

University of Nebraska - Lincoln

DigitalCommons@University of Nebraska - Lincoln

Library Philosophy and Practice (e-journal)

Libraries at University of Nebraska-Lincoln

Spring 1-11-2024

User's Perceptions and Expectations with H.U Beg Library Services: A Study of Service Quality Measurement

Muhammad Kabir Khan

Effat University, kabir.ali46@gmail.com

Follow this and additional works at: <https://digitalcommons.unl.edu/libphilprac>



Part of the [Scholarly Communication Commons](#)

Khan, Muhammad Kabir, "User's Perceptions and Expectations with H.U Beg Library Services: A Study of Service Quality Measurement" (2024). *Library Philosophy and Practice (e-journal)*. 8109.

<https://digitalcommons.unl.edu/libphilprac/8109>

User's Perceptions and Expectations with H.U Beg Library Services: A Study of Service Quality Measurement

Abstract

The purpose of this study is to measure the service quality at the FAST H. U. Beg Library in Islamabad from the perspective of its users. The study also aims to report on the perceptions and expectations of users regarding the library's services. The methodology used was a survey approach, and data was collected from students, teachers, and staff members using a modified SERVQUAL questionnaire. The findings indicate that the library offers high-quality services and that users are satisfied with a range of its service quality qualities. The practical implication of this study is that it will encourage library professionals to evaluate and improve library services in their libraries. The research is limited to the FAST University H.U. Beg Library Islamabad Campus, and the originality and value of the research lie in its usefulness for professionals who would like to examine the strengths, weaknesses, and challenges faced by their library services and improve their quality. The research suggests that SERVQUAL can be used to offer a systematic, regular evaluation of university libraries' performance in satisfying user expectations in Pakistan.

Keywords: Library services, SERVQUAL, Library service quality, User's Expectations and Perception, H.U. Beg Library, Islamabad.

Introduction

The importance of universities in conducting research and supporting higher education as well as the value of doing research and promoting higher education in any area of the world. These institutions of higher learning create many highly skilled people who are contributing distinctively to a country's growth. The significance of a university's library's resources and services is important. In order to improve library performance and better match library services and resources to university needs, the technique of library assessment involves reviewing library services, resources, spaces, and other areas (Sheikh, 2015).

Library assessment is the most important factor in any institution or academic libraries. It depicts a measuring and assessment scenario for how local academic libraries operate to meet and exceed their users' requirements and expectations. The research is significant in terms of promoting and delivering improved facilities and services to academic library users in general. University library services assessment should be viewed as a management tool, with the goal of determining how well and efficiently the library is meeting the requirements and expectations of its users. Analyzing the strengths and weaknesses of its services in order to make recommendations and measures to improve the library service delivery quality. Now a days our users are overloaded with the information available through a variety of services in variety of formats, with multiple tools making our users change their perception about the library services. On the other hand, libraries need to know the changing perceptions of the users to re-design their services. According to Gama (2013) university library users are mostly scholars and students who utilize the library's resources to help them compose papers, prepare class lectures, create assignments, as well as increasing employee productivity and efficiency in carrying out their duties, and obligations, and so on. The amount of time spent in the library represents the level of user happiness, which can be measured using questionnaires or interviews, among other methods (Kulkarni, and Deshpande, 2012). The advent of new Information and Communication Technologies (ICTs) has enabled storing, accessing, and retrieving essential information in a timely manner in an age of information explosion, but it has also raised the expectations of library and information resource Centre users (Thakuria, 2007). It is now inevitable for libraries to please their customers by providing higher-quality, faster services. In this setting, all service-oriented organizations have increased their focus on providing high-quality service. Researchers have conducted numerous attempts to assess the

quality of library services. However, the fact that the FAST-NUCES library in the Islamabad campus provides a variety of services to its users, the extent to which they are satisfied has not been explored.

Availability and use of library service in H. U Beg Library

The H. U. Beg Library was established in 1997 to meet the learning, instructional and research needs of the University Community by providing them with the print and electronic resources and required skills to use these resources. Library connected with modern Information and communication technology System (ICT). The library's mission is to develop, monitor, and evaluate services to meet evolving information needs in higher education; to enable users to comprehend and effectively use the complete range of information services; and to promote the acquisition of skills needed for lifelong learning independence.

1. Print Collection

The H. U. Beg Library is building its collection and has 18,000 print volumes including 2000 theses and projects reports, about 34 subscribed journals and magazines and 09 newspapers. The collection development is a continuing process, and the library is following the process throughout the year according to the needs. The faculty is involved in reviewing the material before acquisition which helps to make the collection more subjective. The faculty is involved in the development of the collection which helps us get the material required not only by the faculty but for the users as well. Books recommended by the faculty help the library improve the traffic in the library because of the faculty referencing to the titles they recommend building the library collection.

2. Online Public Access Catalogue (OPAC)

The library provides access to its print and online resources through an online portal. All five campus libraries are accessible to the users on the following link.

<https://nu.insignails.com/Library/Home>

This catalogue provides access to the bibliographical details of available material and their status if a required book is available or not. This OPAC provides the users with access to their personal profile to see what is that they have borrowed, how long they can keep them, what is the due date,

if they have any money to the library. This gives the users the liberty to renew the material as per the library policy.

3. Application of the OPAC

An application of the OPAC is available through Google Play and Apple Store. Most of the required features of the OPAC are available to the users through this Application. Users mostly have been using this app for the renewal of the material they have borrowed, placing a hold, and to see their profile. This app helps users maintain their accounts on the go as this can work with 3G/4G as well.

4. Online Resources

University is subscribing to 14 databases not only from Higher Education Commission but from the publisher/aggregator directly as well. This includes the premier resources like IEEE, ACM, and Science Direct as well.

The FAST-National university is meeting the RoIe – Return on Investment criteria of HEC so far as the number of downloads in case of IEEE is more than required which helped us retain the HEC contribution of 50% for the subscription of e-resources. These databases are accessible to FTEs of the University at all the classrooms, labs and library.

5. Off-Campus Access

The library provides off-campus access to its online subscribed resources to all the students of under grade, MS, PhD and faculty members at all five campuses through Virtual Private Network.

6. Inter-library loan service

Inter Library Loan service is provided to faculty and students equally. Users can place their request by sending an email to the library and the library processes the request within 24 hours. For ILL, the NUCES Library has a network of other 5 campuses libraries, 25 libraries linked with PASTIC Islamabad and 20 more libraries with HEC.

7. Desktop Computers

There are 40 desktop computers for students in the library, where the students can search library catalog, prepare assignments, and can browse the internet. These resources are mainly meant to access the e-resources including e-books as we got access to 180000 e-books through ebrary. These computers are on the University's network to access additional university Apps like NeoN and Flex. Connected with LAN to a printer helps them get the required printouts in the library. However, there is a need to introduce the printing quota and printing cards to improve this facility.

8. Learning Space

The library provides 400 seats on three floors, 10 discussion rooms with laptop charging points, a meeting room with LED, and 23 individual study Carrols.

9. Bibliography and Reference Management

H. U. Beg Library helps its users to know the styles of referencing and how to cite the work manually and through citation management tools/applications like Zotero, Endnote, and Mendeley. Information literacy sessions are being arranged for the students to walk them through these applications to help them complete their assignments, theses and dissertations according to the University's preferred writing style.

10. Circulation service

The library provides borrowing services to its users at just two clicks. First click to scan the barcode of the student's card and second click to scan the barcode assigned to a book. The users have a receipt available with them about the due date of the checked-out material in addition to access of their profiles for checking and renewing borrowed material and reserving the desired material.

11. Orientation Sessions

H. U. Beg Library organizes orientation sessions for new students to introduce library resources and services and to motivate them to use the library for study and research purposes.

These sessions help them know the circulation policies in place, inter library loan policy, library rules, and library services offered to them.

12. Information Literacy Services

The library provides instructional programs to maximize the use of library resources and services for study and scholarly work. These IL sessions cover the following areas.

- Library orientation
- Using the OPAC
- Literature Review Searching and Finding the material.
- APA in Academic Writings
- Using Turnitin for the Scholarly work
- eBooks for Research
- Using EndNote for reference management
- Bibliography and Citation Management through Open-source applications
- How to write thesis statement
- Using e-journals Effectively
- Using RSS in your research life

13. Library Services for Alumni

The library provides services for the alumni of the University too. All the graduates of Islamabad Campus can avail these services, which include using the space for their reading and learning purposes, access the print material, can use desktop workstations for internet browsing, learn how to use citation management tools/applications for research and borrow books after depositing some amount of library security fee.

14. Publications Venues

The library helps faculty and students identify the venue for the publication of their scholarly work. Libraries assess the quality of the identified journals for the faculty, let them know about the impact factor journals, indexed journals, international journals, and about the W, X, Y, Z categories of the Higher Education Commission.

15. Impact of the Scholarly Work

The library assists the University by providing information about the Impact factor publications, Indexed publications, international journals and their equivalence with HEC criteria in W, X, Y, Z categories. A list of predatory journal/publishers is also being shared with the faculty to keep them updated about the publication industry. An effort is underway to promote open access publications.

16. Research Publications

The library compiles a list of scholarly publications which includes articles, conference papers, books, and books chapters written by the faculty from all five campuses of the University. The purpose of this publication is to provide access to the users from a single platform. This also helps know the Impact University has made in the scholarly world.

17. Turnitin Reports:

Library prepares the turnitin report for the similarity check for the students of the University, in addition to the administration of the Turnitin. The library is handling accounting opening, password reset and paper deletion requests of the faculty. Paper deletion requests from the students are accepted only when it comes with the recommendation of concerned faculty.

18. Library Advisory Committee:

A committee comprising of faculty members and students works as an advisory body to know the changing needs of the users and align library services according to these changing needs. This body plays the role of intermediary between the library and faculty and students. LAC met twice in the last year and suggested several measures to accommodate the needs of the students and faculty.

Objectives of the study

1. To evaluate the H. U. Beg library services quality from its user's perspective.
2. To examine the strengths, weaknesses, and threats in H.U Beg library services.
3. To investigate those problems that user's face while using the library services.
4. To offer suggestions regarding improvement in the current library services.

Literature Review

Huynh, et al. (2021) conducted a study on the quality of services in an academic library in Mekong Delta, Vietnam, and found that students were highly satisfied with all library services. Additionally, the study identified four groups of factors that influenced students' satisfaction with the services provided by the library. Omar, et al. (2021) conducted a case study on library quality services in Politeknik Tuanku Syed Sirajuddin, Malaysia. According to the study's findings, increasing service quality, particularly in the assurance area, is crucial for raising student happiness. The results of this study will improve future student satisfaction, library administration, and Malaysian polytechnics in general. Sanja, and Haneefa (2021) conducted a study on measure the service quality in special libraries of Kerala, India. The results revealed that the users have great hopes, but they believe there should be some improvements in library services. In order to satisfy the changing demands of their users, libraries must regularly update their resources and services. It is necessary to perform proper user orientation sessions. The findings of the study propose factors that should be modified in order to improve the service quality of special libraries in India.

Ahmed (2017) investigated a study on the library services quality among the universities of Pakistan. The findings shows that the quality of librarian service is generally rated as satisfactory by university library users. Customer satisfaction with the level of service provided in (public and private) universities where librarians work, on the other hand, varied significantly. Private university libraries' librarians are more capable of offering prompt services to patrons, according to impact size. The findings of this study helped university library administrators improve the quality of service offered by librarians in the public and private sectors. The findings of this research could also be used to compare the quality of service provided by librarians in various environments.

Gathoni, and Walt (2016) conducted a study on measurement of quality services in Aga Khan university Kenya. This study is significant since there is no evidence that libraries in Kenya have used objective and user-based approaches to involve library customers in service quality evaluation. The result revealed of this work, libraries in Kenya may adopt objective assessment instruments for assessing library service quality to better understanding of concepts such as total

quality management in a developing-country academic library, as well as users' expectations and perceptions of quality. Ahmad, Abawajy and Kim (2011) conducted a study on library service quality assessment. The goal of this research is to gain a better understanding of the problem of library service quality assessment and then design a model of thought for aligning library service assessment for successful reporting of library value and performance to stakeholders is required.

Assessment of Service quality in Pakistani Libraries

Using quantitative methodologies, some evaluative studies on library services have previously been undertaken in Pakistan.

Chaudhry, et al. (2021) investigated that the quality services measurement in Punjab college libraries of Lahore, Pakistan. The findings indicate that the overall mean perception score remained low as compared to expectations. The disparity between expectations and perceptions revealed, on average, college libraries' poor service quality. The aggregate findings revealed a 0 to 1 discrepancy between users' expectations and perceptions. The disparity implies that respondents value the library staff's pleasant and caring demeanor. According to the conclusions of the study, a welcoming environment should be created in libraries in order to improve the libraries' positive image among users. Sheikh (2014) conducted a study on measurement of quality services in Comsats university library Islamabad campus. The study demonstrated that meaningful library service comparisons are possible, and that frequent review of Pakistan's university libraries' effectiveness in meeting customer expectations is necessary.

Rehman (2013) investigated on library service quality assessment of Pakistan libraries. According to the study's findings, libraries do not fulfill consumers' minimum tolerable and desired standards of service quality. Eight problematic services were discovered by the zone of tolerance, the majority of them are related to the information control dimension. This research also reveals a significant difference between users' views of service quality and their expectations. Arshad and Ameen, (2010) examined a study on measurement of quality services in Punjab university academic libraries. The finding of this study shows that in comparison to their perceptions, the users' expectations were high, and all 22 SERVQUAL statements had a disparity between expectations and perceptions. The university's libraries were deemed to have a satisfactory and overall satisfaction rating is good of service quality. The library staff's friendly and caring approach

was praised by patrons. In a college of Rawalpindi Library 180 M.A. /M.Sc. students were given a self-administered questionnaire with ten statements for this aim. The majority of students avoided using the library due to a shortage of books, a lack of organizational setup, less learning space, and other limited physical amenities, according to the findings of this survey. (Bukhari et al., 2010)

This study assesses the quality of service at three private and four public university libraries in Lahore. The study's findings revealed a significant gap between library patrons' views and expectations. The disparity was more noticeable in public university libraries, implying that private university libraries provided greater service. The lack of financial resources in public universities was identified as the cause of this disparity. (Awan, Azam, and Asif, 2008)

Saeed and Ramazan (2003) saw the necessity to assess the library's services and usage at the UMT (University of Management Sciences) Lahore. A survey was conducted for “350 students” and the results found that they were happy with the library's services and that they used them frequently for class assignments, co- working discussions, and research. Students, on the other hand, desired more literary and computer science books, as well as longer library hours and loan terms.

Methods and procedures

The survey method was utilized to evaluate the quality of H.U Beg library services in this study. The study's target group was students, faculty, and staff members from the Islamabad campus who utilize the library. The overall population of these users was estimated to be around 4,000, and due to this big number, an unstructured random sampling method will be used.

Research Instrument

Researchers have used the SERVQUAL tool to evaluate the quality of services provided by the H. U Beg library and created a modified questionnaire with 22 paired items to gather data from library users. The questionnaire was distributed at random to students, academics, and staff who use the library and its resources, and respondents were asked to rate their expected and perceived degree of satisfaction with library service quality on a 7-point Likert scale. The data

were analyzed using SPSS version 23.0. Additionally, users were given the opportunity to provide their opinions and ideas for improving library services.

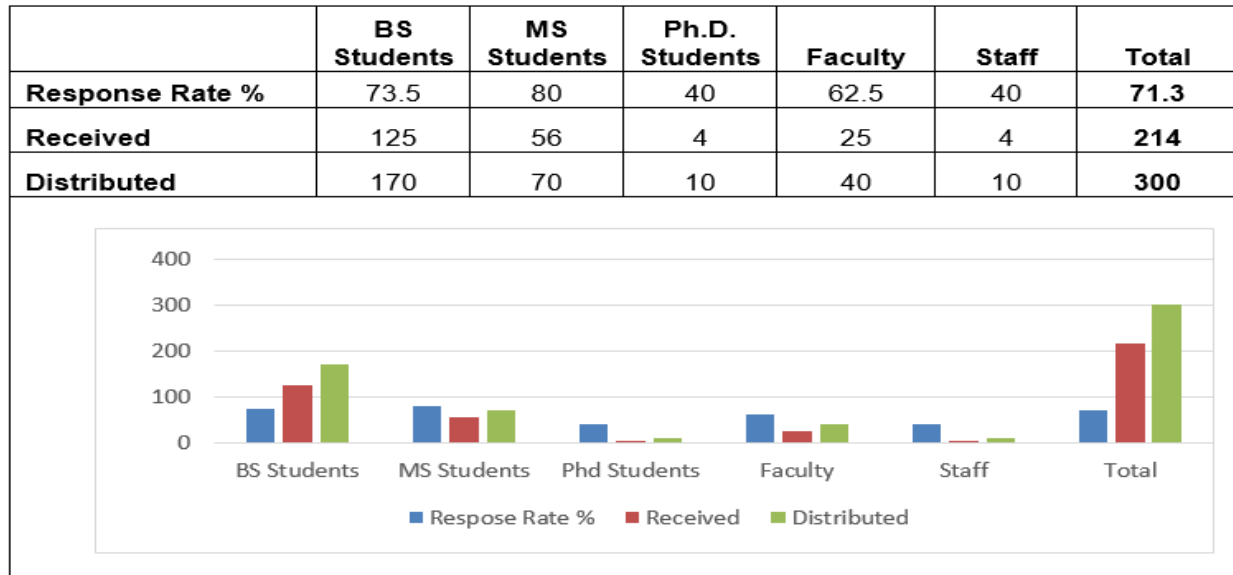


Figure 1: Ratio of Users Response

Background of SERVQUAL

Parasuraman et al. (1985) discussed the measurement of the quality of tangible things research work has been done in the past but there is no research study on evaluation of quality of service. It's possible that this is due to the difficulty of measuring the quality of service. Yu & et al. (2008) described the SERVQUAL is a research instrument which is comprised of 22 paired of statements which are representing five different measurement of service quality. It was founded in 1985 by three American retailing and marketing experts. Parasuraman et al. (1991) explained the purpose of the SERVQUAL “a diagnostic methodology for identifying the strengths and weakness in a company’s service quality”. SERVQUAL is an identifying tool for detecting the strengths and weaknesses in a company's service quality. It was intended to analyze customers' service quality expectations and views. Customers' expectations are what they hope to get from a company or institution, whereas their perceptions are what they really get. According to their theory, the genuine quality of a service is the difference between a customer's expectations and perceptions. As a result, if perceptions exceed expectations, the services are of higher quality; if expectations

exceed perceptions, the services are of lesser quality. They established a new item scale called SERVQUAL for assessing the quality of support in their initial inquiry. This scale was originally made up of ten pieces, which are listed below. These two professors proved that the development of SERVQUAL is a very useful tool for measurement of quality of the organization. Rasli, et al. (2011) described “Since then, the SERVQUAL instrument has been the predominant method used to measure consumers’ perceptions of service quality”. These parts were reduced from ten to five because of their new research, since they discovered that some of the parts corresponded to one another. The extra seven sections were turned into two total metrics, affirmation, and sympathy, while the dependability, effects, and responsiveness remained same. They explained that assistance quality contains five metrics that encompass all perspectives to examine the support nature of any organization in their development study (Parasuraman et al., 1988). The underlying letters of these important elements were addressed by an abbreviation termed RATER, which was used to address this new blend of parts (Buttle, 1996).

Table 1: RATER Model

Dimensions	Definition	Item Scale
Reliability	ability to perform service dependably and accurately	5
Assurance	knowledge and courtesy of employees and their ability to inspire trust and confidence	4
Tangibles	physical facilities, equipment and appearance of personnel	4
Empathy	caring individualized attention provided by the firm to its customers	5
Responsiveness	willingness to help customers and provide prompt service	4

Source: Parasuraman, Zeithaml and Berry (1988)

Pilot Survey

A pilot survey was also performed before the questionnaire was distributed to assess its validity. To find any ambiguity in the questions, around 15 samples were circulated to faculty, staff, and students. Faculty members highlighted a few unclear questions, which were then simplified to clarify the goal. Instructions for respondents were also supplied at the start of the questionnaire to minimize any confusion when filling it out.

Gap Analysis of Service quality

In this study, service quality was assessed by measuring the gap between expectations and perceptions. The researcher measured the gap between users' expectations and perceptions using a T-test in SPSS version 23.0. The results of the T-test showed that users were generally satisfied with the performance of service providers, but they expected more improvements in the services. The highest gap was reported in the statement "Library rules are strictly implemented" with a value of 0.21, indicating that users had higher expectations in this area. On the other hand, the lowest gap was reported in the statement "Library have got enough seating capacity" with a value of 0.09, indicating that users' expectations and perceptions were similar in this area. The results of the item-by-item gap analysis, which includes all 22 statements, are presented in Table 1 in order from largest to smallest. Overall, the study's findings are encouraging for the library staff as they highlight areas for potential improvement in service performance.

Table 1: Gap analysis of service quality

Item no.	Service quality statements	(Expectations) mean	(Perceptions) mean	(Quality) gap
7	Library rules are strictly implemented.	5.995	5.784	0.21
12	Library provided adequate trainings sessions for the use of electronic resources	5.094	4.901	0.19
13	Staff responses encourages the use of library resources	5.770	5.624	0.15
20	Library staff keeps the best interest of the users	5.972	5.840	0.13
17	Users gets the individual attention by the library Staff	5.906	5.798	0.11
1	The library equipment's are up to date	5.939	5.836	0.10
9	Overdue charges are fair	5.362	5.268	0.09
15	Library staff are polite and courteous while taking the queries	6.127	6.038	0.09
21	Library opening hours are convenient	5.869	5.789	0.08
2	Physical facilities of the library attracts you	6.113	6.042	0.07
4	Tools associated with the library services are helpful	5.976	5.911	0.07
5	Staff members helps you in searching the required material	6.056	6.009	0.05
3	Library staff usually dress well	6.122	6.080	0.04
19	Library staff understands user's specific information needs	5.873	5.836	0.04
6	Library staff tries to solve your problems with sincerity	6.207	6.178	0.03

14	Library transactions are trustworthy	5.812	5.784	0.03
11	Staff willing to help the users all the times	6.147	6.123	0.02
8	Library keeps error free record	5.634	5.613	0.02
18	Library have got enough seating capacity	5.300	5.286	0.01
10	Library staff provides responds quickly	6.028	6.028	0.00
16	Library staff have got required competence	6.113	6.113	0.00
22	Library materials are issued for sufficient time	6.028	6.028	0.00

Findings and Discussions

The findings of this survey imply that the FAST library's services are of high quality, since 19 of the 22 statements revealed a mirror gap between their perceptions and expectations (see Table 1). This obviously shows that consumers are satisfied with the library's general performance, although they desire additional improvements in the services. The FAST library hasn't had an Integrated Library System at the campus in the past. The introduction of ILS made the users return the borrowed material according to the circulation policies decided by the Management for which they haven't had a practice in the past. The library struggled to introduce the renewal/return of the borrowed material, and to introduce the late return charges. It took them a while to get familiar with these policies.

The library also faced the challenge of learning spaces especially when the engineering and Computer Science undergrad students tend to work in groups which involves discussion ending up with the increased noise level. The increased noise level of the students in groups made the library staff requesting students to keep the volume low was again a disturbance to their work. Faculty, Masters and PhD students visiting the library found it difficult to work in the library because of this increased noise level. They increased the number of complaints at all levels. The University as a result added more learning spaces in the form of Learning Resource Center – a casual learning space where the students are allowed to make as much noise as they can. The Campus management also introduced a learning resource Center for the students to work as entrepreneurs, to have job interviews, social and professional bodies meetings, and for the other official activities.

The study highlights the positive impressions that FAST users had of staff members in terms of assisting them in finding the documents they need and providing specific attention.

However, the users believed that there was still room for improvement in this area. In the contrast a study conducted at Rawalpindi's University College of Liberal Arts and Sciences where 54 percent of students reported that librarians did not assist them in finding suitable literature. This suggests that there may be variations in the quality of service provided by librarians across different institutions or contexts (Bukhari et al. 2010).

It is important for library staff to understand and meet the individual information needs of users, based on their academic levels and other factors. The staff at the FAST library seem to be dedicated to addressing user concerns with honesty, according to user feedback. Additionally, the appearance of the staff can also influence users' willingness to connect with them, so it is important for staff to maintain a professional and tidy appearance. While it may not be possible to satisfy all users' information requirements, library staff should make a complete dedication to this objective in order to best serve their users.

FAST users said that librarians are aware of their individual information requirements. Competent personnel is a crucial component of providing high-quality services, as they can efficiently reply to customer inquiries and give high-quality reference services to help them with their studies and research. FAST customers showed 100% satisfaction with the staff's competency, however Arshad and Ameen (2010) discovered a lack of competency in the professional work of departmental library staff members at Punjab University. Because providing the proper information at the right moment is a key characteristic of providing information services, this aspect of the service was also investigated, and FAST users responded well in this regard. They want to see greater progress in this area. In Punjab University, service quality was also determined to be good in terms of library staff's capacity to provide timely services (Arshad and Ameen 2010).

Adoption of the most up-to-date technology is required to satisfy current standards and deliver better services to users; new equipment is also required. FAST library is known for adopting cutting-edge technology for its automated and online information services, but consumers desire more innovative technology and equipment in this field. While Arshad and Ameen (2010) expressed their dissatisfaction with the absence of contemporary technology at Punjab University's departmental libraries.

The number of FAST library users varies between 500 and 1000 every day, indicating that clients value library services. The opening and closing times of libraries should correspond to the users' schedules. The findings of Sheikh's (2014) research in the Comsats University Library revealed that students want more library hours, whereas FAST users expressed satisfaction with the library's opening and closing times, which are from 8 a.m. to 8 p.m. These times were chosen in consideration of the students' class schedules. There is little doubt that decent physical facilities contribute to solid infrastructure, which is the foundation for establishing a learning atmosphere that encourages people to use the library. Libraries must have sufficient seating space to accommodate the highest number of customers at any one moment. The FAST library has seats for more than 500 people, but only 10 discussion rooms are accessible, which appears to be insufficient to accommodate such a large number of people.

FAST users, on the other hand, have high expectations for the library's provision of physical facilities; they want more physical space, whereas Bukhari et al. (2010) found a lack of space for users in the Foundation University College of Liberal Arts and Sciences Library, Rawalpindi, and Arshad and Ameen (2010) found a lack of physical facilities in Punjab University's departmental libraries. Although library users may quickly consult necessary information material within the library's premises, they must borrow course books, leisure reading, and research materials to prevent wasting time searching the same material repeatedly. Currently, BS students at FAST may borrow just four books at a time, which they believe is insufficient to meet their educational needs. Furthermore, the author believes that students like leisure reading materials in their free time. As a result, it's safe to believe that their demand is reasonable. Saeed and Ramazan (2003) found an increase in the loan duration due to demand from Lahore University of Management Sciences Library students. As a consequence of their findings, I conducted my own investigation using a survey questionnaire and discovered that FAST customers' pupils are content with existing loan durations. Libraries frequently impose fines on overdue goods to maintain discipline in the transaction of resources, but these penalties should be reasonable and not a burden that discourages users from borrowing library books. Overdue material fees, according to FAST users, are reasonable. Similarly, all interactions between users and the library are predicated on confidence and the expectation that they would not be harmed as a result of borrowing library materials. It's critical to ensure that the users' transaction records are free of errors. As a result, this element was also investigated, and FAST users provided a positive reaction.

"Library offered sufficient training sessions for the use of electronic resources" was the FAST users' least favorable impression. Despite the fact that the digital library section instructs customers on how to access electronic resources and library personnel gives training on demand, the library does not hold regular sessions.

According to Arshad and Ameen (2010), consumers have the lowest opinion of "staff eager to aid the users at all times." According to (Bukhari et al. 2010), users have the lowest view of "availability of the library catalogue for student assistance." Libraries must not only have a sufficient collection of books, magazines, journals, and other print materials to provide quality services to their users, but they must also subscribe to electronic resources, acquire modern equipment, build good infrastructure, assign appropriate space, hire competent staff, and improve standards. As a result, libraries must have appropriate funds in order to meet these standards and provide effective service. Mahmood, Hameed, and Haider (2005) conducted a study that revealed the dismal financial situation in Pakistani college and university libraries. They claim that current financing is insufficient to meet the demands of libraries, resulting in inadequate collections, gaps in periodical holdings, a lack of appropriate equipment/buildings, and poor service quality. In their study, Awan, Azam, and Asif (2008) addressed the issue of financial resources in both public and private university libraries. Libraries' budgets are being slashed, and they are being forced to operate on limited resources, which is the fundamental cause of poor performance and a major roadblock to improving library services.

In the aforesaid scenario, establishing a contemporary, state-of-the-art library that would satisfy the needs of the twenty-first century was not an easy challenge for the FAST library management. A lot of effort was invested into making this idea a reality. First and foremost, literature on the development of new libraries was reviewed in order to learn from others' experiences in planning and implementing comparable initiatives. Second, visitors were taken to a number of contemporary libraries in industrialized nations. Last but not least, a few surveys were undertaken to determine what amenities people desire and should be incorporated in the new library's design. Following that, during the library's planning and design phase, as well as its infrastructure construction, great emphasis was made to including all of these amenities. As a result of this study, the FAST library administration was able to persuade the campus's upper management that the construction of a contemporary library in the new building is critical in order

to better serve the FAST community's rising academic and research activities. The Rector has set aside significant funds for library infrastructure growth, including as equipment and people, as well as budgets for resource and service expansion that are unparalleled.

Conclusion and Recommendations

The conversation highlights the fact that while users of the FAST H. U. Beg Library have a positive opinion of its services compared to other Pakistani university libraries, there is always room for improvement. By analyzing and revising its current policy on borrowing rights and building new discussion rooms, the library can address some of its shortcomings and provide greater opportunities for undergraduate students to benefit from its resources. The survey results can help library management better understand patrons' needs, tailor services to meet those needs, close the gap between patron expectations and perceptions, and encourage patron use of libraries. Comparing data from the library to those of peer universities in the U.S. and the UK can be more persuasive in convincing university administrators to fund necessary upgrades in library services. Tools like LIBQUAL can help librarians conduct surveys more effectively and efficiently and compare their library's services to those of similar organizations. Overall, the conversation emphasizes the importance of continuous evaluation and improvement in library services to meet patrons' evolving needs and expectations.

References

- Ahmad, M., Abawajy, J., Kim, Th. (2011). Service Quality Assessment in Provision of Library Services. In: Kim, Th., *et al.* U- and E-Service, Science and Technology. UNESST 2011. *Communications in Computer and Information Science*, vol 264. Springer, Berlin, Heidelberg. https://doi.org/10.1007/978-3-642-27210-3_10
- Ahmed, S. (2017). Service quality satisfaction: a comparative cross-sectional study of public and private university librarians in Pakistan. *Libri*, 67(4), 313-325.
- Arshad, A., & Ameen, K. (2010). Service quality of the University of the Punjab's libraries: An exploration of users' perceptions. *Performance Measurement and Metrics*, 11(3), 313-325.
- Awan, M. U., Azam, S., & Asif, M. (2008). Library service quality assessment. *Journal of quality and technology management*, 4(1), 51-64.
- Bukhari, M. T. A., Bukhari, M. M. A., Ranjha, N., Ahmad, K., & Naz, F. (2010). Use of library by the students of Foundation University College of Liberal Arts and Sciences, Rawalpindi. *Pakistan Journal of Information Management and Libraries*, 11(1).
- Buttle, F. (1996). SERVQUAL: review, critique, research agenda. *European Journal of marketing*, 30(1), 8-32.
- Chaudhry, M. S., Bhatti, M. Z., Shahzad, K., Sulehri, I. G., Hussain, I., & Ullah, M. U. (2021). Users' Perceptions and Expectations of Quality Services in Libraries of Punjab Group of Colleges, Lahore. *Library Philosophy & Practice*.
- Gama, U. G. (2013). Application of Information and Communication Technology (ICT) facilities to Reference and Information Service (RIS) provision in university libraries in North West Zone of Nigeria. *Information Impact: Journal of Information and Knowledge Management*, 4(1), 1-17.
- Gathoni, N., Walt, T. V. (2016). Evaluating library service quality at the Aga Khan University library: Application of a total quality management approach. *Journal of Librarianship and Information Science*, 1-14.
- Huynh, Trang & Nguyen, Mai & Bang, Vo Duy. (2021). Service Quality Assessment at the Learning Resource Center in Can Tho University, Vietnam. (*IJSMS*) (4), 82-92 [10.51386/25815946/ijms-v4i4p109](https://doi.org/10.51386/25815946/ijms-v4i4p109)
- Kulkarni, M., & Deshpande, N. J. (2012). Empowering Library Users, Establishing Channel of Communication for Service Quality Expectations of Trainers from Government Administrative Training Institute (ATI) Libraries in India. World Library and Information Congress 78th IFLA General Conference and Assembly (pp. 1-17). Helsinki: IFLA
- Omar, M. S., Salleh, N. M., & Arshad, N. J. (2021). The influence of library service quality on student satisfaction: A case study of Politeknik Tuanku Syed Sirajuddin. *International Journal of Advanced Research in Education and Society*, 3(2), 74-81.

- Parasuraman, A., L. L. Berry, and V. A. Zeithaml. 1991. "Refinement and Reassessment of the SERVQUAL scale." *Journal of Retailing* 67 (4): 420–450.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of marketing*, 49(4), 41-50.
- Parasuraman, A., Zeithaml, V., Berry, L. (1988) SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality, *Journal of Retailing*, 64(1), p. 12-40
- Rehman, S.U. (2013). Service Quality Assessment in University Libraries of Pakistan/L'évaluation de la qualité de service dans les bibliothèques universitaires du Pakistan. *Canadian Journal of Information and Library Science* 37(1), 59-80. [doi:10.1353/ils.2013.0001](https://doi.org/10.1353/ils.2013.0001).
- Saeed, H., & Ramazan, M. (2003). Student's use of the library at Lahore University of management sciences: A Survey. *Pakistan Library Bulletin*, 34(1), 12-16.
- Sanja, K. P., & Mohamed Haneefa, K. (2021). Service quality of special libraries in Kerala, India. *DESIDOC Journal of Library & Information Technology*, 41(2), 75-81.
- Sheikh, A. (2014). Quality of CIIT Library Services and Users' satisfaction: A survey of students, faculty and staff members. *Libri*, 64(1), 49-60.
- Sheikh, A. (2015). Development of information commons in university libraries of Pakistan: The current scenario. *The Journal of Academic Librarianship*, 41(2), 130-139.
- Shekarchizadeh, A., Rasli, A., & Hon-Tat, H. (2011). SERVQUAL in Malaysian universities: perspectives of international students. *Business Process Management Journal*, 17(1), 67-81.
- Thakuria, P. K. (2007). Concept of Quality in Library Services: an overview. <http://ir.inflibnet.ac.in/handle/1944/1370>
- Yu, L., Hong, Q., Gu, S., & Wang, Y. (2008). An epistemological critique of gap theory based library assessment: the case of SERVQUAL. *Journal of Documentation*, 64(4), 511-551.