



The Influence of Library Service Quality on Student Satisfaction in Special Reference to Government Arts and Science Colleges in Namakkal District, Tamil Nadu.

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Abstract. The aim of this study is to measure the Influence of Library Service Quality on Student satisfaction in special reference to government arts and science colleges in Namakkal district, Tami Nadu. The Library users as they relate to quality service and to determine how far the Government arts and science colleges main library has succeeded in delivering such service to its users. The research was carried out among the students of the government arts and science colleges. A questionnaire was used as the data gathering instrument. The instruments for data collection consisted of structured questions. All the closed ended questions were designed to elicit responses on a five point Likert scale to measure both respondent satisfaction and perception of service quality. Analysis of the collected data made use of the simple percentage and Chi square analysis method. The results would appear to indicate that the Government arts and science main library is not lacking in quality of service. However, we need to note that quality information service is about helping users to define and satisfy their information needs, building their confidence in using information retrieval systems, and making the whole activity of working with library staff a pleasurable experience. To achieve total quality in information service all main libraries should provide a comprehensive information programme that is predicated on the needs and activities of the users. This study may help those libraries, who are seriously interested to develop user satisfaction and provide better service to the user. This study also suggests some recommendations about increasing the user satisfaction in the library service.

Keywords: Service Quality, Library, Students, Satisfaction.

1. Introduction

A library is a collection of materials, books or media that are accessible for use and not just for display purposes. A library provides physical (hard copies) or digital access (soft copies) materials, and may be a physical location or a virtual space, or both. A library's collection can include printed materials and other physical resources in many formats such as DVD, CD and cassette as well as access to information, music or other content held on bibliographic databases. Quality Measurement in Libraries: Quality is defined in the German Standard DIN55350 as "the totality of characteristics and features of a product or process, which facilitates realization of given requirement". The definition implies two facts that quality does not only concerns the features of physical products, but also those of processes that is service and second that quality can never be measured in an absolute sense but only relative to given requirements (Mohanty and Lakhe 2002). The term service quality is initially used in Business sectors. They sell quality products and services for the purpose of making profits. But in the case of service industries like library, there is no intention to make profit. They provide quality services only for satisfying their valuable users. Parasuraman et al. (1985) defined service quality as "the global evaluation or attitude of overall excellence of services". Quality is achieved only by providing excellent services. Nitecki et. Al. (2000) defined service quality in terms of "meeting or exceeding customer expectations, or as the difference between customer perceptions and expectations of service". In order to meet the customer expectations, there must be continuous interaction between the user and the librarian or library professionals. Service quality means being able to view services from the customer's point of view and then meeting the customer expectations for service. It can be achieved by understanding and improving operational processes; identifying problems quickly and systematically; establishing valid and reliable service performance measures and measuring customer satisfaction and other performance outcomes. In order to provide quality services, there must be a proper utilization of physical resources, financial resources and human resources.

2. SERVQUAL

SERVQUAL is a survey instrument used to measure service quality of libraries, developed by Parasuraman, Zeithaml and Berry in 1985. Later it was modified in 1988, 1991 and 1994. It was first applied at industry and management sector and later it was moved to service sector also. At the initial stage it was developed with 10 dimensions and later reduced to 5. There are: Tangibles, Reliability, Responsiveness, Assurance and Empathy. It contains 22 pairs of questions and a 5 or 7 point Likert Scale is used to measure users' responses. The first 22 questions collect information about user's perceptions about services and the other 22 questions collect information about user's expectations about services. For measuring

service quality, the instrument analyses the gap between expected services and perceived services. It is based on an equation developed by Parasuraman et al.

$$Q = P - E$$

Q = Quality

P = Perceptions of customers about services

E = Customers expectations about services

3. Review of Literature

Adeyemi (2017) made an attempt to understand use of the physical space in Kenneth Dike Library by the students' population, the role these spaces are playing for learning and for related services in the university of Ibadan academic environment of available spaces. A Survey method was adopted to collect responses from users. It found that quiet study space is what attracts majority respondents to Kenneth Dike Library. **Ambali and others (2018)** made an attempt to assess the resources and services provision for the disabled library users in University of Ilorin and Federal College of Education (Special) Oyo. The study adapted the qualitative research approach in order to carry out the investigation. The population for this study consisted of all the disabled library patrons in University of Ilorin and Federal College of Education (Special) Oyo. Three data gathering instruments consisting of questionnaires, observation and interview were used in this study. Most of the disabled library users indicated that the resources and services of the library are accessible in Federal College of Education (Special) Oyo unlike that of university of Ilorin. They also indicated that information resources and services provided in the library to them met their needs. **Harish and Nikam (2015)** the paper examine the purpose both core and augmented of accessing INDEST e-resources by the faculty members of IITs. It also highlights the basic advantages/disadvantages of accessing e-resources presents the availability and accessibility, expected facilitation and value addition of accessing INDEST e-resources. The investigators distributed 1050 questionnaire through e-mail to faculty members of top seven IITs and received 411 filled questionnaires making a moderate response rate of 39%. The analysis found that faculty has positive attitudes about the use of INDEST e-resources. **Ruby (1998)** demonstrated how the use of SERVQUAL, can be used to study students' satisfaction with four areas of support services hypothetically related to enrolment management (academic records, administration, career services and financial aid). He claimed (p.339) "this model may not suit all areas of education it holds promise as a means for evaluating the quality of selected support services". Slade et al. (2000) also used SERVQUAL instrument in order to capture perceptions of service quality of students who leave an institution before completing their studies and those who stay to finish.

4. Research Methodology

The main purpose of the study is to assess the Library service quality in government the Arts and science colleges in Namakkal district. Respondents of the study were the college students studying in the Arts and science colleges in Namakkal district. Around 450 questionnaires were distributed among the students and nearly 336 questionnaires were returned with all the questions filled. The final sample size for this study was 336 respondents. Structured questionnaire was used to collect data from the respondents and Microsoft excel was used for analysis. Data for the present study was collected from the students studying in various arts and science colleges in and around Namakkal districts. The demographic variables taken for this study were gender, age, stream of study, degree, year of study and their family monthly income. Assessment of Library service quality was assessed using 15 items about the Service quality provided by the main library in the study area. Five point Likert scale ranging from 1 to 5 where 1- highly satisfied, 2- satisfied, 3- normal, 4- dissatisfied and 5- highly dissatisfied agree are the scores given for these questions. Percentage analysis was used to identify the distribution of Demographic variables of the respondents. Chi square analysis was used to assess the significant different between degree and overall satisfaction.

5. Results from Simple Percentage Analysis

Table 1 shows the distribution of respondents based on gender, age, stream, degree, year of study and year of study. Out of 336 respondents, majority of the respondents participated in the survey were female with 62.5%. Respondents with the age group below 21 years were 58.3%. 52.3% of the respondents were from Arts stream. 43.45% of the respondents were UG students. 56.54% of them were 1st year students. 86.03% majority of students said yes to have own building for library. Majority 53.35% choose they not provide any awareness about library services. 58.33% respondents said there is no display the new arrivals of the books and journals. Majority 59.47% respondents accept there is available digital library facility. 73.21% of respondents were accessing library internet resource. 89.58 Respondents were chosen there is no left facility in library. Majority 68.35 respondents said there is not gives awards for best library utilize. 65.47% of respondents accept there is proper hospitality provided. 72.91% respondents accept there is adequate rest room facility. 74.40% of respondents accept there is advance technology used for books issues and received. Majority 50% were satisfied with sufficient number of books and journals available. 44.64% respondents were satisfied for sufficient space available in library. Majority 35.71% of respondents were satisfied with sufficient lighting and ventilation available in library. 35.41% respondents feel normal in library maintenance. 35.41% of respondents feel highly satisfied in library staffs supporting. 34.22% of respondents choose satisfied in lock room facility. Majority 34.22% of respondents choose normal in computer lab facility and books search advancements. 34.22% of respondents feel highly satisfied in racj arrangements.

TABLE 1. Simple Percentage Analysis

S No	Particulars	Category	No. of Respondents	Percentage
1	Gender	Male	126	37.5
		Female	210	62.5
2	Age	Below 21	195	58.03
		21 to 25	95	28.27
		Above 25	46	13.7
3	Stream	Arts	176	52.3
		Science	160	47.6
4	Degree	UG	143	42.55
		PG	146	43.45
		Research Scholar	47	13.98
5	Year of Study	1 st Year	190	56.54
		2 nd Year	99	29.46
		3 rd Year & Above	47	13.98
6	Proper Own Building Availability for Library	Yes	290	86.03
		No	46	13.69
7	Library provides the current Awareness Service	Yes	150	44.64
		No	186	53.35
8	Library display the new arrivals of the book and journals	Yes	140	41.66
		No	196	58.33
9	Available digital library facility	Yes	200	59.47
		No	136	40.47
10	Accessing the Library resource through internet	Yes	246	73.21
		No	90	26.78
11	Library have left facility	Yes	35	10.41
		No	301	89.58
12	Library gives award for best library utilization	Yes	106	31.54
		No	230	68.35
13	Provide proper hospitality	Yes	220	65.47
		No	116	34.52
14	Adequate rest room facility	Yes	245	72.91
		No	91	27.08
15	Use advance technology for books issues and received	Yes	250	74.40
		No	86	25.59
16	Sufficient number of books, Journals available	Highly satisfied	91	27.08
		Satisfied	168	50
		Normal	70	20.83
		Dissatisfied	7	2.08
		Highly dissatisfied	0	0
17	Sufficient space available in library	Highly satisfied	101	30.05
		Satisfied	150	44.64
		Normal	75	22.32
		Dissatisfied	9	2.67
		Highly dissatisfied	1	0.29
18	Sufficient lighting and ventilation available	Highly satisfied	112	33.33
		Satisfied	120	35.71
		Normal	88	26.19
		Dissatisfied	15	4.46
		Highly dissatisfied	1	0.29
19	Library Maintenance	Highly satisfied	99	29.46
		Satisfied	102	30.35
		Normal	119	35.41
		Dissatisfied	14	4.166
		Highly dissatisfied	2	0.59
20	Library staffs are most helpful	Highly satisfied	119	35.41

		Satisfied	102	30.35
		Normal	99	29.46
		Dissatisfied	15	4.46
		Highly dissatisfied	1	0.29
21	Library lock rooms	Highly satisfied	102	30.35
		Satisfied	115	34.22
		Normal	103	30.65
		Dissatisfied	15	4.46
		Highly dissatisfied	1	0.29
22	Library computer lab facility	Highly satisfied	102	30.35
		Satisfied	99	29.46
		Normal	115	34.22
		Dissatisfied	18	5.35
		Highly dissatisfied	2	0.59
23	Books search advancements	Highly satisfied	99	29.46
		Satisfied	100	29.76
		Normal	115	34.22
		Dissatisfied	18	5.35
		Highly dissatisfied	4	1.19
24	Books rack arrangements	Highly satisfied	115	34.22
		Satisfied	102	30.35
		Normal	101	30.05
		Dissatisfied	18	5.35
		Highly dissatisfied	0	0
25	Overall satisfaction about the library	Highly satisfied	101	30.05
		Satisfied	109	32.44
		Normal	106	31.54
		Dissatisfied	19	5.65
		Highly dissatisfied	1	0.29

TABLE 2. Chi Square Analysis

Hypothesis testing

H0 (Null Hypothesis): There is no significant relationship between degree and overall satisfaction.

H1 (Alternative Hypothesis): There is significant relationship between degree and overall satisfaction.

O	E	(O-E)	(O-E) ²	(O-E) ² /E
54	42.98	11.01	121.32	2.82
28	43.88	-15.88	252.39	5.75
19	14.12	4.87	23.73	1.68
45	46.38	-1.38	1.93	0.04
54	47.36	6.63	44.04	0.93
10	15.24	-5.24	27.53	1.80
38	45.11	-7.11	50.59	1.12
53	46.05	6.94	48.17	1.04
15	14.82	0.17	0.029	0.002
6	8.08	-2.08	4.35	0.53
10	8.25	1.74	3.04	0.36
3	2.65	0.34	0.11	0.04
0	0.42	-0.42	0.18	0.42
1	0.43	0.56	0.31	0.73
0	0.13	-0.13	0.01	0.13
Total				17.45

The calculated value = $(O-E) / E = 17.45$

Degree of freedom (DF) = $(R-1) (C-1)$

= $(5-1) (3-1)$

= 8

The table value at 5% level of significance = 15.51

Interpretation: Since the calculated value is greater than the table value at 0.05% level of significance. So we accept our null hypothesis. So, there is no significant relationship exist between degree and overall satisfaction.

6. Results and Discussion

This study has access the influence if library service quality on students satisfaction in special reference to government arts and science colleges in Namakkal district. The chi square analysis extracted there is no any significant different between degree and overall satisfaction of library service quality with the calculated value is 17.45 and degrees of freedom is 8 therefore the null hypothesis is accepted. Majority of respondents feel almost satisfied with the percentage of 50 to 60 with all of services which has provided by the library. Very few respondents were dissatisfied with few facilities like maintenance, internet facility and intimation of new books arrivals.

7. Conclusion

The main purpose of present study was assessing the influence of library service quality on student satisfaction in government arts and science colleges. However, we need to note that quality information service is about helping users to define and satisfy their information needs, building their confidence in using information retrieval systems, and making the whole activity of working with library staff a pleasurable experience. To achieve total quality in information service all main libraries should provide a comprehensive information programme that is predicated on the needs and activities of the users. The Chi-square analysis found there is no any significant relationships exist between degree and overall satisfaction. Students' opinion the quality of service and the entire infrastructure is well and majority of the students gave positive opinion about the library service quality with infrastructure facilities. Very few respondents except some of facility like search engine advancements, automatic systems and some of advance technologies. Hence the Library administration or college management should identify and concentrate some improvements like library service awareness program, proper hospitality, maintenance and should give some awards to encourage the library users. It will help to improve the library usages time in this digital world.

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