THE PRACTICES OF CUSTOMER SATISFACTION SURVEY AMONG MALAYSIAN LIBRARIES

[1]**Amir Hussain Md Ishak and** [2]**Mohd Dasuki Sahak**
Perpustakaan Sultan Abdul Samad, Universiti Putra Malaysia
43400 UPM Serdang, Selangor, Malaysia
[1]amirhussain@upm.edu.my, [2]dasuki@upm.edu.my

ABSTRACT

This paper aims to identify the current practices of customer satisfaction survey (CSS) among Malaysian libraries. A self-developed questionnaire was used to gauge the respondents' opinions on the implementation of CSS in their library. The questionnaire was distributed to 150 Malaysian libraries comprising samples of academic, public and special libraries. Descriptive and crosstabs statistics were used in the data analysis. The results of the study revealed that most libraries 1) start to implement CSS from year 2000 to 2010; 2) have applied CSS as a part of ISO requirement; 3) generally CSS is managed by Customer Services Division, 4) use Self Develop Instruments and study will be done on a yearly basis. The results also revealed that there are apparent lacks of CSS training and results distribution among the library staff. There are few suggestions on improving CSS such as forming focus group discussion, online survey, involve more respondents and create CSS standard among Malaysian library.

Keywords: Customer satisfaction survey; Malaysia; Academic library; Public library; Special library

ABSTRAK

Kertas kerja ini bertujuan untuk mengenal pasti amalan semasa kajian kepuasan pelanggan (KKP) antara perpustakaan di Malaysia. Satu soal selidik yang dibangunkan sendiri telah digunakan bagi mendapatkan pendapat responden terhadap pelaksanaan KKP di perpustakaan mereka. Soal selidik telah diedarkan kepada 150 perpustakaan Malaysia yang terdiri daripada perpustakaan akademik, awam dan khusus. Data penemuan dianalisis secara deskriptif. Keputusan kajian

Amir Hussain Md Ishak & Mohd Dasuki Sahak

menunjukkan bahawa kebanyakan perpustakaan 1) mula melaksanakan KKP dari tahun 2000 hingga 2010; 2) telah memohon KKP sebagai sebahagian daripada keperluan ISO; 3) secara amnya KKP diuruskan oleh Bahagian Perkhidmatan Pelanggan, 4) membangunkan sendiri instrumen kajian dan kajian akan dilakukan pada setiap tahun. Kajian ini juga mendapati bahawa terdapat kekurangan latihan KKP dalam kalangan kakitangan perpustakaan. Terdapat beberapa cadangan untuk meningkatkan KKP seperti membentuk kumpulan perbicangan secara khusus"focus group", kaji selidik dalam talian, melibatkan lebih responden dan mewujudkan standard KKP antara perpustakaan Malaysia.

Kata kunci: *Kajian kepuasan pelanggan; Malaysia; Perpustakaan akademik; Perpustakaan awam; Perpustakaan khusus.*

INTRODUCTION

Nowadays, the weight and towering demands to produce better quality products and services not only apply to charge to every business organizations but also to public sectors, non-profit organizations as well as libraries. In order to achieve the goals, many strategies were adopted by various organizations, both in the private and public sectors. One of the strategies adopted is by means of measuring the overall customer satisfaction. This strategy is actually an exercise to understand the customers views on the quality and value of the products and services rendered to them. As a result, it will assist to improve the overall quality of products and services as libraries would be able to understand the general user perceptions. More often than not, librarians will carry out customer satisfaction survey to collect data from the feedbacks and responses in regards to the overall strength of the library collection, general library usage, staff professionalism and the improvement required. These concept of has been historically used by libraries to described their services quality (Nitecki,1996).Subsequently the survey will definitely support the library in improving the existing library policy and budget planning.

Quantitative and qualitative methods are widely used to measure the common customer satisfaction. An example of quantitative method is by providing structured questionnaire. While, qualitative method is through conducting interviews with individuals, focus groups, and as well as by general observation. Currently there are many quantitative instruments that are used by libraries such as SERVQUAL and LibQUAL. SERVQUAL which was developed by Parasuraman, Zeithaml, and Berry (1988) and at present it is extensively used by numerous academic libraries in

the USA (Nitecki & Hernon, 2000). While, LibQUAL survey evolved from a conceptual model based on the SERVQUAL instrument and offered to the library community by the Association of Research Libraries (Association of Research Libraries Statistics and Assessment Program, 2014). The literature reviews done have led to the discovery of earlier studies done on CSS in many categories and types of libraries. For instance, studies done on academic libraries (Junaida, Mahadir & Sharunizam, 2010; Kiran, 2010; Kumar, 2012; Norliya, 2009), public libraries (Haruki & Lisa, 2011; Ladhari & Morales, 2008) and special library (Liu & Nancy, 2007). Table 1 shown below is the statistic on the types of libraries in Malaysia (Raslin, 2011). In general there are six types of libraries and its total up to 2,436 libraries.

Table 1: Types of Libraries in Malaysian

Types of Libraries	Numbers
National Library	1
Public Library	319
Rural Library	1,089
Special Library	487
Library in Private Agency	174
Academic Library (IPTA/IPTS)	366
Total Numbers	**2,436**

From the researcher preliminary survey, there is no visible consensus found among the Malaysian libraries in relation to the use of standard instruments in measuring customer satisfaction. Hence, majority of libraries have developed their own distinctive instruments to cater their own specific library requirements.

A universally accepted *"Instruments Standard"* is definitely crucial to ensure libraries explicitly used the correct and desirable instruments that should have an undeniable degree of reliability and authenticity in measuring customer satisfaction.

Without doubts that there is a lack of definitive study done to examine the practices on gathering and compiling a well-accepted and accurate information and data on customer satisfaction. This paper aims to identify the current practices and trends on the use of customer satisfaction survey among Malaysian libraries. It is hope that the findings will help librarians to understand more on the current condition of the customer satisfaction and conducting the surveys in their libraries.

LITERATURE REVIEW

There are various theories or model that was used in measuring customer satisfaction, one of it, is the use of SERVQUAL. The model was developed by Parasuraman, Zeithaml, and Berry (1988) emphasized on how to measure customer's perceptions on the quality of services rendered. This model suggests that there are five main dimensions which have a great magnitude that contributed to the core of the model created (three originals and two combined dimensions).

SERVQUAL is a mechanism to shift the assessment of quality of a library from the traditions of measuring collection size and counting incidents of its uses, to begin investigating how the provision of services relates to the library users' service quality expectations (Nitecki, 1996).

Table 1: SERVQUAL Model
(Source: Parasuraman, Zeithaml, and Berry, 1988)

Dimensions	Definitions
Reliability	Physical facilities, equipment and appearance of personnel
Assurance	Ability to perform the promised service dependably and accurately
Tangibles	Willingness to help customers and provide prompt service
Empathy	Knowledge and courtesy of employees and their ability to inspire trust and confidence
Responsiveness	Caring, individualized attention the firm provides its customers

There is also other example studies conducted, in which the SERVQUAL were adopted and customized; and used to study the customer satisfaction in various types of libraries. As an example, Kumar (2012) has used SERVQUAL in his study on academic libraries in the State of Kerala in Southern India. He used likert scale rank 1-5 (from strongly disagree to strongly agree) to measure library services. While, Junaida et al (2010) have done a study on users' acceptance to the services quality in Malaysian academic libraries and analyzed three types of data, (i) Cronbach's coefficient alpha, (ii) descriptive analysis and (iii) correlations analysis.

LibQUAL proposed three dimensions for data on the measurement of service quality as in Table 2 (Association of Research Libraries Statistics and Assessment Program, 2014). For examples, Riadh and Miguel (2007) used LibQUAL in the Canadian Public Libraries to measure the quality of library service.

Table 2: LibQual Model
(Source: Association of Research Libraries Statistics
and Assessment Program, 2014)

Dimensions	Definitions
Effect of service	About interaction between customer and library staff especially in the aspect of care and competence.
Information control	The delivery of information that library provide to user.
Library as place	About the physical characteristics of the library.

There are other earlier studies that used self-developed questionnaire to measure customer satisfaction. Study by Norliya (2009) in the three faculties at the Malaysian public universities used self-developed questionnaire to evaluate the libraries performance by measuring the users' satisfaction against the library services, infrastructure, place, space, collection and information. Another study by Kiran (2010) used self-administered questionnaire at the University of Malaya Library.

There was also other similar study done such as at Edo State Central Library, Nigeria by Basil and Patience (2012) that was aimed to measure the public library information resources, facilities and services. The study used questionnaire and observation as its instruments. Meanwhile, study by Haruki and Lisa (2011) in Echigawa Library, Japan used two types of measurements. Self-developed questionnaire and personal interview were respectively used to measure the perceptions on public library services by library visitors and staff.

METHODOLOGY
A self-developed questionnaire was used to gauge the respondents' opinions on the implementation of CSS in the library. The objectives of this study are as below:

    i.   To investigate the purpose of CSS study

  ii.   To determine the management of CSS
  iii. To identify the elements of CSS
  iv.   To identify study design
  v.   To identify how CSS results reported

Questionnaire was divided into eight sections comprising matters on library profiles, study objectives and respondents feedbacks. The questionnaire was distributed to 150 Malaysian libraries comprising of academic, public and special libraries. Data collection exercise was conducted in August 2014 by from the hardcopy questionnaire and online survey.

FINDINGS
Data Collection by Questionnaire
Table 3 presents data findings from data collection by questionnaire. A total of 150 questionnaires were distributed to Malaysian Libraries. Only 40 (26.66%) were returned and later used as sample for the data analysis. The data was analyzed using descriptive statistics and percentage tabulation.

Table 3: Data collection by questionnaire

Printed Form	Online
11 (27.50%)	29 (72.50%)
Total Answer: 40	

Categories of Libraries
The majority of the respondents were from Government Owned Academic Libraries- (IPTA) (55%) followed by the Private Owned Academic Libraries (30%). Other respondents were from Public (12.50%) and Special Libraries (2.50%) respectively.

Table 4: Categories of libraries

Items	%
Academic Library – Public (IPTA)	55%
Academic Library - Private (IPTS)	30%
Public Library	12.50%
Special Library	2.50%

CSS in the Libraries

A total of 62.5% respondents stated that CSS started in their library within the year 2000-2010 naturally as a result from the implementation ISO in the library. ISO implementation require library to conduct CSS in order to identify the customer requirements towards library services, facilities and also collections.

Table 5: CSS begins in Libraries

Number of Library	Year
22.50%	2011 - 2014
62.50%	2000 - 2010
2.50%	1990 - 1999
12.50%	No Answer

In Malaysia, university libraries are more keen on obtaining the MS ISO 9001: 2000 certifications to exhibit the library's commitment to quality. The main purpose of the Quality Management System is to identify the customer requirements and followed by continual customer feedback to measure customer satisfaction (Kiran, 2010).

CSS Divisions in the Libraries

About 27.5% responded by indicating that Customer service are the most involved department at the libraries. However at other libraries, some respondents have indicated other departments such as circulation division, corporate communication division and information management as the most involved in CSS. This results shows that there is no collective views among libraries on the most involved department in CSS initiatives.

Table 6: CSS Divisions in the Library

Library Division	%
Customer Service	27.50%
Circulation	10%
Corporate Communication	10%
Information Management	10%
Research	5%
References	5%
Quality	5%
Planning & Development	5%
Management	2.50%
Education Technology and Publishing	2.50%

Chief librarian office	2.50%
No Answer	15%

CSS Training

The Table 6 below reveals that most of the library staff has a lack of training (70%) in relation to CSS. Only (30%) of the library staffs have actually attended CCS training. Respondent's feedbacks have also indicated in Table that there are many types of CSS training attended by library staff.

Table 7: The number of CSS Training

Items	%
Yes	30%
No	70%

Table 8: CSS Training

CSS Courses
Courses on effective service counter
Workshop on Library Liaison Officer
Courses on data analysis using SPSS
Workshop on analysis of customer feedback & complaints
Questionnaire development for Customer Satisfaction Study
Bengkel Kajian Impak Projek Perintis U-Pustaka
Workshop on online survey
Quantitative data analysis with IBM SPSS for windows: Parametric & non-parametric statistical tests
Workshop on research methodology
Workshop on foundation of SPSS
I-Salient
SPSS

Development of CSS Instruments

Majority of libraries have develop their own customized CSS instruments (85%) and this is followed by libraries adopting external instruments (12.50%) and other instruments (10%). Due to the issue of copyright and subscription fees, only few libraries used existing instrument by external parties.

Table 9: Development of CSS Instruments

Items	%
Self-Develop Instruments	85%
Instruments from external parties. Example: LibQUAL.	12.50%
Others	10%
Adapted from external parties. Example: SERVQUAL	7.50%
Assistance by Consultant	2.50%

CSS Methods

In general various types of libraries prefer to use questionnaire as their CSS method as compared to individual interviews, focus group, and observation and feedback cards.

Table 10: CSS Methods

Libraries	Items					
	Questionnaire	Individual interviews	Focus Group	Observation	Feedback cards	Others
IPTA	95.45%	18.18%	18.18%	31.81%	13.63%	9%
IPTS	100%	16.67%	8.33%	25%	8.33%	16.67%
Public Library	100%	40%	20%	20%	20%	-
Special Library	100%	-	-	-	-	-

CSS Frequency

CSS normally conducted by once a year in the libraries (62.50%) and two times a year (20%).

Table 11: CSS Frequency

Frequency	%
4 times a year	2.50%
3 times a year	2.50%
Twice a year	20%
Once a year	62.50%
1 time in 2 year	10%
1 time in 3 year	2.50%

Items Listed in the CSS

Most respondents indicated that customer service were the highest in term of their involvement in CSS (95%), and this is followed by learning facilities and overall service (92.50%), enquiries and referral service (82.50%).

Table 12: Items of CSS

Items	%
Customer services	95%
Learning facilities	92.50%
Overall services	92.50%
Enquiries and referral services	82.50%
Arrangement of library collection	80%
Inter-library loan service	67.50%
Computer lab	67.50%
Opening hours	65%
Accessing information from outside of library	65%
Information Literacy Class	60%
Wi-Fi	40%
Others	17.50%

CSS Reported

Table 13 shows how CSS was reported in the library. Most of the respondents explained that CSS report is part of their meeting agenda (90%) and this is followed by reports papers (70%) and Information sharing sessions (47.50%).

Table 13: Report of CSS

Items	%
Meetings	90%
Reports papers	70%
Information sharing sessions among staff	47.50%
Exhibition	12.50%
Bulletin	12.50%
Conference/Seminar	5%
Journal	2.50%
Others	2.50%

DISCUSSION AND CONCLUSION

This study revealed the data and information on the general and specific practices on customer's satisfaction by Malaysian libraries in year 2014. It provides useful information on how to develop and plan a reliable customer's satisfaction survey in the libraries. This study found that mosst of libraries start to implement CSS within the range of year 2000 to 2010 (62.50%), due to the ISO requirement; generally CSS is managed by Customer Services Division (27.50%), use self-develop instruments (85%) and study will be done on a yearly basis (62.50%). The results also revealed that there are apparent lacks of CSS training (30%) and results distribution among the library staff (47.50%). In order to improve CSS in library, there are few suggestions can be applied such as forming focus group discussion, online survey, create CSS standard among Malaysian libraries. There are some limitations in this study; further study should be focus by types of libraries and in-depth study by qualitative approach.

REFERENCES

Association of Research Libraries Statistics and Assessment Program. 2014. LibQUAL+®. Retrieved on 12 September 2014 from: https://www.libqual.org/about/about_lq/general_info

Basil, E. I. & Patience, O. O. 2012. Public library information resources, facilities, and services : User satisfaction with the Edo State Central. *Library Philosophy and Practice*.

Haruki, N. & Lisa, K. 2011. Public library assessment in customer perspective To which customer group should. *Library Management*, Vol. 32, no. 4/5: 336–345. doi:10.1108/01435121111132329

Junaida, I., Mahadir, L. & Sharunizam, S. 2010. Service quality performance in academic libraries. In *International Conference on Science and Social Research* .

Kiran, K. 2010. Service quality and customer satisfaction in academic libraries: Perspectives from a Malaysian university. *Library Review*, Vol. 59, no. 4: 261–273. doi:10.1108/00242531011038578

Kumar, P. K. S. 2012. User satisfaction and service quality of the university libraries in Kerala. *International Journal of Information Dissemination and Technology*, Vol. 2, No. 1

Ladhari, R. & Morales, M. 2008. Perceived service quality, perceived value and recommendation: A study among Canadian public library users. *Library Management*, Vol. 29, no.4-5: 352–366. doi:10.1108/01435120810869129

Nitecki, A. 1996. Changing the concept and measure of service quality in academic libraries. *Journal Of Academic Librarianship*, Vol. 22, no. 3:181–190.

Nitecki, D. A. & Hernon, P. 2000. Measuring service quality at Yale University's.pdf. *Journal Of Academic Librarianship*, Vol. 26, no. 4: 259.

Norliya, A. K. 2009. Evaluating users ' satisfaction on academic library performance. *Malaysian Journal of Library & Information Science,*, Vol. 14, no. 2: 101–115.

Parasuraman, A. A., Zeithaml, V. A. & Berry, L. L. 1988. SERVQUAL : A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal Of Retailing*, Vol. 64, no. 1.

Raslin, A. B. 2011. Cabaran profesion pustakawan dalam bidang kepustakawanan di Malaysia. In: *Prosiding Seminar Kebangsaan Perpustakaan Akademik 2011*Kota Bharu: Persatuan Pustakawan Malaysia.