

Library Customer Satisfaction (LCS) at Library of Universiti Tun Hussein Onn Malaysia: A Study of Space, Facilities and Services

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Abstract— Consideration of customer satisfaction should be an essential part of evaluating library performance. Satisfaction depends, to some extent, on customer expectations of space, facilities and services. The purpose of this study is to evaluate the "Outcome Budget Evaluation (OBE)" for gauging the level of space, services and facilities available in the library of past and present. Therefore, a focus group of 60 degree-level students across seven faculties was selected using the "Lead User" method. These students who have been using both infrastructures; both the old and new UTHM libraries, are involved with parameters as space, services and facilities. A self-administered quantitative survey is designed and executed to measure the library performance. In overall, results of this study reveal that 98 percent of respondents are very satisfied with the present library including space, facilities and services. Lesson learned in this study has implications not only on student satisfaction, however much more internal perspectives on space, facilities and services in the library.

Keywords- *Library Customer Satisfaction; Lead User; Outcome Budget Evaluation (OBE); Satisfaction*

I. INTRODUCTION

Recently, there has been scarce discussion and publication on the Library Customer Satisfaction (LCS) which relates to Outcome Budget Evaluation (OBE) on universities' libraries. The Outcome Budget Evaluation is a progress card for governmental ministry and department to monitor the progress of a project development and investment, whether it's successful or otherwise. OBE is one of the methods of assessment and evaluation required by the Ministry of Higher Education (MOHE) Malaysia to gauge customer satisfaction after the construction phase is completed. Customers may express their satisfaction with a product or service in terms of

specific aspects such as the product attributes, price, customer service, or a combination of these various features [1]. It is a performance measurement tool that facilitates in attaining better service delivery and decision-making; evaluating program performance and results, communicating programme goals and improving programme effectiveness. This method measures flow of funds, project implementation and the actual results of the monetary investment which has been implemented by many countries [2]. In view of knowledge management practices [3],[4], it is closely related to knowledge creation [5],[6], whereby physical expansion of space in the library building is one of the outcomes in measuring consumerism [7].

This outcome program, which has been implemented by MOHE, will help government ministries to monitor and coordinate the outcomes of the invested budget.

The objectives of this study are listed as the followings:

- (a) To assess the implications of Library development against academic activities, university management and surrounding communities,
- (b) To assess customer perception against space, facilities and services, and
- (c) To assess the implication for growth and development of human capital.

Therefore, this study deals with interesting issues from the holistic satisfaction point of view.

II. METHODS

In determining the focus groups, this study uses the Lead User method by Von Hippel (1986) and M. Saufi, *et al.* (2012) as references [8],[9]. The sample of *n* equals to 60 lead users among degree students. They were selected based on a frequency ranking in using library facilities and services. Selected respondents were asked to state their level of importance from the perspective of customer (student) satisfaction. There are 60 respondents across seven faculties who have been selected from the library computer system as a representative sampling to the student community in Universiti Tun Hussein Onn Malaysia (UTHM). This implies that each student who goes to the library has the same chance of being selected to answer the questionnaire. Respondents are requested to return the filled-in questionnaires to the library counter. A total of 60 filled-in questionnaires were returned showing overall response rate of 100 percent. The questionnaire was developed based on a 5-point Likert scale (1=Very Unsatisfied to 5=Very Satisfied). It measures students' satisfaction for both old and new UTHM library buildings.

III. RESULTS AND DISCUSSION

A. Demographic Analyses

The subsequent section reports the basic findings of the research in terms of demographics of respondents. It consists of respondents' semester, gender, age, and faculties in using space, facilities and services.

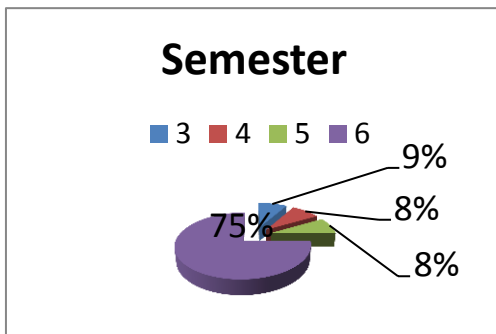


Figure 1. Respondent Semester Distribution

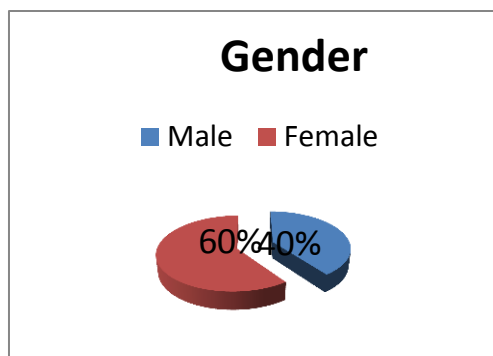


Figure 2. Respondent Gender Distribution

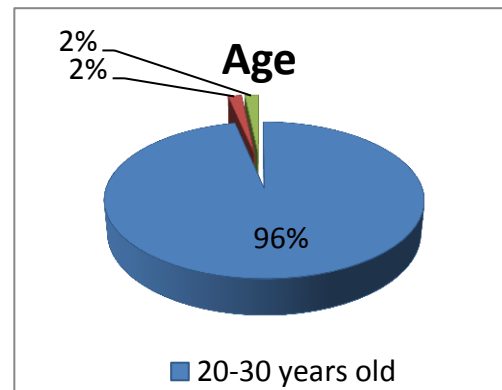


Figure 3. Respondent Age Distribution

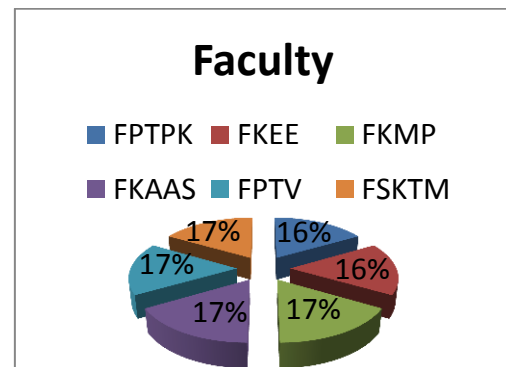


Figure 4. Respondent Faculty Distribution

B. Purpose of Visit

Generally, all students who were going to visit the university library had various purposes and objectives. Some of them went to the library purposes for seeking information, study and etc. Therefore, undergraduate (degree) students were asked to identify and rank their activities that occupied students most while using the library.

Mean Score Distribution and Standard Deviation

Extent	Range
Low	1.0 – 2.3
Medium	2.4 – 3.7
High	3.8 – 5.0

Extent Level for Mean by Tasmin and Woods [10]

Figure 5 depicts the highest mean score of the library, whereby library has a comfortable space is at 4.68. This is because present UTHM library has larger meter square feet to accommodate more students. The lowest mean score indicates that student involved in library programme is at 3.58. It is because of library needs an arrangement of interesting events to attract students' interest to join library programme. The average mean score refers to Inter Library Loan and

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Internet/Wifi is at 4.10. It shows that customers use frequently this facility when they visit the library.

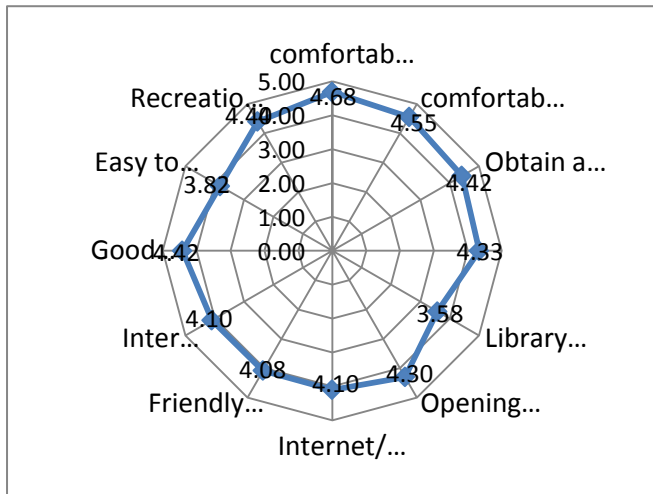


Figure 5. Purpose of Library Visit

C. Overall user Satisfaction against Library Staff

Figure 6 depicts an overall level of user satisfaction past and present with respect to library staffs. There are 53% of respondents who were satisfied on library staffs at present, while 47% of respondents were satisfied with old library staffs. It indicates that library staffs are more motivated and enjoying doing their work in present UTHM Library.

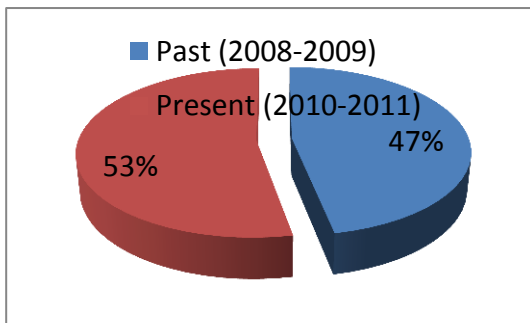


Figure 6. Respondent Past and Present of user satisfaction

D. Overall user satisfaction of Infrastructure/Facilities

Figure 7 depicts overall level of user satisfaction for past and present of infrastructure/facilities in the library. There are 90% of respondent who were satisfied with infrastructure/facilities at present, while 47% of respondent rated low in the past. It indicates that present UTHM library has adopted current technology and facilities in the building rather than in the old library. The average of customer satisfaction percentage, from old to new UTHM library, has increased by 16%.

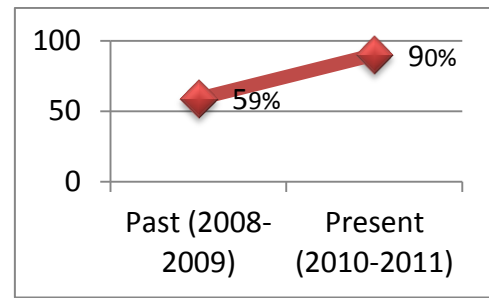


Figure 7. Respondent Past and Present of user satisfaction

E. Overall user satisfaction of the library service.

Figure 8 depicts the highest mean score for library staffs' user friendliness is at 3.70. It shows that space could influence mood and behaviour of individual library users. The lowest mean of collection complete is at 3.20. This is because in the past, UTHM library has small space and insufficient collections to be managed. At present, the highest mean for helping transaction is at 4.58. The lowest mean for Information Literacy Class is at 4.22.

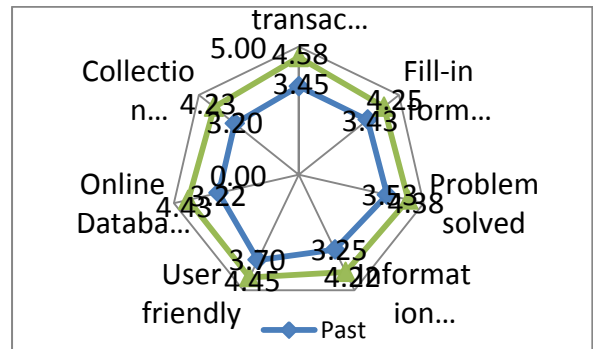


Figure 8. Overall user satisfaction of library services

F. Overall user perception of the present library.

Figure 9 depicts the highest mean, in past, for support learning process is at 3.70. While, the lowest mean score, in past, for relationship is at 3.22. However, at present the same highest mean for knowledge explore and support learning process. While the lowest mean for helping society is at 4.23.

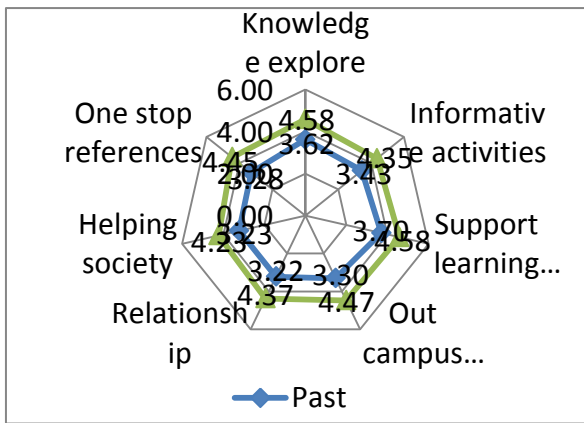


Figure 9. Overall user perception of the present library

G. Overall user satisfaction againts building infastructure, facilities, services and etc. provide by UTHM library

The result depicted in figure 10 indicates that the overall user satisfaction against building infrastructure, facilities, services and etc. In all, most of respondents were rated about 98% out of 100% which is very high. It shows that respondent highly satisfied with the present UTHM library.

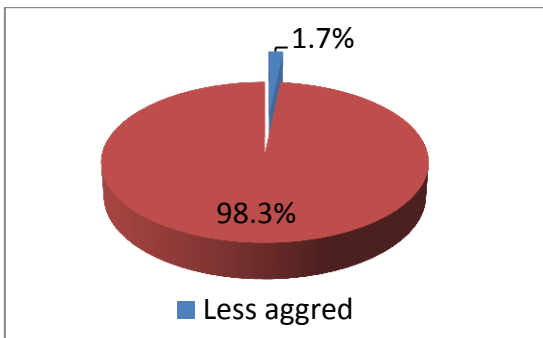


Figure 10. Overall user perception of the present library

IV. CONCLUSION

As a conclusion, this study has achieved the objectives which the present UTHM library supports against academic activities, university management and surrounding communities. The

library also gives customer more spaces, facilities and services, and also contributes to positive implication for growth and development of human capital in the university. It has projected an image of new future and direction to become a Future Library. This study discovers that the present UTHM library could support not only university community but also local community at Parit Raja, Johor. Therefore, future research needs to be done to undertake other pertinent library issues, such as intranet access and digital contents (e-books) which are not discussed or highlighted in this study.

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