



ORIGINAL RESEARCH PAPER

Library & Information Science

INFLUENCE OF COLLEGE LIBRARY SERVICES ON USER SATISFACTION: A CASE STUDY AT MADURAI KAMARAJ UNIVERSITY, MADURAI

KEY WORDS: Library users, library services and facilities, library user satisfaction, scanning facilities, printing facilities, brochures services

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ABSTRACT To ensure sustainable growth, emerging nations must provide diverse university services, particularly through educational libraries that meet user needs. This study examines the services and facilities influencing user satisfaction at Madurai Kamaraj University College Library. Primary data were collected from library users, focusing on resources such as scanning, printing, reading desks, personal computers, and electronic brochures. Statistical analysis revealed that printing and scanning significantly impact user satisfaction. An impact model was developed to measure these factors, offering insights for enhancing service quality and customer loyalty at the library.

INTRODUCTION

Libraries for academic institutions must provide a variety of amenities to encourage people to explore the collection. Emerging nations increasingly focus on offering various services and resources, which especially will aid in scholarly investigation and growth. The main objective for offering such amenities is to encourage users to take full advantage of library services.

College libraries offer a variety of offerings, depending on the needs of their patrons. The pleasure of users is more significantly impacted by these amenities and services. To frequently utilize the college library, most users demand certain value services. In addition, the libraries offer a few scholarly resources for global comparison. Faculty members and students alike benefit from these library resources and services as they progress through their education. Utilizing the library's resources forces people to strengthen their ability to think. By drawing people into the institution can the effective application of its resources be maximized. This attractiveness can only be achieved by offering top-notch services.

The happiness of library patrons is essential to the growth and resources of the library. When offering the necessary tools and conveniences in the library, it is important to take into account the feedback provided by prospective customers regarding the materials, offerings, and capabilities. As emerging countries, the Southwest Asian countries should focus more on client satisfaction to compare their performance to the global norm. To ensure the quality of every activity, higher learning services must gauge user feedback. To determine the primary influencing elements of the resources and services offered in the university library, a research project was conducted.

2. Review Of The Literature

Ives et al. (1983) defined user satisfaction as the extent to which consumers believe that the statistical solution they have access to fulfills their informational requirements. If the right tools and services are offered, library patron happiness will be attained, claims Sowole I.A. (1995). Smooths (1976) postulated that there might exist a threshold of unhappiness for users to discontinue utilizing gathering information technologies.

Cullen & Calvert (1993) noted that the markers of library customers' perceptions of the materials and amenities provided by the library are the gathering, limits, employee materials, and operational proficiency metrics used in an

assessment of information. The teaching faculty recognizes that the quality of library facilities is slightly above normal, based on Kaur (2010). The studies, instruction, and educational goals for educational personnel are positively impacted by the library.

Simmonds & Andaleer (2001) discovered that people's knowledge of the library's services and availability has a major impact on how often they visit educational libraries. According to Fidzani (1998), aid is crucial when using library assets and amenities to help learners satisfy their need for knowledge.

Even though several investigations on the subject of college libraries' client happiness have been done, certain services and amenities remain deficient. Particular study is required to determine what influences the selection of facilities and services. As a result, a study was carried out to determine how these amenities affected Madurai Kamaraj University College academic library customers. To determine the effects of the variables listed as the study goals, a model was created. The college library's top and bottom grade influence variables on users' satisfaction with its offerings and amenities were also determined.

College libraries offer a range of solutions, from professional encouragement to by yourself. College and university libraries offer various amenities and services: interlibrary loans, brochures, scanning, printing, reading desks, computer center access, university enrolment, and the ability to obtain and lend textbooks and other resources. For this analysis, a few significant services offered by MKU College were taken into account. The following elements were taken into account for this study: the availability of PCs, scanning and printing facilities, reading desks, and library brochures.

3. Objectives

The main goal of this study is to determine which educational facilities have the most influence on the happiness of MKU College library customers, and to what extent.

For this study, the following study objectives were developed.

- (1) Which services offered by the college library at MKU College influence the contentment of its users?
- (2) How can a college library improve these offerings to make customers happier?

Table 1. Facilities at MKU College

Facilities	Strongly agreed	Agreed	Disagree / strongly disagree	No opinion	Not answered

Scanning	36%	38%	11%	10%	5%
Printing	32%	39%	16%	1%	12%
Reading desk	33%	43%	13%	2%	9%
Personal computers	31%	36%	19%	1%	13%
Library brochures	32%	43%	22%	1%	2%

Table 2. Mean, standard deviation (SD), Simple linear regression analysis

Facilities	Mean	SD	r2	Rank
Scanning	1.76	1.38	0.871	5
Printing	3.22	2.47	0.974	1
Reading desk	1.84	1.61	0.933	4
Personal computers	3.18	2.24	0.949	3
Library brochures	3.20	2.30	0.967	2
Average	2.64	2.00		

Table 3. Correlation matrix

	Overall	Photo copy	Print	Study desk	PC	Catalogue
Overall	1.000					
Scanning	.933*	1.00				
Printing	.990**	.021	1.00			
Reading desk	.990**	.001	.038	1.00		
Personal computers	.987**	.001	.016	.002	1.00	
Library brochures	.981**	.002	.053	.000	.006	1.00
	660	sample size				

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

3.1. Hypothesis

H1: MKU College library customer satisfaction is significantly impacted by the scanning facilities offered in the educational library. Faculty materials, approved library resources, and various other course-related items can be scanned at the college library. One of the main things that draws people to the library is the scanning facility. Therefore, it was necessary to gauge how much of an influence this scanning service had on customers at the library.

H2: Printing facilities have a major effect on customer satisfaction in libraries.

The university's college library offers printing services to users so they can print booklets and other materials according to a variety of demands. Learners, especially, those who utilize campus libraries, anticipate certain cost-cutting measures to meet their budgetary needs. It was necessary to quantify the extent to which printing facilities affected user pleasure.

H3: The library's study desks ought to be sufficiently comfortable for patrons.

The reading desks should be appropriately sized and equipped, especially if the user occurs to spend a significant amount of time there during the day. Even when they supply reading desks, several university library systems in underdeveloped countries lack sufficient luxury. Its leadership believes there aren't enough economic returns on the information bench initiatives. Thus, assumption 4 has been made to determine whether or not the reading desk facilities affect customer satisfaction and to quantify the effects.

H4: The availability of personal computers in college libraries has a significant influence on patron happiness.

In the current world, university libraries must have an appropriate amount of computers equipped with the necessary software. Users of libraries can obtain information

relevant to their course of study with the use of electronic databases, books, magazines, and other electronic materials. In the current digital age, online materials are the most important source of information. For these motives, the library ought to have modern computers that meet the needs of its patrons. To ascertain the effects of PCs on user happiness, Hypothesis 3 has been established.

H5: Client happiness is significantly impacted by the OPAC.

A conventional college library employed a card database in the past. However, the proliferation of contemporary technological innovations has resulted in the transformation of library databases into Online Public Access Catalogues (OPAC). However, certain librarians continue to assist their patrons by employing both the digital open-to-everyone database and the card database. The academic library of MKU College is working on an OPAC system. This method is being taught to the kids. Therefore, the purpose of Hypothesis 2 is to ascertain how the catalog at the library affects user pleasure (Fig. 1).

4. Research Methodology

As a means of collecting data, a survey comprising five demographic inquiries, eighteen open-ended inquiries, and an overall pleasure question was given to the interviewees. For this research, the service-related topics were taken into account and examined. The MKU College in Madurai's personnel and pupils provided the data. We took into consideration and examined the information gathered from 660 users. Five (5) The MKU College library patrons' happiness is measured using a Likert scale, with 5 being very satisfaction and 1 representing dissatisfaction.

5. Analysis And Discussions

13% of the 660 respondents were employees in the administrative and educational fields. Of the responders, about 42% were enrolled in Research Scholar courses. A little over 19% of the pupils were postgraduates. A quarter of the participants were discovered to be enrolled in bachelor's degree programs. Men made up about 47% of the participants, while women made up 53%. 3 distinct age groups were found to comprise the respondents. Of them, 58% were in the 18–30 age range. Thirty-five percent or so were in their thirties. The age range of the responders was roughly 6%. Less than 1% of participants were older than 50.

Additionally, it was noted that about 25% of respondents went to the library multiple times a day for a variety of reasons. About 29% of people went to the library at least once a day. Twenty percent of the respondents went to the library at least once a week. Approximately 23% of the participants reported making multiple weekly library visits. Less than 4 percent of the participants made visits every month. Students use the library for a variety of purposes, including finding data, literature lending, and coursework preparation. A few respondents said they went to the library to read study materials, course books, and magazines. According to student responders, they use the library for a variety of additional purposes, such as scanning and printing papers.

5.1. Scanning Facilities

The results of the study revealed that the sample standard deviation was 1.38, the mean was 1.76, the skewness was 0.48, the coefficient of variation was 25%, and the kurtosis was -3.09.

5.2. Printing Facilities

The results of the statistical evaluation revealed that the sample standard deviation was 2.47, the mean was 3.22, the coefficient of variation was 29%, the skewness was 0.53, and the kurtosis was -1.5.

5.3. Reading Desk Facilities

The results of the statistical evaluation revealed that the sample standard deviation was 1.59, the mean was 1.84, the skewness was 0.68, the coefficient of variation was 49%, and the kurtosis was -1.80.

5.4. Personal Computer Provision

According to the statistical analysis, the sample standard deviation was 2.24, the mean was 3.18, the coefficient of variation was 11.30%, the skewness was -0.18, and the kurtosis was -1.20.

5.5. Library Brochures Facilities

According to the statistical evaluation, the sample standard deviation was 2.95, the mean was 3.20, the coefficient of variation was 73%, the skewness was 0.94, the standard error in the mean was 0.91, and the kurtosis was -2.16.

5.6. Regression and Impact Analysis

Simple linear analyses were used to determine the impact level. The mean, standard deviation (SD), r2, and p values of the significant effect variables are displayed in Table 2. The highest r2 value has been utilized in evaluating the effects. Printing facilities are ranked first with the greatest mean value in Table 1, surpassing the average mean (X = 3.22) with 97% significance (r2 = 0.974). The data was more reliable than any other parameters, as indicated by the smallest SD.

The college library's brochures about its amenities rank second, with a mean of 3.20 points higher than the average and 96% significant. The college library's personal computers rank third with a mean score of 3.18, higher than the norm with 94% reliability. With a mean that is 1.84 points below the average and a 93% reliability level, the reading desk facilities are ranked fourth. With a mean of 1.76% less than the average of 87% the scanning facilities have the smallest effect on library client retention.

The correlation matrix and ranking of the elements influencing the overall happiness of MKU College users are shown in Table 4. MKU College's printing facilities have the biggest influence on students' satisfaction while reading desk facilities have the least.

5.7. DISCUSSIONS

Every build variable that was chosen has a regression value according to Table 2. It is evident from this that each of the influencing elements chosen has a sizable effect on library patrons. There are two main groups into which effects can be divided: factors with a great impact as well as small effect factors.

H1: Scanning Facilities

Table 2 indicates that the college library's photocopying facilities have the fifth-lowest mean and r2. Most colleges and universities offer scanning services without charging a minimal fee. Certain university libraries enlist the aid of private companies to supply these amenities. Additionally, online assistance xerox is available in the majority of MKU College. According to Table 3, when the mean exceeds the average, H1 is regarded as the fifth least important element affecting customer happiness at MKU College.

H2: Printing Facilities

The printing facilities exhibit the highest r2 value and mean. Additionally, the biggest negative skewness and a coefficient of variation that is closer to zero are visible. It can be seen from this that the majority of those surveyed were deemed highly pleased or acceptable with the copying capabilities offered by the library. Generally speaking, one of the main services offered by MKU College was printing facilities. The students don't need to visit distant stores or cafés to print the necessary materials. Therefore, the typesetting facility that has the biggest effect on customer happiness is this one. H2 is acknowledged as the first biggest influencing factor since p <

0.05.

H3: Reading Desk Facility

The college library has a variety of reading desks, both open-access and closed-access. According to the assessments, the institution's reading desk amenities had the third-highest influence on its patrons.

H4: Personal computer Provision

The personal computer available at the library has the third-highest effect on customer satisfaction, according to Table 2. Compared to the average, the standard deviation is higher. Technology greatly aids in the distribution and learning of information in the sphere of education. Users can access online journals, e-databases, additional assets, and the collection's database with the help of the PC. Utilizing visual and instructional software to its fullest capacity is made possible by the digital medium. H4 is therefore approved and has an enormous effect on user happiness.

H5: Library brochures

According to Table 2, the library's database function has the fourth-highest influence on average user satisfaction. More than the average is the mean. According to the correlation matrix, customer happiness overall has the second-highest correlation with the library database.

5.8. Impact Model

Figure 1 shows the model of impact factors on library users at MKU College.

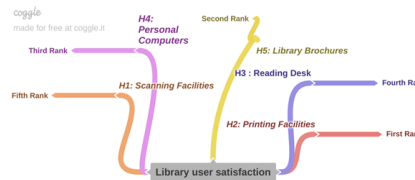


Figure 1. Impact factors significance model.

6. CONCLUSIONS

The study found that the happiness of MKU College customers is significantly impacted by all of the services offered by the college library. To meet the demands of its patrons, a college library must offer a wide range of resources and services that warrant additional attention. To ensure better utilization, colleges and universities must address issues and provide users with training in a variety of areas. The findings and recommendations of the research give libraries useful information on how to improve their current offerings to maximize usage. At the moment, MKU College's academic library offers a variety of resources. However, based on the needs and goals related to global comparison, customers, employees, and leadership may still recommend additional services.

The user is expected to print the approved items using the printing resources available in the library. The primary goal of the scanning services offered by academic libraries is to assist students in obtaining what they need. However, users are expected to follow intellectual laws and guidelines. Individuals ought to use the technology offered by the college library for use in research and information obtaining. Individual internet checks and other desired usage should be limited to using the PCs in the college library. To offer additional services, the collection director must ban undesired and unauthorized websites. The administration needs to supply reading desks that are big enough and have additional storage for literature and other items.

According to King, archives ought to be able to quickly reconfigure their programs, gathering, and infrastructure to

stay up with advancements in the field. The following recommendations were made for a college library to offer its patrons dedicated services in light of the aforementioned findings. Systems with adequate internet connectivity are the most essential source for locating pertinent data in the modern technological economy.

According to a study by Mahawar et al., users are only somewhat satisfied with the offerings of the library because of the assets that are available there. As they stated, a college library ought to enhance its computer program resources.

The appropriate data on the resources' accessibility and their likely dates of availability, if they are currently being lent to users, should be provided by the academic library management system. Learners should be able to discuss their projects and homework in private meeting spaces located in the libraries. Both instructors and pupils should have distinct study spaces in the universities for their academic endeavors. These spaces should be equipped with the newest installation systems, Wi-Fi, and statistical tools that are available across campus.

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