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RESEARCH ARTICLE

USER SATISFACTION WITH LIBRARY RESOURCES: A CASE STUDY IN SREE SANKARACHARYA UNIVERSITY OF SANSKRIT, KALADY

*¹Dr. Vijayakumar, A. and ²Anie, N. C.

¹Research Supervisor, Bharathiyar University, Coimbatore (Deputy Librarian,
Sree Sankaracharya University of Sanskrit, Kalady, Kerala)

²Research Scholar, Bharathiyar University, Coimbatore, Tamilnadu, India

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ABSTRACT

User satisfaction in libraries depend on the availability of resources, reliability and precision of information provided, speed of services, completeness of information, ability and attitude of the staff. It is a very difficult task to measure the quality of a service. However, libraries conduct periodical surveys to find out the efficacy and plausibility of the resources and services and to deduce the cases of user frustration. The information generated from these surveys are utilized as a blue print for planning new services. This study is such an attempt conducted in Sree Sankaracharya University of Sanskrit, Kalady. The data for the study was collected from users by means of questionnaires. The level of satisfaction was assessed through 5 point Lickert Scale and in the analysis these scores were measured and tabulated as mean score and total score.

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INTRODUCTION

Library is a depot for the existing knowledge and helps to develop a dynamic information society. Different resources and services are organized in libraries for satisfying different information needs of the users. Maximum satisfaction of the users is the ultimate aim of service institution, and library is not an exception to this. University libraries are established to cater to the needs of students, researchers, teachers and other information seekers of the university. All types of libraries spend a huge amount of public fund and are accountable to the society. So evaluating and ensuring of user satisfaction became an integral part of quality management in libraries and it also seems imperative to analyze and disentangle the factors contributing to the user frustration if it exists.

User satisfaction to a great extent depends on relevance of available resources, reliability and precision of information provided, speed of services, completeness of information, ability and attitude of the staff and also on its ability to provide information in different formats. It is a very difficult task to determine the standards and parameters to measure the quality of a service. Even then these day's libraries conduct periodical

surveys to find out how much of their resources and services are utilized by their users and what are the user perceptions on available resources or whether there exists any user frustration. Then the information generated from these surveys are used as a blue print for further development.

Sree Sankaracharya University Library: A profile

(<http://www.ssus.ac.in>) Sree Sankaracharya University of Sanskrit (here after SSUS) was established with a purpose to create and distribute knowledge in various branches of Sanskrit, Indology, Fine Arts and Allied disciplines. Under 23 departments, university offers different courses such as Integrated M.Phil./Ph.D., Post graduation, Degree and Diploma courses. SSUS Library is functioning in a double storied building and is organized into eight units viz. Circulation, Reference, Text Book, Maintenance, Acquisition, Technical, Reprographic and Binding section. University library has 18 professionally qualified staff and 9 ministerial staff. It cater to the needs of about 2000 users consisting of Teachers, Research Scholars and Students.

To satisfy the information requirements of its clientele, SSUS library has a balanced collection of materials. It includes 75,000 books, 600 rare manuscripts, 80 Indian journals, 300 Ph.D. thesis and more than 1500 other dissertations. It

*Corresponding author: Dr. Vijayakumar, A.

Research Supervisor, Bharathiyar University, Coimbatore (Deputy Librarian,
Sree Sankaracharya University of Sanskrit, Kalady, Kerala)

subscribes to 19 dailies and 60 popular magazines. It is also linked with the UGC/Infonet E-Journal consortium and N LIST Programme. Multiuser internet lab functioning within the library building provide internet services to the faculty, research scholars and students. The working hours of the university library is from 7.30 A.M. to 7.00 P.M. Document delivery service, Reprographic service, Reference service, User instruction, Current awareness service etc. are some of the services provided by the library.

Need of the study

Every library give priority and attention to its users' views and thoughts in planning services. User surveys are necessary to gather individual opinions with regard to the sources and services of the library. The findings collected from these surveys can be consolidated into an overall evaluation. Further it can be used for designing of new services and for modification of the existing services. The current educational scenario is greatly influenced by financial constraints, rapid developments in technologies, changing research trends etc. also necessitated these type of studies.

Objectives

The main purpose of the study was to measure users' satisfaction levels to facilitate the library to meet the changing and growing demands of the users.

The specific objectives are:

- To find out the level of satisfaction of SSUS library services and resources.
- To find out the level of satisfaction on the arrangement of books, journals etc.
- To find out the user's views regarding library as a place of study and the physical facilities.
- To find out the user's views regarding the staff and library timing.
- To find out the areas where the library has to concentrate in its further improvement.

Literature Review

Several studies were conducted by various authors to measure the library services and the users' satisfaction. Quality criteria for library services was developed by Rafael Ball (2008). According to him the topicality of library services, precision and relevance of information, reliability, completeness, speed and flexible distribution etc. are the key factors which determine the success rate of a library. Lough borough (2012)

University library conduct Users' Satisfaction Survey in every three years and the findings are used for modifying the services. Survey conducted in 2013 reported that the different user communities continue to show variances in satisfaction for different library services. The study showed that many library users continue to see the library as the best place to study and as a safe/ secure environment. It was also noted that the services where there have personal contact with library staff (enquiry/information desks and academic librarians) have high satisfaction levels. Sriram and Rajev (2014) stated that

all the services provided by the academic library have significant impact on user's satisfaction. They also opine that the academic libraries have to provide numerous services to satisfy the needs of the users. It also reported that the library should have separate discussion rooms and research rooms with Wi-Fi facility.

Chaminda Jayasundara (2013) states in his study that there is a positive relationship between customer satisfaction and service quality. The focus group identified the quality determinants which promote customer satisfaction in FNU libraries. The study analysed discussions and highlighted concepts that are directly related to the quality of library services. Lily Oluebube Ezeala and Eunice Olufunmilola Yusuff (2011) Syed Saad Andaleeb suggest that an academic librarian should focus on two major elements - resources and demeanor for providing customer satisfaction. In today's dynamic environment of information availability, resources is not only the volume of a library's collections but also includes a variety of other web resources. So libraries should provide the key to judge these resources. It also suggest the academic librarians to continuously monitor the academic environment to provide customer-focused services.

Sivathaasan and Chandrasekar (2013) Lily Oluebube Ezeala revealed that NARIs (Nigerian Agricultural Research Institutes) research officers were not satisfied with the electronic resources in their libraries. The electronic resources were supposed to be at the disposal of every research library to enhance information services in the libraries. However 72% indicated that electronic resources in the library were either inadequate or very inadequate. The analysis also indicated that majority of the respondents used library occasionally. This was due to the library materials becoming obsolete (54%) and researchers not having free access to library networks and Internet services (55%). Suresh Kumar, (2012). N. Sivathaasan identified thirty variables which can determine user satisfaction in a library. Among them printing facilities was the most important factor, next to that was periodicals and the third factor was physical facilities. Two variables such as opening hours and security of personal belongings were selected as the fourth impact factor, and fifth factor include library orientation programme and OPAC facility. Helpfulness of the staff and knowledge about resources were selected as 6th factor and the least important factor of user satisfaction as per this study was inter library loan.

According to ⁹Dr. P.K. Suresh Kumar, in university libraries user satisfaction and perceptions of quality depends on the extent to which customer expectations were matched with information products and services delivered by the library. He also found that the quality of services rendered by the university libraries of Kerala was moderately good. The users were largely satisfied with various aspects of service quality except responsiveness and were moderately satisfied with the physical facilities, collection, services, staff behaviour etc.

MATERIALS AND METHODS

This study was carried out at SSUS Library, Kalady. At present SSUS library have a total of 1461 student patrons

consisting of 490 under graduates 438 post graduates and 533 research scholars. In this study, a self-administered questionnaire was used as a tool for data collection.

As the whole population is concentrated within a limited area and the number of users are large, the investigator applied stratified random sampling method for data collection. From the total population of 1461, 145 users were selected as sample which was about 10 percentage from each strata of population. The investigator personally approached the respondents and tried to make them aware about the purpose and importance of the study and persuaded them to provide correct answers. Subsequently 141 valid and completed questionnaires were received used for analysis. The questions were designed in a way to mark priorities. These priorities were assigned scores by using five point Lickert Scale from very satisfied to very dissatisfied. Subsequently, these scores were measured and tabulated as mean score and total score in the analysis.

Limitations

1. The teaching faculty was not included in the study.
2. The users from different centres of the university were not included in this study.

RESULTS AND DISCUSSION

Population distribution: The total population of the study was 1461 consisting of 490 Under Graduates, 438 Post Graduates and 533 Research Scholars. Among them about 141 students were selected as samples.

Table 1. Population distribution

Population	Total Population	Sample Population
Under Graduates	490	45
Post Graduates	438	43
Research Scholars	533	53
Total	1461	141

Level of satisfaction on the library building

Mean score of Under Graduates on the Position of the library was 2.96 (Total Score was 133), Post Graduates was 4.21 (Total score was 181), Research Scholars was 3.79 (Total score was 201). Mean Score of Under Graduates on the Reading Area disclosed was 3 (Total score was 135), Post Graduates was 3.09 (Total score was 133). Research Scholars was 4.17 (Total score was 221). Mean score of Under Graduates on the Stack area was 3 (Total score was 135), Post Graduates was 3.42 (Total score was 147) Research Scholars was 3.3 (Total score was 175). Mean scores of Under Graduates on the Seating Arrangements disclosed was 2.88 (Total score was 130), Post Graduates was 3.7 (Total score was 159), Research Scholars was 4.24 (Total score was 225). Mean score of Under Graduates on the Lighting facility indicated was 3.36 (Total score was 151), Post Graduates was 3.93 (Total score was 169), Research Scholars was 4.5 (Total score was 239). Mean score of Under Graduates on the Air passing revealed was 3.09 (Total score was 139), Post

Graduates was 4.16 (Total score was 179), Research Scholars was 4.36 (Total score was 231).

Table 2. Level of satisfaction on the library building

User Satisfaction	Under Graduates		Post Graduates		Research Scholars	
	TS	MS	TS	MS	TS	MS
Library Building	133	2.96	181	4.21	201	3.79
Position	135	3.00	133	3.09	221	4.17
Reading Area	135	3.00	147	3.42	175	3.3
Stack Area	130	2.88	159	3.7	225	4.24
Seating Arrangement	124	2.75	171	3.98	227	4.28
Silence	151	3.36	169	3.93	239	4.5
Lighting	139	3.09	179	4.16	231	4.36
Air Passing						

Level of satisfaction with the library Resources

User satisfaction on the different library resources were, Mean score of Under Graduates on books revealed was 3.26 (Total score was 147), Post Graduates was 3.88 (Total score was 167), Research Scholars was 3.64 (Total score was 193). Mean Score of Under Graduates on the reference books divulged was 2.33 (Total score was 105), Post Graduates was 3.19 (Total score was 137), Research Scholars was 3.87 (Total score was 205). Mean Score of Under Graduates on the journals stated was 2.62 (Total score was 118), Post Graduates was 3.46 (Total score was 149), Research Scholars was 4 (Total score was 212). Mean Score of Under Graduates on the popular magazines indicated was 3.06 (Total score was 138), Post Graduates was 3.14 (Total score was 135), Research Scholars was 4.09 (Total score was 217). Mean Score of Under Graduates on the news papers divulged was 3.91 (Total score was 176), Post Graduates was 4.26 (Total score was 183), Research Scholars was 4.28 (Total score was 227). Mean Score of Under Graduates on the thesis disclosed was 2.53 (Total score was 114), Post Graduates was 2.67 (Total score was 115), Research Scholars was 4.02 (Total score was 213). Mean Score of Under Graduates on the technical reports revealed was 1.91 (Total score was 86), Post Graduates was 3.23 (Total score was 139), Research Scholars was 3.83 (Total score was 203). Mean Scores of Under Graduates on the e resources indicated was 2.6 (Total score was 117), Post Graduates was 3.42 (Total score was 147), Research Scholars was 3.07 (Total score was 163).

Table 3. Level of satisfaction with the library resources

User Satisfaction	Under Graduates		Post Graduates		Research Scholars	
	TS	MS	TS	MS	TS	MS
Library Resources	147	3.26	167	3.88	193	3.64
Books	105	2.33	137	3.19	205	3.87
Reference Books	118	2.62	149	3.46	212	4
Journals	138	3.06	135	3.14	217	4.09
Popular Magazines	176	3.91	183	4.26	227	4.28
News Papers	114	2.53	115	2.67	213	4.02
Thesis	86	1.91	139	3.23	203	3.83
Technical Reports	117	2.6	147	3.42	163	3.07
E Resources						

Level of satisfaction with the Library Services

User satisfaction on the different library services revealed in this study were, Mean Score on the lending service indicated

by the Under Graduates was 2.49 (Total score was 112), Post Graduates was 3.37 (Total score was 145), Research Scholars was 3.68 (Total score was 195). Mean Score on the loan period disclosed by the Under Graduates was 3.09 (Total score was 139), Post Graduates was 3.74 (Total score was 161), Research Scholars was 3.79 (Total score was 201). Mean Score on the procedure followed in lending service by the Under Graduates was 3.04 (Total score was 137), Post Graduates was 3.51 (Total score was 151), Research Scholars was 4.02 (Total score was 213). Mean Score on the number of books allowed for loan revealed by the Under Graduates was 2.84 (Total score was 128), Post Graduates was 3.23 (Total score was 139), Research Scholars was 2.96 (Total score was 157). Mean Score on the display of new arrivals indicated by the Under Graduates was 2.56 (Total score was 115), Post Graduates was 3.14 (Total score was 135), Research Scholars were 3.72 (Total score was 197). Mean Score on the photocopy service divulged by the Under Graduates was 2.87 (Total score was 129), Post Graduates was 2.95 (Total score was 127), Research Scholars was 2.62 (Total score was 139). Mean Score on the information given in OPAC stated by the Under Graduates was 2.91 (Total score was 131), Post Graduates was 2.86 (Total score was 123), Research Scholars was 3.15 (Total score was 167). Mean Score on the number of terminals for OPAC indicated by the Under Graduates was 2.64 (Total score was 119), Post Graduates was 2.91 (Total score was 125), Research Scholars was 3.11 (Total score was 165). Mean Score on the library orientation service revealed by the Under Graduates was 3.38 (Total score was 152), Post Graduates was 3.42 (Total score was 147), Research Scholars was 3.45 (Total score was 183). Mean Score on the reservation of books disclosed by the Under Graduates was 2.47 (Total score was 111), Post Graduates was 3.19 (Total score was 137), Research Scholars was 3.28 (Total score was 174). Mean Score on the internet service by the Under Graduates was 3.24 (Total score was 146), Post Graduates was 3.74 (Total score was 161), Research Scholars was 3.57 (Total score was 189). Mean Score on the infonet service divulged by the Under Graduates was 2.93 (Total score was 132), Post Graduates was 3.42 (Total score was 147), Research Scholars was 3.36 (Total score was 178).

Table 4. Level of satisfaction with the library services

User Satisfaction	Under Graduates		Post Graduates		Research Scholars	
	TS	MS	TS	MS	TS	MS
Lending Service	112	2.4	145	3.37	195	3.68
Loan period	139	3.09	161	3.74	201	3.79
Procedure followed	137	3.04	151	3.51	213	4.02
No. of books allowed for loan	128	2.84	139	3.23	157	2.96
Display of new arrivals	115	2.56	135	3.14	197	3.72
Photocopying service	129	2.87	127	2.95	139	2.62
Information given in OPAC	131	2.91	123	2.86	167	3.15
The no. of terminals provided For OPAC	119	2.64	125	2.91	165	3.11
Library Orientation service	152	3.38	147	3.42	183	3.45
Reservation of books	111	2.47	137	3.19	174	3.28
Internet service	146	3.24	161	3.74	189	3.57
Infonet service	132	2.93	147	3.42	178	3.36

Level of satisfaction with the Arrangement of books journals

User satisfaction on the Arrangement of Library Resources were, Mean Score on the sequence of book arrangements

indicated by the Under Graduates was 4.16 (Total score was 187), Post Graduates was 3.84 (Total score was 165), Research Scholars was 2.15 (Total score was 114). Mean Score on the maintenance of order stated by the Under Graduates was 4.42 (Total score was 199), Post Graduates was 2.95 (Total score was 127), Research Scholars was 1.96 (Total score was 104). Mean Score on the space in book shelf disclosed by the Under Graduates was 4.24 (Total score was 191), Post Graduates was 3.74 (Total score was 161), Research Scholars was 2.25 (Total score was 119). Mean Score on the arrangements of journals divulged by the Under Graduates was 3.31 (Total score was 149), Post Graduates was 3.05 (Total score was 131), Research Scholars was 2.09 (Total score was 111).

Table 5. Level of satisfaction with the arrangement of books/journals

User Satisfaction	Under Graduates		Post Graduates		Research Scholars	
	TS	MS	TS	MS	TS	MS
Arrangement of Books	187	4.16	165	3.84	114	2.15
Sequence of arrangements of books	199	4.42	127	2.95	104	1.96
Maintenance of order	191	4.24	161	3.74	119	2.25
Space in the shelves	149	3.31	131	3.05	111	2.09
Arrangement of journals	142	3.16	137	3.19	120	2.26
Back issues of journals						

Level of satisfaction on Library Personnel

User satisfaction on the ability, attitude, knowledge etc. of Library Personnel were measured and it was revealed in this study as, Mean Score on the willingness of library personnel to help indicated by the Under Graduates was 3.33 (Total score was 150), Post Graduates was 3.47 (Total score was 149), Research Scholars was 3.83 (Total score was 203). Mean Score on the knowledge of library personnel disclosed by the Under Graduates was 3.53 (Total score was 159), Post Graduates was 3.95 (Total score was 170), Research Scholars was 3.79 (Total score was 201). Mean Score on the professional attitude of library personnel revealed by the Under Graduates was 3.29 (Total score was 148), Post Graduates was 3.6 (Total score was 155), Research Scholars was 3.68 (Total score was 195).

Table 6. Level of satisfaction on Library Personnel

User Satisfaction	Under Graduates		Post Graduates		Research Scholars	
	TS	MS	TS	MS	TS	MS
Library Personnel	150	3.33	149	3.47	203	3.83
Informative and willingness to help	159	3.53	170	3.95	201	3.79
Have knowledge	148	3.29	155	3.6	195	3.68
Displays professionalism						

Table 7. Level of Satisfaction with Library Timing

User Satisfaction	Under Graduates		Post Graduates		Research Scholars	
	TS	MS	TS	MS	TS	MS
Library Timing	146	3.24	143	3.33	197	3.72
Reading hours	150	3.33	151	3.51	193	3.64
Time for book issue and return						

Level of Satisfaction with Library Timing

User satisfaction on Library Timing was mentioned in the following table. Mean Score on the reading hours provided, indicated by the Under Graduates was 3.24 (Total score was 146), Post Graduates was 3.33 (Total score was 143), Research Scholars was 3.72 (Total score was 197). Mean Score received on the time given for book issue and return disclosed by the Under Graduates was 3.33 (Total score was 150), Post Graduates was 3.51 (Total score was 151), Research Scholars was 3.64 (Total score was 193).

Findings

1. The Research scholars were more satisfied with the position and spacing of the library building in comparison to the Under Graduates and Post Graduates.
2. The Research scholars were more satisfied with the library resources in comparison to the Under Graduates and Post Graduates and the Under Graduates were the least satisfied group with the library resources.
3. Services like Lending service, Library orientation service and Internet service have highest satisfaction level amongst the library users. Majority of the users were not satisfied with the Photocopying service provided.
4. The Under Graduates were more satisfied with the sequence and maintenance of order in book/journal arrangements in comparison to Post Graduates and Research Scholars.
5. In general the users expressed good satisfaction with the attitude, ability and professionalism of the library staff.
6. Majority of the users also revealed their satisfaction with the library timing.

Suggestions

1. A periodical identification of user satisfaction may be accepted as a policy of the library and the findings generated by these studies may be considered for the program planning of the library.
2. It is helpful if all the users have an opportunity in the policy formulation of the library.

3. The parameters to measure the user satisfaction may be pre determined, which will help in comparing the findings between years.
4. Personalised services may be started and the services like photocopy, OPAC, Reservation service etc. may be improved.
5. The collection of technical reports, e resources and journals may be improved.

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