EVALUATION OF QUALITY SERVICES IMPLEMENTATION TOWARD CUSTOMER SATISFACTION PERFORMANCE IN KOTA BHARU PUBLIC LIBRARY

NORSYAFIQAH BINTI CHE AHMED

A thesis submitted in fulfillment of the requirement for the award of the Degree of Technology Management (Production and Operation)

Faculty of Technology Management and Business
Universiti Tun Hussein Onn Malaysia

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I hereby declare that the work in this thesis is my own except for quotations and summaries which have been duly acknowledged.

Student : .................................................................

NORSYAFIQAH BINTI CHE AHMED

Date : .................................................................

Supervisor : ............................................................

DR MD. FAUZI BIN AHMAD @ MOHAMAD

Date : .................................................................
DEDICATION

Every challenging work needs self-efforts as well as guidance of elders especially those who were very close to our heart.

My humble effort I dedicate to my sweet and loving

Family

Whose affection, love, encouragement and prays of day and night make me able to get such success and honour. Family whose taught me to trust in Allah, believe in hard work and also believe in myself. Family whose always give me positive words and also motivation. Spending their time for accompanying me along distributing and collecting the data at Kota Bharu Public Library.

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Thank you to Dr Md. Fauzi Bin Ahmad @ Mohamad for giving me an opinion, advise and spending his time to check my report and to make this complete thesis.

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The person who always accompanying and helping me throughout the preparation of this report.
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ABSTRACT

Customer satisfaction is an important measure for service quality. Service quality can benefit to performance in increasing efficiency of an organization. However, public library seems to be less focus on service quality delivery and performance in term of customer satisfaction. The purposes of this paper are; (1) To identify the extent level of quality services implemented in Kota Bharu Public Library; (2) To determine the relationship between quality services implemented and customer satisfaction performance and; (3) To determine the differences of service quality amongst demographic. SERVQUAL model has been identified for measuring service quality in this research. There are five quality dimensions have been identified; (1) tangible, (2) responsiveness, (3) reliability, (4) assurance and (5) empathy. The study was conducted among library users in Kota Bharu Public Library and the information was gathered via questionnaires. Purposive sampling technique was used and questionnaire had been distributed to 152 respondents. The selected respondents are individuals who using two or more times a week of Kota Bharu Public Library. The response rate for this study is 100 percent as all the questionnaires distributed are answered and returned. SPSS software has been used to analyses the data. The result showed that the level of service quality dimensions in library performance is moderate. Tangible dimension had the highest mean with 4.9829. Besides, there is a positive relationship between service quality dimensions and customer satisfaction performance, with $r (152) = 0.780$, $p<0.05$. The findings indicated that, there are significant difference between service quality dimensions and demographic. This research is used to guide the librarians to achieve better customer satisfaction performance.
ABSTRAK

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Quality is customer satisfaction. Quality is generally used with reference to the end user to the product (Sohail et al., 2012). The quality is measured from customers’ point of view because customers are the ‘greatest asset’ for any organization (Kulkarni & Deshpande, 2012). An organization should perform a good care of their customer’s requirement and providing with quality customer services. When customers receive quality services from an organization, customers tend to discuss about quality services in a social network which leads to increase popularity (Branch, 2015). This is the best way to achieve performance. Quality services can increase efficiency and productivity of the organization (Sohail et al., 2012).

There has been significant interest in the measurement of quality services, especially in the library environment. The English word “Library” comes from “Libraria” in Latin (Jayasundara et al., 2010). The fundamental perspectives are, a library is the place where books and papers are collected and gathered, those books and papers are for public utilization (Zakaria, 2011). Important aspect include how customers experience the physical environment, the accessibility of materials, collections and technology, how customers are treated by staff in every contact with the library, and the availability of products and programs that customers want and need. With emphasis being places on electronic resources, and the learning community being more interested in virtual
information service internet, public libraries urgently need to assess the quality of its services and how user satisfaction can be improved (Hafidzoh et al., 2015).

Quality services should be practiced in a public library in order to improve their performance (Jayasundara et al., 2010). The quality services are about what others received from public library services that leads to their satisfaction. The Public library is a library which is available and accessible to all, regardless of age, skill level, or ability to pay (Zakaria, 2011).

Public library is different from other library such as school library and academic library (Zakaria, 2011). Everyone can access to the public library without using ID numbers or matric card. Public library is a place where individuals access information and ideas and considered an essential part of having an educated (Real, Carlo, & Jaeger, 2014). Public library has provided information for leisure, education and entertainment. User are able to read and borrow anything that provided at the Public Library (Ropar, 2015). The public library is known as a learning center where people can take part in learning activities, share knowledge and information. The main function of the public library is to provide books, newspaper, magazine and journal according to user’s needs (Zakaria, 2011).

Public library provides a basic condition to get some knowledge and information. The Public library can provide access to the peer-reviewed online journals and help the individuals of the society in obtaining quality knowledge (Khan, 2015). Besides that, Public library is a local centre of information that makes all kinds of knowledge and information readily available to its users. Public library is established, supported and funded by the community, either through local, regional or national government or through some other form of community organizations (Library, Iwhiwhu, & Okorodudu, 2012).

Besides that, public library plays a very important role in promoting the progress of knowledge. There are many people who love reading. But they can’t afford to buy books because the prices of books are very high. So library gave valuable to users in providing a lot of books. Users are allowed to read what they like and also read the book according to their own manner (Ramseook et al., 2010). Nobody would check or disturb them.
Libraries provide the users very healthy environment. In a library atmosphere is very calm and disciplined. Libraries help users to keep very good concentration on their studies (Ramseook et al., 2010). Libraries are the only place where users are free from all conventions because reading is absolutely a matter personal choice (Ramseook et al., 2010).

In addition, a library plays a very vital role throughout the life. Particularly for some users, library is very important. Some of the books rare which are not available in the market but they can availed from libraries. Some books like dictionary, Encyclopedia are very costly. Users can get such type of book issued from libraries. In the library, users can find the latest and the oldest editions of books. There are various books on different topics, written in various language by various writers. Hence, users should take advantages of the libraries available.

But nowadays, the services that provided by public library still need some improvement to fulfill the user satisfaction. By using the service quality assessment tool SERVQUAL introduced by Parasuraman et al. (1988) that cover tangibles, reliability, responsiveness, assurance and empathy dimensions will give benefits to the researchers. By having the result of findings and recommendations, Librarians can make some improvement in identifying and solving the pattern of quality services (Zakaria, 2011).Public libraries can develop quality services to fulfill the needs of the target market (Khan, 2015).

The librarians are concerned with assessing the effectiveness of the quality services in the competitive world. To satisfy library users, the library professionals need to modify and restudy the concept of quality (Kulkarni & Deshpande, 2012). The librarians need to improve quality services in the Public Library and identify an appropriate criteria that rendered to users. Providing quality service means being able to view services from the customers’ points of view and then meeting their expectations (Chaminda et al., 2010).

The concepts of satisfaction and quality are often used together, and sometimes interchangeably. In particular, this concept have exhibited considerable interest in the
issues that surround the measurement of service quality and the conceptualization of relationship between service quality and consumer satisfaction (Chaminda et al., 2010).

1.2 Background of Study

Public Library is responsible to preserve quality services (Zakaria, 2011). The public library is different from other library such as the school library and academic library in term of the service that serves the public with the information generally. In Malaysia, every state has a public library that manages by Perbadanan Perpustakaan Awam Negeri and cooperate with local government respectively (Zakaria, 2011).

Nowadays, there are challenges for public library to achieve performance (Chaminda et al., 2010). Due to the challenges that faced by public Library are leads librarians to reconsider and manage their quality service delivery. There are a lot of public libraries in Malaysia but this study only covered Public Library in Kota Bharu, Kelantan. According to Kelantan Public Library Corporation official website, Kelantan Public Library Corporation starts with the name of the Carnegie Public Library founded in 1938 with the help of 1,000.00 pounds sterling from the Carnegie Foundation in New York and RM 2,500.00 from the State Government (Official Website of Kelantan Public Library Corporation, 2014).

The building is located at the Jalan Doktor, Kota Bharu. With the effectiveness of Enactment No. 14 In 1973, the Carnegie Public Library became known as Kelantan Public Library Corporation (Official Website of Kelantan Public Library Corporation, 2014). At beginning, the library only handled by three staff members, two low clerk and an office server. In the Third Malaysia Plan, the Federal Government has approved an allocation of RM1.5 million for the construction of new building with an area of 31,000 square feet on a site area of 1.13 acre located at Jalan Mahmood, Kota Bharu, Kelantan. The construction began in April 1981 and was completed in October 1982 at a cost of nearly RM 4 million (Official website of Kelantan Public Library corporation, 2014).

From 15th. February 1983, the library is open to the public and officially opened by His Royal Highness the Sultan of Kelantan in 1st April 1983. The Kelantan Public
Library Corporation provides a variety of services such as reference information, free Wi-Fi, borrowing books, photocopier service and multimedia services.

1.3 Problem Statement

Libraries are established to provide information resources and services to meet users' information needs (Mursaleen et al., 2014). The purpose of a library is defeated if its users are not satisfied with the resources and services it provides. Public libraries should play significant roles in promoting the progress of knowledge (Ramseook et al., 2010). Public library must provide effective quality services to satisfying user’s need in order to meet the right performance (Malik, 2012).

Public Library seems to be less focus on quality service delivery (Jashireh, 2016). The performance of the public library is quite unsatisfied because lack of facilities and the delivery of services (Ebiwolate, 2010). Usually, users come to the library as they can study easily, but there are a limited number of facilities such as computers, chairs and table, so they have no choice but drives away (Somaratna & Peiris, 2011). Public Library did not provide enough computers and slow internet connection (Real et al., 2014). Students need computers to complete their assignments in better ways. Many peoples are relying on the internet when doing a lot of different tasks and they use the internet to do some research as it is one of the sources of education. Because lack of computers at the public library, users unable to access information on the computer and this situation will lead to the big problems (Khan, 2015). Librarians need to become more active in providing services and take a look at some of the specific ways in which library add value to communities (Real et al., 2014).

Students often used public libraries for the purpose of study but, they are disappointed because lack of facility (Zakaria, 2011). The problems frequently faced by public library is a malfunction of air conditioner (Perbadanan Perpustakaan Awam Terengganu, 2017). These problems are distracting the customer as they unable to focus on their lessons. This issue will lead to the worse performance as customer did not satisfied with services. Physical facilities in public library need to be improved in order to support better performance because facilities and services are vital in the public
library services. This is because the ultimate goal of public libraries is to bring about higher users' satisfaction (Ebiwolate, 2010). Despite of the services given to the users, the top management the public library should measure their service quality in order to function efficiently and effectively. Satisfaction of existing users toward the libraries services would bring the positive impact. Besides that, customer satisfaction will encourage the public library to acquire a competitive advantage (Hafidzoh et al., 2015).

One of the problems that facing by public library is lack of staff (Real et al., 2014). Lack of qualified staff at libraries had limited their activities. Staff is responsible in delivering services and serve quality services to the public library users. The reliability and responsiveness dimension of service quality rely on the staff of the public library. Staff should willingness to help customers and ability to perform the promised services accurately (Real et al., 2014). The willingness of library staff to assist users to get needed materials will encourage users to visit the library more often. The nature of library staff is a factor that inhibits effective library services (Ebiwolate, 2010). Lack of staff will lead to big failure in the organization. The librarians need to build capacity that will enhance their productivity (Oyeronke, 2012).

Public library exits to satisfy users. In this context, users' satisfaction refers to how users judge the services of public libraries (Ebiwolate, 2010). But based on own experience, public library at Kota Bharu seem to be less focus on service quality delivery. This is because most of library staff seen to be very cold and unfriendly to customer. They barely acknowledged the customer’s presence, especially when customer tried to approach them and asked for help. They openly ignored some customer waiting while they were speaking to each other.

The library is a place where individuals gather to explore, getting knowledge, interact with others and find the right information (Adeniran, 2011). But public library have undergone severe challenges including a poor supply of books and outdated reading materials (Zakaria, 2011). The public library did not provide a lot of books that looking by the user and most of the reading materials are outdated (Oyeronke, 2012). The reason is that they are not able to subscribe to current journal titles and they just buy a few new books at long intervals due to financial constraints (Oyeronke, 2012).
Customer very interested in reading a variety of books but public library only provided a little reading materials (Perbadanan Perpustakaan Awam Terengganu, 2017).

The library is a place to encourage young generation education through the use of library resources (Oyeronke, 2012). Based on observation, Kota Bharu Public Library still lack of study materials. The available books that provided by librarians are not enough. Usually, user have never been able to find anything related to their studies. In order to achieve effective performance, librarians need to improve their service quality.

1.4 Research Question

i. To what extent of service quality implemented in Kota Bharu Public Library?

ii. What is the relationship between service quality implemented and customer satisfaction performance in Kota Bharu Public Library?

iii. What is the differences of service quality amongst demographic?

1.5 Research Objective

i. To identify the extent level of service quality implemented in Kota Bharu Public Library.

ii. To determine the relationship between service quality implemented and customer satisfaction performance in the Kota Bharu Public Library.

iii. To determine the differences of service quality amongst demographic.
1.6 Research Scope

Research scopes of this study were focus on individuals who using two or more times a week of Kota Bharu Public Library. This study also focus on improving customer satisfaction in public library. The questionnaires are distributed to the library user who visit two or more times a week in order to collect the data. A total of 152 respondents are participated in this study.

1.7 Research Significant

The result of this study will be used by public librarian to improve their performance through implementing quality services. This issue is one of the most important topics for librarians as they can satisfy user’s need and provide effective quality services. This study was chosen because most of the public library unable to meeting their performance and goals, where they did not provide quality services that satisfied the user’s need. Librarians have to maintain the vitals of quality services in public libraries. The findings of this study will provide information on the issue of quality services implementation towards performance and are able to support the government’s goals.

However, this research will be a review to the librarian in public library to improve their performance and plan the excellence services for their customer. Greater understanding and getting more information regarding of this issue will lead to greater success. Furthermore, this study will be beneficial to the library users as they satisfied with good quality services that provide by the public library and they can focus when doing their work at the library.
1.8 Conclusion

In conclusion, this chapter explained about the importance of the public library in society. In problem statement, this study discusses the problems that currently occur in Public library. From problem statement, this research had found out the research question and research objective of this study. From there, this study had found out the significance of the study. The scope of this study will be used to find out the final result. The outcome of this study will bring better understanding towards the relationship between service quality and customer satisfaction.
CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The second chapter discuss the literature review. A literature review provides the context and the background about the current knowledge of the topic and lays out a logical case to defend the thesis position taken (Datta & Vardhan, 2017). A literature review is a written document that presents a logically argued case founded on a comprehensive understanding of the current state of knowledge about a topic of study (Naik et al., 2010). This case establishes a convincing thesis to answer the study’s question (Machi & McEvoy 2012). This chapter are related work and theories of different authors is discussed to answer the research problems of the study. This chapter start with tools that used to measure service quality and analyze the effect of service quality on customer satisfaction performance. Further, this chapter will describes the solution and the improvement to deliver high quality services to the customers at public library.

2.2 Quality

Quality means ‘totality of features and characteristics of a product or service that bear on the library’s ability to satisfy or implied needs’(Naik et al., 2010). Quality is ‘‘one of the service dimensions factored into the consumer’s satisfaction judgment’’. 