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Summer 7-9-2018

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Abstract

Purpose: of this research is to assess services quality in Tabriz Central Library using LibQual model.

Methodology: Applied research method is used approach. The basis of this survey involved LibQual model questionnaire that consist of 28 items in three dimensions (affect of services, service control and library as a place and space).

Statistical population of research involved 11927 users of the Tabriz central library that 375 of users have been selected through Simple random sampling method and Chi-squared test, Mann-Whitney test, kruskal-wallis and Friedman have been used to analyze findings.

Findings: of research show that Level of received services by users in Thementined are more than the minimum expected level. In analyzing the different findings of researchs which are mentioned in the literature review of this research, the maximum expected level of users has not been satisfied in none of the various kinds of libraries.

Conclouusion: Genenrally, the overall quality of Tabriz Central Library is more than the minimum enpected level of users and there is little gab between existent level and the maximum expected level.

Key words

 public service quality, LibQual (model), Tabriz ,Public Central Library.

Introduction

In today's developing world, libraries must also adapt themselves to these rapid changes, and targeted and strategic planning, tailored to the needs of the community, can bring libraries in line with these developments, and the degree of coordination between libraries and Raising the quality of services provided to assess the attitude and satisfaction of referrals from library services is observed. Therefore, the results of this research can indicate the level of service quality, performance and the level of library performance, and management can use this research to improve the quality of library services.

The main objective and mission of the public libraries is to provide users with quality services. Librarians should recognize the needs of their users. The assessment of service quality is considered necessary, and identifying the needs and opinions of library members can lead to a library achieving the desired quality of service in accordance with user expectations. On the other hand, the central library of each province has the most visitors, and their satisfaction reflects the way in which public libraries operate in the service and because of the concern about the satisfaction of members of Tabriz central library. The minds of the authorities are, therefore, appropriate and necessary Satisfaction of clients with this library as well as the quality of services. By analyzing the differences between expectations and services provided, it can be taken as an effective step to speed up the quality of library services.

With the advancement of the library service evaluation process, various tools have been devised for evaluation. One of these tools is to contribute to the development of the "Leib Coal Model." The present study aimed to evaluate the quality of Tabriz central library services for users based on the Leib Koel model. Librarians use this model to request, track, understand, and act on user opinions about service quality. This tool helps the library to evaluate, improve library services, and change organizational culture and since it has not been scientifically resorted to satisfaction at Tabriz Central Library, it has been decided to use the Leib Koala model to measure the satisfaction of clients Examined.

Research background

Searching for databases has provided numerous Persian backgrounds that refer to a number of them:

A study was conducted to assess the quality of library services in Hamadan University of Medical Sciences using the European Quality Management Quality Model (EFQM). The results of the research indicate that the activities of the library services of Hamedan University of Medical Sciences show a progressive trend. But these libraries need to work in terms of managing and improving human resources, evaluating staff and improving their performance. Effective (Vakili Singh et al., 1394).

A study was conducted on the quality of services provided by social welfare libraries and Isfahan University of Medical Sciences. Findings show that the next dimension of the service of libraries is the average distribution of the minimum level of expected services, the current level of services, and the maximum level of expected services with each other. And in hospital libraries, the information control

aspect, including easy access to information for use, should be given special attention and the conditions for access to electronic resources may be made even on the patient's bedside for diagnostic and therapeutic staff (Rakhsh Fariba et al. 1393).

A study titled "The Quality of Library Services in Iran, Investigating the Libec-Kuala Model in Iran". This study uses content analysis method to investigate the research on the quality of service of libraries with the model and the results of the research show that libraries in all dimensions do not provide desirable and ideal services and in many cases the minimum Services, and sometimes even lower than the minimum expected service users are accountable for. The quality of services in academic libraries is weak in terms of information control in public libraries, in all components and in specialized libraries, from the aspect of information control and library management (Esfandiari Moghadam et al., 2013).

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A study entitled "Assessing the quality of library services from the point of view of the user and the librarian The use of Layeb Qawal in Tehran University of Medical Sciences "was carried out. The findings showed that the quality of current services was lower in terms of users than librarians. The superiority gap in all components was about 2.8 and the gap between perceptions Librarians and users' needs were very low (Mardani and colleagues, 1391).

A study titled "Evaluation of the quality of public library services in Tabriz city using Leib Koala tool". The results show that libraries have been able to provide at least the level of satisfaction expected by users in all cases, but they are far from reaching the desired status. Also, the results show that the satisfaction of employees with resources and space is in a more favorable situation. The results show that there is a significant difference between expectations and perceptions of users from library services, taking into account the degree of education Users do not exist, and all users have about one level of satisfaction with the services provided (Deram Nesari, 1390).

In a study entitled "Investigating the Inference from Members on the Quality of Academic Library Services: A Case Study at the University of Paung University, Malaysia", considering the competition between educational institutions, to review the steps taken to improve the quality of library services and their relationship with the degree of consent of the members. they have payed. The findings showed that the quality of services provided exceeds the expected level of members in providing the minimum services and their requested services. (Suzienna Matt Dahan et al., 2015).

A study entitled "Quality dimensions of library services: a standardized analysis of the Leib Coul's standards" was published in the Journal of Al-Zawira. A two-factor model was suggested that three factors could be useful. Considering that now laiequal standard standards are widely used in libraries around the world to measure the expectations of members of the quality of library services, this article

presents a unique view of the analysis of previous models as well as topics It introduces a new theory in the transformation of final models (Fagan, 2014).

In a study entitled "Reviewing the standards of laieber-duel, they conducted another analysis of the quality and quantity of the results of a survey conducted at the University of Mississippi America," which was published in the same year in the Journal of Elsevier. This article can be considered as a continuation of a long-term review of the quantitative and qualitative data of the Laibewall Standards since 2011. In the research, these data were compared with the data collected by other libraries, which did not accept the results of the Leib Kuala standard, and it was concluded that a more specialized local investigation might be required to complete Or replacing laiequal standards is useful (Grindaud et al., 2013).

A research entitled "Leib Coal in Ireland: Evaluation Performance and Improvement Services in Irish University Libraries. "The findings showed that the service impact component had the highest score and library component as the lowest score in each of the seven libraries. In the control component of the information, users' expectations were greater for resources and The library collection referred to, and in the six libraries, the weakest library performance was the absence of a quiet space for individual work (McCuffy, 2013).

Therefore, the present method seeks to answer the following questions:

* What is the user's perspective about the staff of Tabriz Central Library?

* What are the views of users about the resources of Tabriz Central Library?

* What is the view of users about the location and space of the central library of Tabriz?

* What is the quality of the services provided by Tabriz Central Library from the point of view of users?

Research Methodology

The present study is a applied research method that is conducted by a survey method. The present study population is composed of members of Tabriz Central Library. The sample size was calculated from Morgan and Karl's estimates. According to this table, a sample of 11927 people was selected for a sample of 375 people. Sampling is randomly selected among members who have come to the library. In the research The data gathering method was categorized by Leib Kowal questionnaire consisting of 28 components, in three dimensions: "Impact of services", "Information control", and "Library as a place". Each of the 20 components is measured in three scales ranging from 1 to 9. For each of the 20 Leib Koval components, the mean scores marked by respondents are calculated, and thus for each component, three meanings mean the "minimum acceptable service level", "the most favorable level Accepted services "and" current level of library services. "The difference between these three meanings reflects existing gaps and the last eight components of the questionnaire are questioning questions in which users rate or disagree on the proposition The proposed Cronbach Alpha coefficient in our research dissertation (948/0) is shown and shows that the questionnaire has a better reliability.

Research findings

Question 1: How is the user's perspective about the employees of Tabriz Central Library (next: Service Impact)?

Table 1. Descriptive Descriptions of Users' Perspectives on Employees of the Central Library of Tabriz

	Minimum	Maximum
1- Existing people who create trust and confidence in the customers	6.23	
2- Paying attention to one-by-one visitors from the library staff	5.93	
3- The presence of employees who are always polite	6.64	
4- Readiness of librarians to answer the questions of clients	6.19	
5- Existing users who have sufficient knowledge to answer the customer's questions	5.73	
6- Existence of people who deal with kind and loving patrons	6.29	
7- There are employees who understand the needs of their clients	6.03	

The average scores allocated from users to employee references are as high as users expect from existing ones and the existing library level is higher than the minimum expectation of users (Table 1).
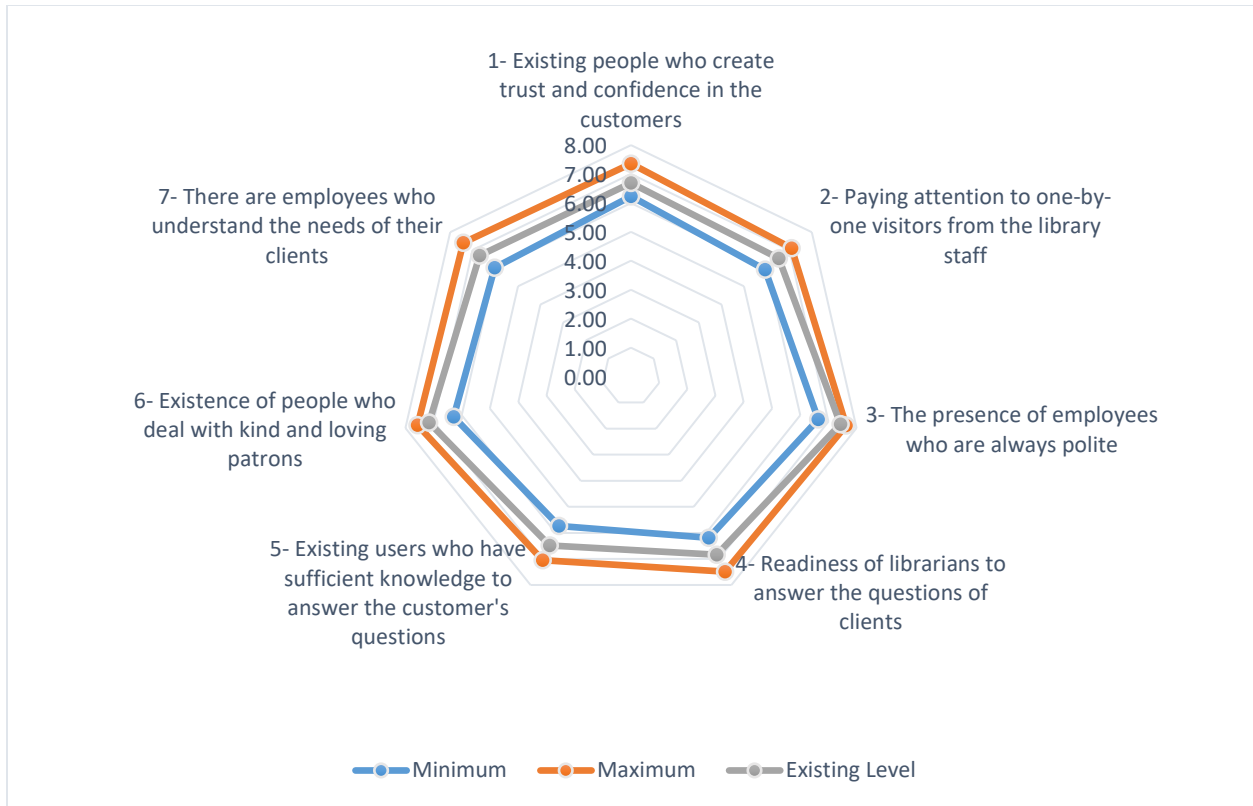
chart 1. Comparison of the expectations of users under the library services impacting component

What is evident is the relative satisfaction of most users of library staff. So that in most cases, the distance between the maximum expectations of users and their current level is less than the gap between the current level and the minimum level of user expectations. In all areas of service gap service gap and gap the advantage has been less than 1 and this shows that the central library of Tabriz has been able to meet at least the expectations of users from the current level and has had a shorter distance to reach the maximum expectation of users.

Question 2. How is the view of users about the resources of Tabriz Central Library (Second dimension: Service Control)?

Table 2. Descriptive Descriptions of Users' Perspectives on Tabriz Central Library Resources

	Minimum	Maximum	Existing Level
8- Easy access to information	6.13	7.47	6.63
9- There are collections of print or electronic publications that are necessary for employees	5.27	6.76	5.74
10- and the electronic information resources I need	5.03	6.54	5.46

11- There is a web site in the library that helps me find the location of the information I need	5.71	6.95	6.37
12- There are print resources that are required for the employee	5.43	6.91	6.17
13- audio and visual materials such as CDs and DVDs	4.70	6.25	5.27
14- There are modern equipment that allows me to easily access the information I need	5.41	6.71	5.74
15- Availability of access tools (databases, computer lists, databases, Internet) that allow me to personally find the information	5.65	6.80	6.30
16- Accessing online resources to meet the information needs	5.31	6.81	5.45

The average scores assigned by users to library resource references are as high as users expect the current level, and the current level the existing library is above the user's minimum expectation. (Table 2)
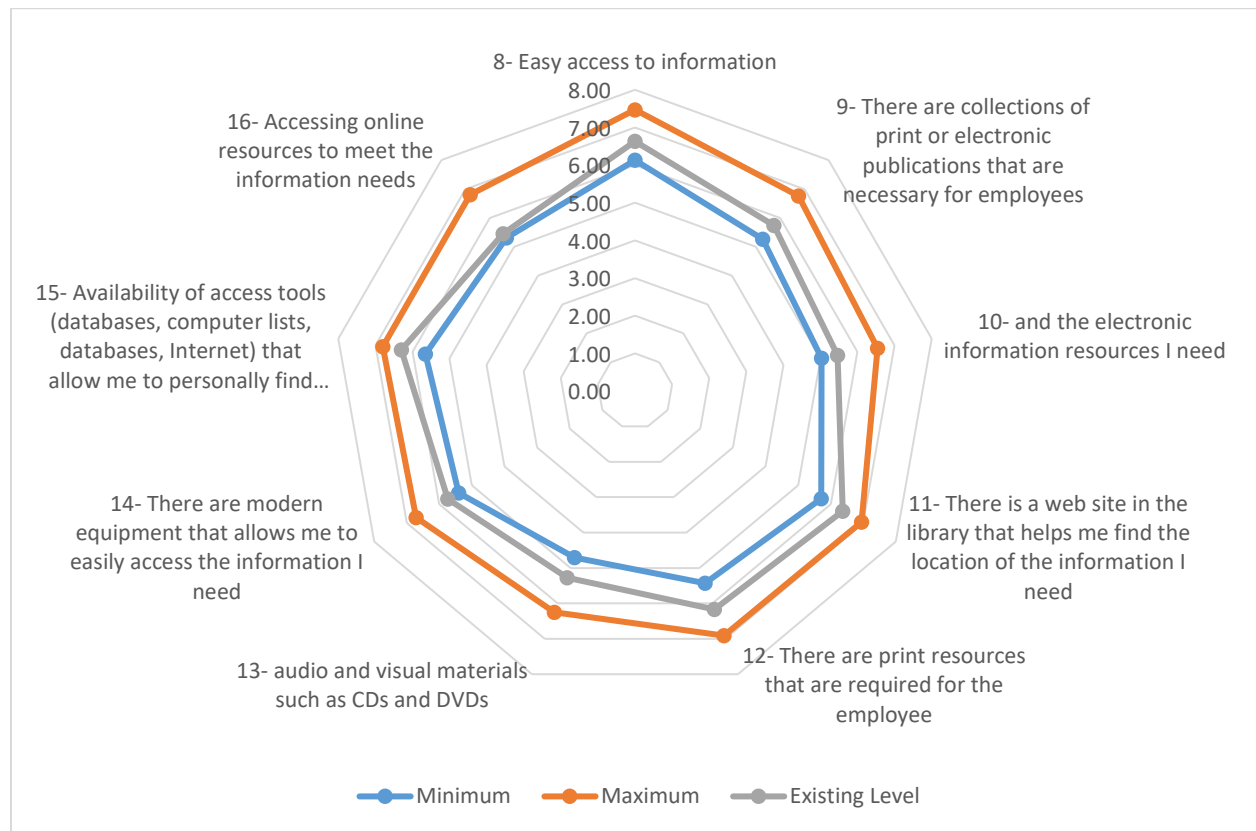

Chart 2. Comparison of users' expectations to the different components of the library service control component

According to the findings, users' relative satisfaction with library resources is such that the level of expectations in the maximum expectations of users in this component is more than at least the existing level. In fact, the Tabriz Central Library has succeeded expect minimum user expectations from the existing level, but to reach the maximum expectation of users there is a gap from the existing level, and the superiority gap in some cases was greater than the gap in service adequacy.

Question 3 What is the perspective of users about the location and space of the Tabriz Central Library (Third Dimension: Location and Services)?

Table 3. Descriptive Statistics of User's Perspectives on the Location and Space of the Central Library of Tabriz

	Minimum	Maximum	Existing Level
17- There is a quiet space for individual activities	5.95	7.15	6.23
18- Existence of a suitable space in the library that encourages the study	5.91	7.11	6.15
19- Existence of social space for group learning	5.25	6.57	4.84
20- comfortable, delicious and attractive spaces	5.97	7.30	6.04

The average scores assigned by users to library and library related quotes are the highest expectations of users from the existing level of received and the available level is higher than the minimum expecting users, with the exception of the "social space for group learning", which at least expects users to be more than the existing level. (Table 3)
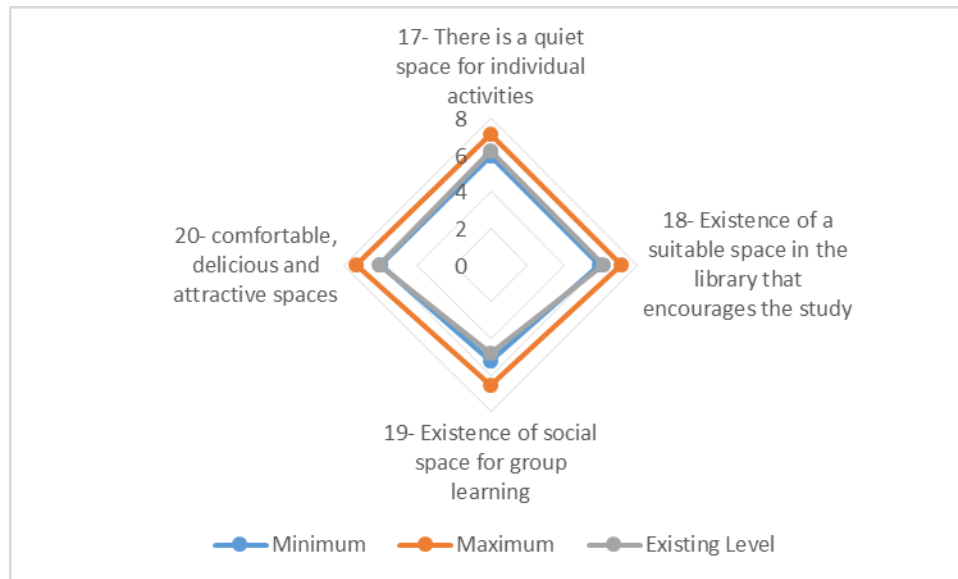

Chart 3. Comparison of users' expected levels of separation from the sub-component of the location and library service space

According to the findings, users are satisfied with the library's space. But at least they expect users to be in the library's space and space, except for the existence of a social space for learning a group that has an existing level of minimum waiting users have been less. But it's far from reaching the maximum

expectation of users. The maximum expectations of users from the current level are longer than the existing level with the user's least expectation.

Question 4: What level of service provided by the Tabriz Central Library is from the perspective of users.

Table 4. Descriptive statistics on the overall quality of the library and its three dimensions

From the viewpoint of users in the area of service impact, the average real level of service is +4.8 times the expected minimum of expected services and -3.8 is less than the expected maximum level.) Table 4

In the central library, employees have not only been able to meet users' expectations, but the library's existing level is also higher than the user's minimum expectation. In the area of service control, the average real service level is +4.5 the amount of the minimum expected service is expected, and -8.06 the amount of the maximum expected service is lower. Namely at the central library of service control (resources) at least the user has been expecting users, but they have to work harder to reach the maximum expectation. The gap has been greater.

In the space and space dimension, the average real level of services is +0.2 of the minimum expected service, and -4.86 is less than the maximum expected service, which means that the central library of library space and space has provided the users with the least expectations. To reach the maximum expectation, users are also struggling to do more, and the gaps in excellence are lower than the gap in service adequacy, and finally, the average points awarded by users to the overall quality of the library; at the current level, the quality of service is higher than the user's minimum expectation (Average difference = +0.48). And in the maximum quality of expected services is less than the current level of the library (Mean difference of -0.84). That is, the existing library level is between the minimum and maximum expectations of users. In general, the quality of the central library has been better.
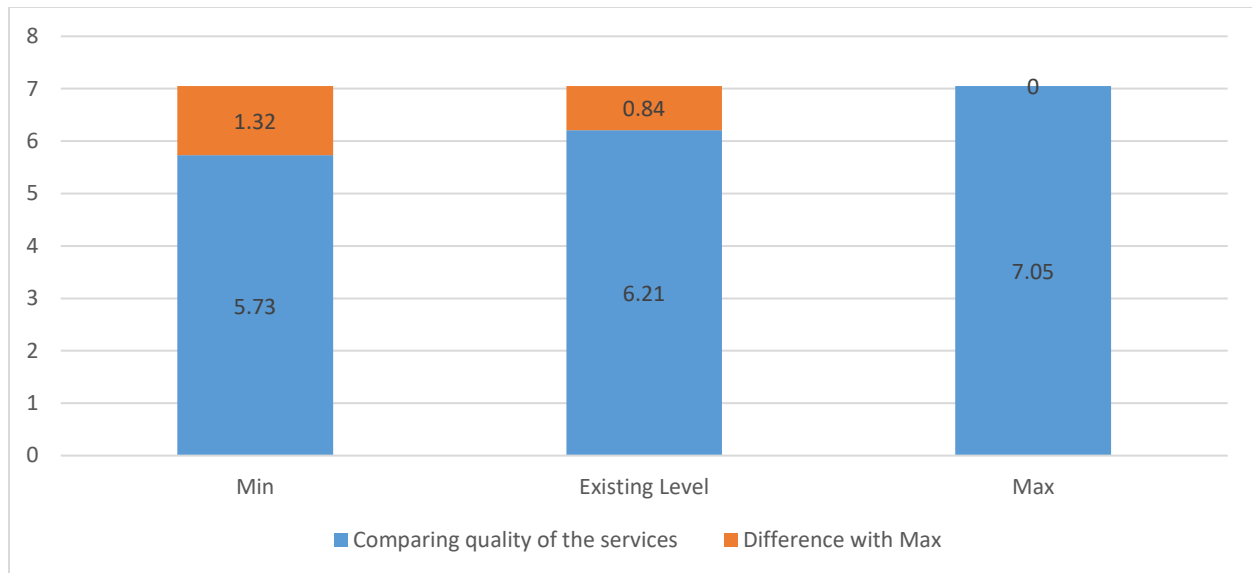
Chart 4. See the difference in average levels of service quality

The users' overwhelming satisfaction with the overall quality of the central library has been less than the expectation of users from the maximum expectation of users to the existing level and the current level.

In this research, from the total sample of respondents, 180 persons (48%) were female and 193 were equal (51.5%) and 2 (0.5%) were unanswered. The age of respondents between the age of 18 years old and Over 45 years old and 30-30 years old were the most frequent. The level of education of respondents was below the Masters (23.5%) and Ph.D (5.6%).

Discussion and conclusion

The research findings showed that in the dimension of impact, service quality of service was more satisfactory, so in most cases the distance between the maximum expectation level of users and their current level is less than the gap between the current level and the minimum level of user expectations. And the service excellence gap (maximum expectation of users) was less than 1 in the services affecting categories. Tabriz central library was closer to the impact of services to reach the maximum expectation of users, and with the findings of Omidyfar (2010) Wikipedia Singh et al. (1394), Deram Nasari (2011), Shoev (2011), Greenwood et al. (2011), and the highest score of users is the presence of polite employees with 7.63. Kazempour (2006), Mohammad Beigi (2009) also achieved the highest score in terms of having polite employees and respected the findings of the researcher, and the lowest score in the field of staff related to the presence of staff who responded to customer questions They have enough knowledge with a score of 7.05. Each of the researchers presented different propositions and did not match our findings. From the analysis of this sub-component, it follows that clients expect

employees to be more The deal with them and the lack of sufficient knowledge of the staff has been of little importance for them. And by examining the findings on the control of such services, it has been found that in all cases related to the control of services, relative satisfaction and more than the minimum users have been the sources of Tabriz central libraries, so that the level of expectations in the maximum expectations of users in this component is more Has been at least at the level of the level, and the service superiority gap has been closer to and above 1 in the majority of cases, and with the findings of the Iranian research, Derm Nasari (1390), Omidifar (2010), Vakili-Movert et al. (1394) And external research Suziana Metdahan et al. (2015), Kiyongo and Jones (2008), Pussy (2009), and the highest score for the balloon Easy access to information equation (47.7) was consistent with the results of Huran (2012) and the lowest score was related to audiovisual material such as CD and DVD (6.25), and with findings Others have not been in line. It follows from the analysis of the following component of service control that more users expect to have easy access to information and resources of the library, and the availability of audiovisual facilities such as CD and DVD are less relevant to them. Also in the library space The central point is also the average of the scores allocated from users to library and library items, the maximum expectation of the respondents is higher than the existing level and the minimum waiting time for the attendees is lower than the existing level, except for the degree of social learning to learn Group) that has an existing level of foot It is more than the user's minimum expectation, and with the findings of the Iranian research, Derm Nasari (1390), (Omidifar, 2010), Vakili-Movert et al. (1394), and foreign research Suzilana Matt-Dahnan et al. (2015), Kiyongo and Jones (2008), Pussy (2009), and the service excellence gap was closer to and above 1. The highest percentage of users in the library space was related to a comfortable, attractive and attractive place (30.7), and the lowest user rating for the library space was due to a social class for group learning (57/6), and the analysis of this The question is that having a comfortable, pleasant and attractive place It is very important and having a social and group environment is of little importance. In assessing the overall quality of the library, the average scores assigned by users to the overall library quality at the real level are higher than the minimum services expected by the users and is lower in the maximum expected service than the actual level. The optimum level of the library is between the minimum and maximum expectations of users. Among the library items, the highest score under the staff component is the presence of polite employees with 7.63 of the service impact, and the lowest score is the component of the presence of audiovisual materials such as Davy Di , CD (25/6). In general, the quality of the Tabriz Central Library suggests that customers are paying more attention to the staff of the library and are in the first place and that they have less importance to the existence of resources, including the presence of audiovisual material, and the greatest gap The subset of the existence of social space for group learning was 1.73. It is inferred from the location and space of the library that more clients are expected to have an attractive and pleasant atmosphere for individual activities, and this is their first priority. Pupils from the library to have a suitable social environment for learning Expect less emotional. However, it was observed that clients considered the existence of a social space for learning and group study as a necessity. The results of this study are based on Hariri, Afnani's (1999) study on three components of laiequalogue, a limit of 0.13 and a gravity of 2.75, which is compared with the present study (margin of 48/48 and a limit of -0,84), the gap is less than the adequacy and the superiority. In other words, the three components of the Kayal in the central library of Tabriz in terms of the limit and the limit of superiority to the central library (university Medical Sciences of Iran, Shahid Beheshti and Islamic Azad University, Tehran Medical Sciences Branch). Hariri's research is in desirable and better condition, as well as the findings of Dermat Dari (2011), Mardani et al. (2012) and foreign research Suziana Matha Dahan (2015) , Schoeb (2011) has

been in a favorable position. Findings of Esfandiyari Moghadam et al (1392), Rastakar (2011), Omidifar (2010), Hariri and Shahvar (2010), Rajabi Pour Meybodi 2009), Njaghobolnejad (2008) and foreign studies by Melissa Denis et al. (2013), McAfee (2013), Keyongo and Jones (2008) have not been better at library service quality.

Research suggestions:

1. Study of the consistency of the collection of Tabriz central library resources with the needs of users

2. The continuous continuity of the present research in one year's period of time to examine the progress of Tabriz Central Library

3. Performing similar research for all public libraries and comparing the quality of libraries in East Azarbaijan province

4. Perform dedicated research for each dimension of staff, resources and space from the user's point of view

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