INTEGRATING LIBQUAL AND KANO MODEL FOR LIBRARY SERVICE EXCELLENCE

RESEARCH MANAGEMENT INSTITUTE (RMI)
UNIVERSITI TEKNOLOGI MARA
40450 SHAH ALAM, SELANGOR
MALAYSIA

BY:

VOON BOO HO
PATRICIA MELVIN JUSSEM
VLOREEN NITY MATHEW

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5. Report

5.1 Proposed Executive Summary

(Original proposal – 300 words)

The proposed research aims to integrate the LibQUAL and Kano Model to identify the service attributes which will be useful for library service quality improvement towards excellence. The research will involve the identification of current service attributes (e.g. from LibQUAL), measuring user opinions on functional/dysfunctional attributes then categorizing the attributes based on Kano Model. The user satisfaction will also be measured so as to identify the strong and weak attributes. The strengths and weaknesses of the library service will be categorized (i.e., Must-be, One-dimensional, Indifferent and Attractive) in order to suggest for Maintain, Further development for innovative processes, and Improve. The library service quality, emotional experience, user satisfaction and behavioural intentions will also be investigated.

5.2 Enhanced Executive Summary

(Abstract of the research)

Delivering excellent customer service and creating good user experience are essential in the service sector including the libraries. These most probably will positively affect the user satisfaction and hence their behavioural intentions. This paper presents integration of LibQUAL and Kano Model in order to identify the service attributes which will be useful for library service quality improvement towards excellence. The survey generated 400 usable questionnaires for the quantitative analyses. The research identified the current service attributes (e.g. from LibQUAL), measured the user opinions on the quality attributes which were then expected to be categorized using Kano Model. The strengths and weaknesses of the library service were to be categorized (i.e., Must-be, One-dimensional, Indifferent and Attractive) in order to suggest for Maintain, Further development for innovative processes, and Improve. The relationships among the library service quality, user satisfaction and behavioural intentions were investigated.

5.3 Introduction

Merely having satisfied customers and delivering satisfactory service to the targeted customers most probably will not be able to create loyal customers (Lilja and Wiklund, 2006; Högströn et al., 2010), especially in the hedonic services such as library services. Instead, creating delightful and memorable experiences, in line with the customer emotions is believed to be much necessary. The use of questionnaire alone such as LibQUAL (Cook et al., 2003) to assess user-perceived service quality can help managers to gauge the level of service quality as told by the users, but the hidden and attractive quality attributes for innovations and improvement are not extracted. Besides, the assessment assumes linear relationship between user satisfaction and service attributes performance. This will most probably lead to a misconception that low satisfaction is due to low quality performance, hence wrong focus for further service improvement. As such, there is a need to seek for an integrative model that can help to compliment LibQUAL in order to effectively identify the attractive quality attributes for service excellence. The categorization technique of Kano can be a potential technique for the integration.