationship management with the multitude of their stakeholders in their college or university. Their uniqueness has one possible consequence and it is difficult to discover uniform or definitive conclusions about how space design supports libraries in providing services.

In a study of academic researchers based in the United Kingdom (UK), Turkey and the United States (USA), carried out by Gannon-Leary, Bent and Webb (2008), participants say "how thrilling they found the environment of a big research library and how they value the academic nature of the place." This is evidence that the interviewees felt that the library environment is conducive to research and study. Gannon-Leary, Bent and Webb (2008) have also said that libraries and information services must be regarded as user-oriented and that the future users must be taken exactly into account.

Dimarco and Van Dam (1998) stated that an academic library's staff know that the library serves many purposes which include the preserver of the human record and as gatekeeper to numerous information sources. Library users are aware of this, and to them they also view a library as a social club, refuge from the mad world (Dimarco and Van Dam, 1998). According to Nitecki (2011) library spaces change slowly. However, such changes among campus libraries in general are evident and follow

planning and design processes that are at their best when informed by conceptualisations that articulate not only what to place within the spaces but also what will happen there as a result of interactions between people and their environment.

In this age of tightened budgets and relatively “free” access to information online, academic librarians are discovering that the central role of the library in their institutions is no longer a given (Gutierrez and Wang, 2015). A case study by Gutierrez and Wang (2015) looked at the positive changes that involved a series of assessments, with the support of university colleagues and the library administration. The study was conducted in the Richard Stockton College in New Jersey. The positive change that is referred to is about staff expertise and service attitudes which demonstrated that library users do value personal attention and the assistance capability they receive from library staff.

Although the library participated in LibQUAL+ surveys and assessment of certain individual services, such as pre- and posttesting of student learning in information literacy sessions and analysis of periodical usage, an in-depth assessment of library services as a whole had never been undertaken. In the survey, the users expressed satisfaction with services provided by the library staff but had some negative views about information control and library as a place.

User Satisfaction of Services Quality in Academic Libraries

Cullen (2001) states that academic libraries are currently faced with one of the greatest challenges since the eruption in tertiary education and academic publishing. Cullen (2001) further argues that the challenge is the global digital revolution which is affecting both the traditional forms of creation, organization, and dissemination of knowledge, and the world of tertiary education itself. Cullen goes on to point out that for academic libraries to survive in this volatile competitive environment, they must retain and grow their customer base and focus more energy on meeting the expectations of their users. There should also be alignment of businesses and universities to merge and create a paradigm for tertiary virtual learning by creating virtual libraries; doing so removes any question and assumptions about the role and security of academic libraries.

Motiang, Wallis and Karodia, (2014) define user satisfaction as “an evaluation of a product or service in terms of whether that product or service has met their needs and expectations”. The library plays a vital role for its users in the provision of information services and resources to assist them in their studies and conducting research. The information possessed by libraries differs in formats which can be presented in electronic media, audio-visual, books and periodicals. The library cannot exist without its users, so it is important for libraries to do an evaluation in testing the satisfaction of its users. This evaluation benefits both the user and the library staff, because the users are able to indicate in these evaluations the level of services provided by the libraries and which services need more attention or to be improved.

User satisfaction may lead to the users making use of the library continuously over periods of time. A study conducted by Motiang, Wallis and Karodia (2014) evaluated users’ satisfaction of library services rendered at the Medunsa campus of the

University of Limpopo. The users also judged and measured the quality of services and resources of the Medunsa campus library.

The population of this study was the library users of the campus, who included undergraduate and postgraduate students of the campus. The findings of the study indicate that the main use of the library by its users was to find books. The most frequent use of the library by its users was weekly. In terms of user satisfaction with library services and resources, the findings show that the users were satisfied with the services in the general sections of the library, and they were also satisfied with the services provided in the circulation section.

In the rating of periodicals, interlibrary loans, information and photocopying services, the findings gave a neutral response to the availability and access to electronic journals. On the interlibrary loans' sections, the findings were that the library users do not use them. On the information services, the findings show that the users do not make use of the postgraduate rooms and when it comes to accessing the databases, the library users are satisfied. Lastly, on the photocopying facilities, the findings show that the users were satisfied with the quality of their copy, and they were also satisfied with the machines that are made available to them.

A study conducted by Ijiekhuamhen, Aghojare and Ferdinand (2015) assessed the user satisfaction of academic library performance in the Federal University of Petroleum Resources (FUPRE) library in Nigeria. The study determined the clients' satisfaction with library services, the library's infrastructure, place, space and collection or information provided at FUPRE. The stratified random sampling technique was used to select students which were located in two colleges: technology and science and they were used as the sampled population. A survey research method was used to carry out the study on the basis of its large population. The instrument used to collect the data was a questionnaire. The findings which are considered to be major in this study revealed that the respondents were very satisfied with the library services, the library's infrastructure, place, space and the library collection as a whole.

3 Methodology

For this paper, the theoretical framework has been modified based on the past empirical study at the National Library of Malaysia (NLM). Mohd Razilan, (2016) had conducted study on 'User Satisfaction with Electronic Resources'. This research examines the factors influencing the usage of electronic resources at the National Library of Malaysia (NLM). The four factors are individual behavior, library staff, library services and library technology are selected to be the research variables. A total of 218 library visitors participated in the study survey. Findings indicate that the library technology and library staff are having the strongest relationships with user satisfaction. Results indicate that user experience cannot be belittled as it would determine their interest and willingness to consistently use the electronic resources provided by the library.

The presents of proposed study framework and methodology used by past researcher showed below. The proposed framework consists of four independent varia-

bles and one dependent variable, as displayed in Figure 1. These variables have been identified from the theoretical review and previous works.

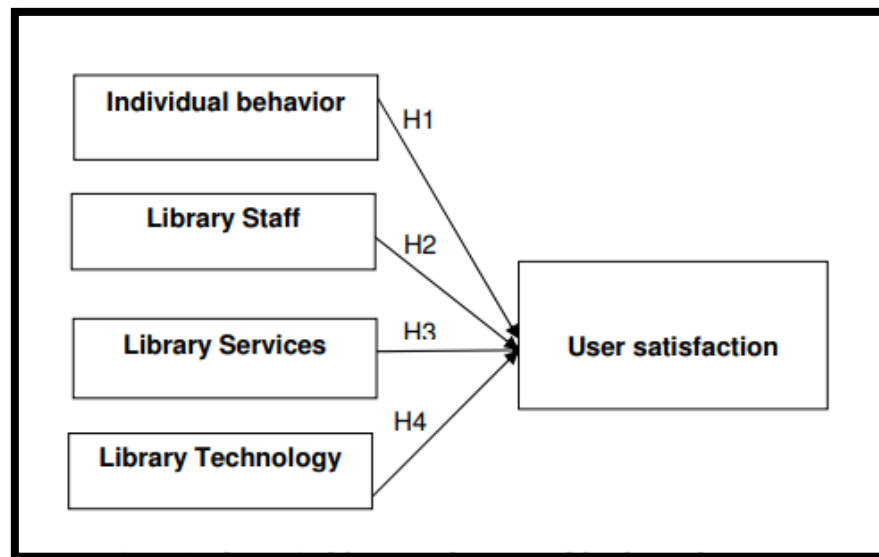


Figure 1. Theoretical Model

The description of each variable used in the study model is given as follows:

A. User satisfaction using library electronic resources

User satisfaction is to measure how the services supplied by a library meet or surpass users' expectations. They focus on the importance of fulfilling users' expectations. According to O'Brien and Toms (2010) user satisfaction is one method of evaluating the effectiveness of library services. Users' feedback helps the library to improve services and changes in the service to make it easier to use, more welcoming, or otherwise enhance the user's experience. User satisfaction depends to a large extent on the ability of the library to integrate user needs into the development of the library. Users' satisfaction helps the library to measure the overall quality of the service experiences and improve the services based on the satisfaction feedback from the users.

B. Individual behavior

According to Wilson (2000), information behavior is the totality of human behavior in relation to channels and sources of seeking and use of information. Information use behavior consists of the physical and mental acts involved in incorporating the information found into the person's existing knowledgebase. In this

process of information seeking behavior, it involves the act of comparing, analyzing and evaluating the existing and new information.

In the study from Nadzir and Salim (2013) they mentioned that the person who has the knowledge on information seeking behavior has an advantage in finding information to support their study or research process. Information seeking behavior arises as a consequence of a need to accomplish the desired tasks where the success or failure of doing so would likely to influence their satisfaction. The improvement of the information literacy will guide them to the right techniques to search the information (Shen, 2010). As claimed by Mohd Nazir, Abd Wahab and Othman (2015), in order to satisfy the information seeking activities, one should possess information literacy skills.

C. Library staff

The library should have professional staff to handle the information and knowledge. The librarian must have the qualification to manage the library and its services. The librarian who is positive, proactive, highly motivated and assertive is likely to foster productive relationships with other staff and give them confidence in his or her ability (Steve, 1996). Librarians must have a qualification in library management and experience to handle the library activities (Skretas, 2005). Library staff must be proactive and aggressive to assist and accommodate the user to solve the searching problems. Mamtora (2013) explained that the primary role of the librarian is to provide support information delivery services. In order to meet the user's requirements, the librarian should have skill and familiarize themselves with various stages of research life cycle and information activities.

D. Library services

The library provides services to the users to search and obtain the information available to users in the library. The library services such as reference collections, borrowing and returning, electronic resources, free Internet access, audiovisual services and others. According to Collison (1952), the information services are the library capabilities to provide the vast amount of material contained in the circulation departments and their reserve stocks to meet users' need. According to Skretas (2005), all the equipment and similar technical infrastructure that support the library functions should be appropriate and well function. These included telecommunications and computer networks with appropriate technical support for regular and unexpected conditions to protect library information services. The library should have conducive environment of space, heating or cooling, lighting to attract user entry and provide comfortable environment for library personnel.

E. Library technology

Technology is the collection of tools, including machinery, modifications, arrangements and procedures used by humans. The library provides the technology to support the new digital environment in this age. The new technology available in the library influences the users' visits to the library. The University of Michigan (2015)

mentioned that Library Information Technology (LIT) is the library division charged with the design, development, management, and maintenance of a flexible and reliable technology environment in the library. Meanwhile, technology plays as a support of server-based technology for the delivery of library services and the maintenance of library management systems. It also helps in the delivery of frameworks and systems to support collaborative storage, delivery, and preservation of information resources.

4 Conceptual Framework

Sekaran & Bougie (2016) concluded that a theoretical framework represents researcher's beliefs and their association with each other about certain phenomenon, which in this case is variables or concepts. To empirically accomplish the objectives of this study, development of theoretical framework is required so that further conclusion can be made.

Based on the developed theoretical framework, hypotheses of this study can be divided into three (3) main ideas. The hypotheses of the research explain below.

Having outlined all the variables' description, the hypotheses formulated for the study are:

- H1: There is a significant relationship between library services and students' satisfaction.
- H2: There is a significant relationship between library staff and students' satisfaction.
- H3: There is a significant relationship between library technology and students' satisfaction.

5 Findings

Demographic Profile

In this section there will be several tests being conducted in order to test the demographic profiles and the variables that have been done based on given percentage. For the demographic profile there will be four section questions that will be covered in here, which are gender, age, faculty, and education level. In educational level have four more divisions which are diploma, degree, master and PhD students. As for the variables which are involved user satisfaction, library services, and staff behaviors.

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Table 1. Gender

Gender					
		Frequency	Percent %	Valid Percent	Cumulative Percent
Valid	MALE	88	48.4	48.4	48.4
	FEMALE	94	51.6	51.6	100.0
	Total	182	100.0	100.0	

The table above shows the total value of the demographic profile for Gender. The result shows that the male frequency is 88 students, which indicate for 48.4%, while female frequency is 94 employees over 182 that indicate about 51.6%. So that the total gender of respondents is female which is higher than male.

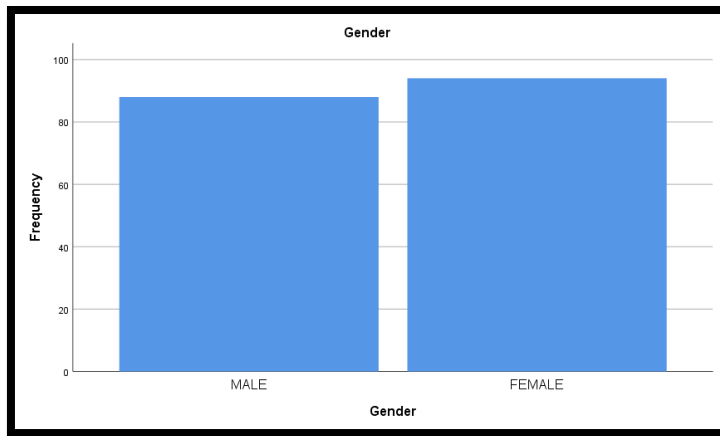


Figure 2. Bar Chart of Gender

Table 2. Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	42	23.1	23.1	23.1
	21-23	36	19.8	19.8	42.9
	24-27	64	35.2	35.2	78.0
	27 & above	40	22.0	22.0	100.0
	Total	182	100.0	100.0	

Table shows the age of the respondent in the research. The show that the highest percentage is 35.2%, which is 64 students that respond to the questionnaire is comes from the age 24-27 years old followed by 23.1%, which is 42 students from age 18-20 years old, then 22%, which is only 40 students from age 27& above years old and the least is the 19.8 % equivalent to 36 students from age 21-23 years old.

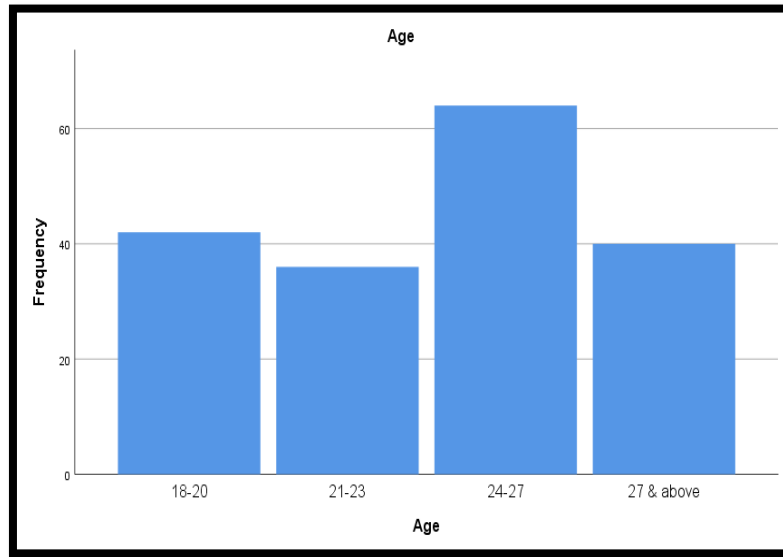


Figure 2. Bar Chart of Age

Table 3. Fac

Fac		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FIM	116	63.7	63.7	63.7
	FITA	66	36.3	36.3	100.0
	Total	182	100.0	100.0	

The table 6 shows the faculty in UiTM Campus Puncak Perdana which FIM is for Faculty of Information Management and FITA is for Faculty of Film, Theater and animation. The total frequency is 182 which represents 100 % of the percentage.

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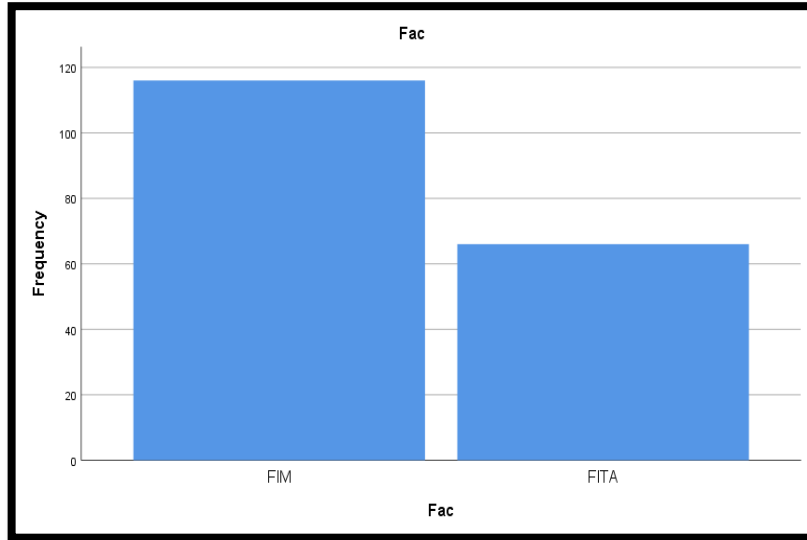


Figure 3. Bar Chart of Faculty

Table 4. Education

Edu		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DIPLOMA	42	23.1	23.1	23.1
	DEGREE	52	28.6	28.6	51.6
	MASTER	76	41.8	41.8	93.4
	PHD	12	6.6	6.6	100.0
	Total	182	100.0	100.0	

Table shows the education level of the respondent in the research. The show that the highest percentage is 41.8%, which is 76 students from master level that respond to the questionnaire followed by 28.6%, which is 52 students from degree level, and then 23.1% which is 42 students in diploma level. Last but not least is 6.6% which is PhD level students.

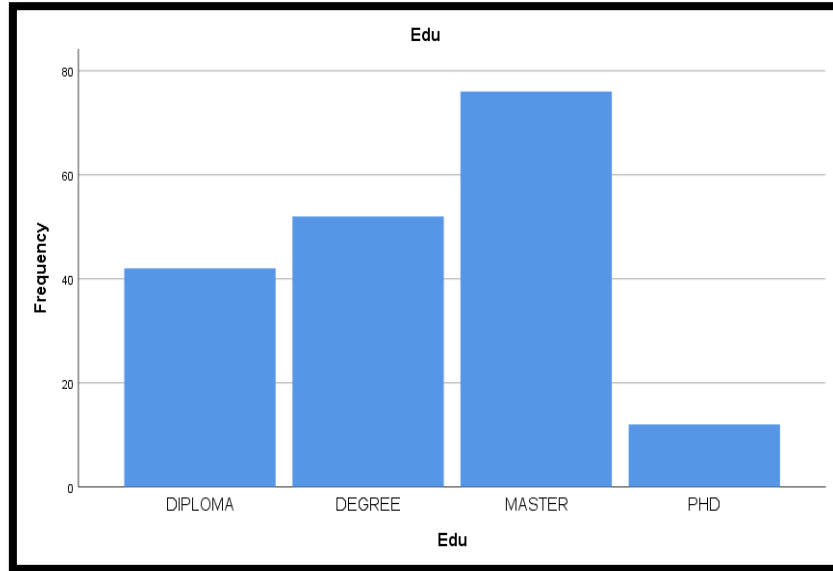


Figure 4. Bar Chart of Education

Exploratory Factor Analysis

Table 5. KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.837	
Bartlett's Test of Sphericity	Approx. Chi-Square	3409.443
	df	210
	Sig.	.000

The data were evaluated for explanatory factor analysis in order to calculate and analyze the KMO and Bartlett's Test. Based on the above table, it shows that the KMO value is 0.837 greater than 0.6, which indicated the adequacy of sample meanwhile significant P value is 0.00 which less than 0.05, indicates data is suitable for factor analysis.

Reliability Analysis

After the survey was assembled, the data were evaluated for the reliability. Reliability is a measurement of uniformity and stability of the questionnaire in order

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to measure the accurate concept. Internal consistency is one of the aspects of reliability, which as an indicator of the measuring scale (Cronbach, 1951).

According to Hatcher (2005) that the coefficient of reliability in measuring the same construct of interest to ensure reliability, each section of variables must be at least 0.7 and above. In indicating the results of the Cronbach Alpha, the Cronbach Alpha Coefficient Size Rules of thumbs are used where it could be seen as table below:

Table 6. Cronbach Alpha Coefficient Size Rules

Cronbach's Alpha	Internal Consistency
$a > 0.9$	Excellent
$0.9 > a > 0.8$	Good
$0.8 > a > 0.7$	Acceptable
$0.7 > a > 0.6$	Questionable
$0.6 > a > 0.5$	Poor
$a < 0.5$	Unacceptable

From the findings, it shows the reliability analysis, data and output for each variable which is library services, library usage and as well student's satisfaction that been extracted from SPSS.

Independent Variable: Library Services

Table 7. Cronbach Alpha value of library services

Reliability Statistics	
Cronbach's Alpha	N of Items
.919	15

The table shows the reliability analysis for library services as independent variables are 0.919. It can be seen that it is reliable for researchers to analyze the study by gathering the data retrieved in this study. Therefore, it is acceptable variable to be analyzed as independent variable.

Independent Variable: Library Staff

Table 8. Cronbach Alpha value of library staff

Reliability Statistics	
Cronbach's Alpha	N of Items
.954	7

The table shows the reliability analysis of library usage as independent variables are 0.954 which it is reliable for researchers to analyze the study by gathering the data retrieved in this study. Therefore, it is acceptable variable to be analyzed as independent variable

Dependent Variable: Students Satisfaction

Table 9. Cronbach Alpha value of Students' Satisfaction

Reliability Statistics	
Cronbach's Alpha	N of Items
.908	11

The table shows the reliability analysis of students' satisfaction as dependent variables are 0.908 which it is reliable for researchers to analyze the study by gathering the data retrieved in this study. Therefore, it is acceptable variable to be analyzed as independent variable.

Table 10. Cronbach Alpha value of variables

Variables	Items	Cronbach's Alpha
Library Services	15	0.919
Library Staff	7	0.954
Students' Satisfaction	11	0.908

Based on the reliability test above, all the value of Cronbach's Alpha for all of three variables is range from 0.908 and above were higher. The highest value of variable is library usage which is 0.954 followed by library services 0.919 and last is 0.908 for

students' satisfaction. The variables was strong and value higher 0.7 which this suggesting that the set of the questionnaire is reliable and has sufficient information to estimate the degree of validity, accuracy, reliability and internal consistency.

Correlation Analysis

The relationship of the factors is observed through correlation analysis. The correlation approach provides the platform to investigate bivariate linear relationship of variables of interests. The Pearson product moment correlation test is performed using SPSS where the results reveal the strength and magnitude of the relationships. The significance of the result indicates the statistical evidence of relationship in linear fashion.

The correlation analysis is performed to investigate the bivariate linear relationships between students' satisfaction and study variables of library staff and library services. All of the study variables possess a positive relationship with students' satisfaction. Moreover, all are significant at 0.01 significance level. Full results can be referred to Table 15.

It exhibits the results where, among the three study variables, the variable of library staff shows the highest positive relationship with students' satisfaction, i.e. having $r=0.553$. In spite of the fact that it is the highest value, the coefficient indicates only a moderate positive relationship. The weakest relationship is shown by library services, with $r=0.331$.

Table 12. Correlations of variable

Correlations				
		ALL S2	ALL S3	ALL S4
ALL_S2	Pearson Correlation	1	.331**	.553**
	Sig. (2-tailed)		.000	.000
	N	182	182	182
ALL_S3	Pearson Correlation	.331**	1	.382**
	Sig. (2-tailed)	.000		.000
	N	182	182	182
ALL_S4	Pearson Correlation	.553**	.382**	1
	Sig. (2-tailed)	.000	.000	
	N	182	182	182
**. Correlation is significant at the 0.01 level (2-tailed).				

6 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.

This study had revealed that Library Staff and Library Technology play crucial roles in influencing students to use PTAR. Due to this, PTAR should play their vital role in positioning themselves to be at equality (or more) with students' expectation. The study findings provide evidence of relationships between Library Staff, Library Services and Library Technology.

Although the moderate and weak relationships detected from the data, moving forward, PTAR could establish priorities to align with users' expectations and needs for the betterment of their services. Students' experience is far more valuable to PTAR to under the radar of users' requirements, needs and interests.

Moreover, in order to promote and encourage users to visit the library, the librarians should be knowledgeable and supportive in guiding users to easily access information of their interest in particular for electronic resources. Information overload may be wasted or underused or can make users confused in choosing the right information.

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