

USERS SATISFACTION SURVEY OF ACADEMIC LIBRARY: A STUDY OF G. E. SOCIETY'S HPT ARTS & RYK SCIENCE COLLEGE BHAUSAHEB VARTAK LIBRARY, NASHIK, MAHARASHTRA STATE, INDIA

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Abstract: All kinds of organizations are becoming customer-oriented organizations to survive in this world so; they need to provide quality products and services to their customers. A library has always been committed to provide a high quality of services to its users. In today's situation one of the good solutions to improve quality is to provide right information, to a right user at right time. The realities of the current library situation indicate that quality improvement is essential not only for survival but for facing major changes and growth required for the libraries of today and tomorrow. Many libraries are practicing quality in the form of quality assurance, continuous quality improvement, user satisfaction, etc. A sample stratified survey was undertaken by interviewing users including Principal to Students from different stream on questionnaire basis for measuring user's satisfaction regarding services rendered by the library. On the basis of the responses received, the user's satisfaction regarding the services rendered by the library as per the quality management system is found more than 75% i.e. Good range. The users suggestions show clearly the areas needed to be improved and wider scope of maintenance of library holdings, satisfaction of the time taken to answer the query i.e. reference service; different sitting arrangement in reading hall; Xerox service; internet facility; OPAC service; extend of library hours for circulation of documents etc.

Key words: User satisfaction, Academic Library Services, Library Performance, Library Services, User Study, User satisfaction.

1. Introduction:-

The library has changed tremendously from the powerhouse of knowledge and information since the middle of the 20th century. Now a day's modern society is known as information society. The society has recognized that information is most valuable to the success in any field. Information is treated as an

economic commodity. Modern libraries and information centers are the warehouse of information.

There is a shift in the focus of libraries now, from processes and outcomes to user satisfaction and quality. A user gets satisfied when the library is able to meet his/her expectations or actual needs. It resulted in the

introduction of quality concepts in libraries and information centers. Due to the globalization of information, computerization and networking competition from the information providers demands of founders, new alternatives and choices of users. etc. have prompted the libraries to develop services and programs are more in tune with the needs of the users.

In the present of tight competitions, according to Snoj and Petermance the libraries face many challenges:

- ◆ Rising user expectations.
- ◆ Rising user sensitivity and reactions.
- ◆ Rising use of information technologies.
- ◆ Globalization of information supply.
- ◆ Quality measurement of services, customer/user satisfaction studies etc.
- ◆ Rising needs of users.
- ◆ Rising user awareness about library services.
- ◆ Increase in the cost of information, information technology, information processing and retrieval.
- ◆ Reduction in financial support and need to find alternate sources of income.

Complexity in identifying the users, and their requirements so present day libraries are more aware about the fact that their existence depends on the satisfaction of users. There for, libraries are now more concerned about the library customers, their satisfaction, and the quality of library and information products and services, and their

marketing libraries have to go to the users and offer the products and services to them.

2. Bhausabeb Vartak Library (B.V.L.) - (HPT ARTS & RYK Science college library)

The Gokhale Education Society's HPT Arts & RYK Science college library was established in the year 1924. The college is situated in a separate Building total area is 8700 sq. ft. and the college library building is known as the " Bhausabeb Vartak Library" (B.V.L.).

Bhausabeb Vartak Granthalay has a rich collection of books, reference material, project reports, thesis, audio-visual, cassettes and CD's to cater the diverse academic needs of the students and faculty. The library subscribes number of magazines, newspapers, journals-both popular / technical & periodicals. The Library is stocked with an excellent collection of books on computers and electronics. The library has a unique collection of old Sanskrit and vernacular language manuscripts, copies of which are made available to research scholars.

Bhausabeb vartak Library is having collection of 1,23,216 senior college Books, 14,386 junior college books, 138 National & 09 international journals ; Digital collection – CD- 1376 ; video- 16 ; audio - 69 special collection i. e Manuscripts – 3628 as on April 2021.

The library extends the following services to the users- Reading Hall; Home lending, Inter library loan, periodicals & Newspapers; reference services; Internet facility; Xerox (photocopier /

reprography). The library provides open access systems to its all users.

Need of the Study: -

Bringing quality in Libraries is not an easy task it takes considerable amount of time and involvement of total organization to implement the quality assurance management system. It is not possible for a single person it is teamwork activity. The benefits of a quality assurance management system are numerous some are Customer's satisfaction resulting in getting more customers. It enables the staff to identify users needs and Suggest Suitable Services for users. Increase the credibility of the organization. This research also provides direction/guideline for further research.

3. Objective of the Study:

The study has been conducted with the following objectives.

- 1) To study the reader's satisfaction forwarding services rendered by BVL.
- 2) To find out user satisfaction and various facilities available in the library.
- 3) To find out the types of services that is provided in the library.
- 4) To make suggestion to improve the overall quality of BVL & other libraries which are affiliated to our Gokhale Education Society.

4. Research Methodology:

A survey was conducted by interview method on the basis of prepared list of questions to obtain readers / users opinions about the services offered by library. Survey is a fact-

finding study. It is a method of research involving collection of data directly from a population or a sample there of at particular time. It requires expert and imaginative planning, careful analysis and rational interpretation of the finding. Data may be collected by observation, interviewing or through questionnaires. The analysis of data is made by using simple statistical techniques depending upon the objective of the study. The survey method is conducted in natural setting and it is a field study. It seeks responses directly from the respondents. It can cover a large number of populations because of its sampling techniques & it covers a definite geographical area. In simple words we can say that survey research is gathering information about a large number of people by interviewing a few of these. The total 50 user's population was randomly selected for the distribution of questionnaire.

The collected data is analyzed and interpreted in the light of tabular and graphical presentation of data and simplified conclusion with suggestion is provided.

5. Literature Review:-

Now a day's libraries are interested in 'quality management' focused on the customer satisfaction, it will happen with the help of quality services to the readers.

Boris Snoj And Zdenka Petermanec explains that now a days there is a need to give greater attention to evaluation, performance and measurement in libraries and information centers

because of growing demand for greater accountability in libraries. Further he discusses the other reasons why there is a need of evaluations of library services.

IFLA conducted a workshop on performance measurement in 1989 in Paris. The aim of the workshop was 'to get agreement on a number of performance measures which would be most appropriate for evaluating the effectiveness of academic libraries from the user's point of view'.

Christine Abbott surveys literature on performance measurement and suggests performance indicators. She has also given guidelines in detail for performance measurements.

According to Meera, B.M. the major performance indicators of the functions of library are acquisition, classification, cataloguing, Technical processing, collection development, collection maintenance, user education & information service.

The Association of Research Libraries, USA had also published a manual of measurement for academic libraries.

IFLA and ISO had also developed a standard set of performance indicators for libraries. They are – Relevance in collection development, Degree of satisfaction of users, Hours, of opening, average delay between ordering and its availability on shelves, percentage of requested items actually obtained by users.

Kenneth Whitaker has given service criteria for evaluation of services in detail. He discusses the library services from user point of view.

Snoj and Petermanec also developed a special tool for assessing the overall service quality in libraries in Slovenia, which contain 45 items grouped under five quality dimensions, namely physical surroundings, equipment and information technology, collection and library services, and staff. They refined that 'staff' is the important dimension affecting library service quality.

Benchmarking initiatives like the NAAC and ISO 9000 are useful because they have created awareness in higher education institutions that they are accountable to their stakeholders whose right it is to get quality education. Research is an important area in higher education, research in various disciplines has increased enormously in the last few decades. Quality research is possible only if there is strong support in terms of books and journals, equipment and human resources.

6. Data Analysis and Interpretation:-

The quality management system is based on the satisfaction of the users/customers and for continuous improvement in the system. A sample stratified survey of 50 readers was taken by interview technique based on prepared questionnaire. The readers selected from different streams and from Principal to the students. The questions were asked about

the satisfaction of the readers. These questions are as follows: -

- 1) Time taken for procurement of publication or documents of user interest.
- 2) Time taken for issuing and returning of documents.
- 3) Subject Coverage of holding of holding of user interest.
- 4) Maintenance of holding of user interest.
- 5) Subject coverage, relevancy of the subject in journals articles as well as current information.
- 6) Time taken to answer the query; about the reference service.
- 7) Information bulletin board services like display of journals content page on notice board as well as new arrival lists, career advertisement, job advertisement clipping etc.
- 8) Reader’s hall facilities.
- 9) Suggestion regarding areas of improvement for example - Internet service, online catalogue (OPAC), Xerox services etc.

Out of the 14 questions only above mention 09 questions data is considered for analysis because out of 14 questions 05 questions are general questions like-personal data of the user; For what purpose user visit to the library; Which of the following material user used from library; what are the other sources user used for getting the required information; What are the difficulties faced by user in library. The scale of satisfaction was given as 25%- poor; 50%-Average; 75%- Good; 100% Excellent.

The analysis of the data collected from the users shows as follows: -

First question was asked about the satisfaction of user regarding the time taken for procurement of publication. The responses were-

Satisfaction Of Users/Readers	Poor 25%	Average 50%	Good 75%	Excellent 100%
Number Of Readers	02	06	10	32

Table No. 4.1 shows that 32 users got 100% satisfaction, whereas 10 users got 75% satisfaction; 06 users got 50% satisfaction and 02 users are not satisfied for the time consumed for acquiring books.

(2) Question two was asked about the satisfaction of the users regarding the time taken by library for issuing, returning of documents. The responses were-

Satisfaction Of Users/Readers	Poor 25%	Average 50%	Good 75%	Excellent 100%
Number Of Readers	07	06	11	26

Table No. 4.2 shows that more users i.e. 26 got 100% satisfaction; whereas 11 users got 75% satisfaction; 06 users got 50 % satisfied; out of 50 users 07 users were not satisfied for the time consumed for issuing and returning of documents.

(3) Question three was about the satisfaction of the users regarding the subject coverage of the holdings of the library. The responses were-

Satisfaction Of Users/Readers	Poor 25%	Average 50%	Good 75%	Excellent 100%
Number Of Readers	--	06	34	10

Table No. 4.3 shows 10 users got 100% satisfaction; 34 users got 75% satisfaction; whereas 06 users got 50% satisfaction and out of 50 users no one was dissatisfied for the subject coverage of the holdings of the library.

(4) Question four was about the satisfaction of the users regarding the maintenance of library holding. The responses were-

Satisfaction Of Users/Readers	Poor 25%	Average 50%	Good 75%	Excellent 100%
Number Of Readers	01	09	33	07

Table No. 4.4 shows that 07 users got 100% satisfaction; 33 users got 75% satisfaction whereas 09 users got 50% satisfaction for the maintenance of library holding. One user was dissatisfied.

(5) Question five was about the satisfaction of the users regarding the subject coverage, relevancy

of the subject in journals articles as well as current information. The responses were-

Satisfaction Of Users/Readers	Poor 25%	Average 50%	Good 75%	Excellent 100%
Number Of Readers	02	09	33	06

Table No. 4.5 shows that 06 users got 100% satisfaction; 33 users got 75% satisfaction and 09 users got 50% satisfaction about the subject coverage, relevancy of the subject in journals. Two users were dissatisfied.

(6) Question six was about the satisfaction of the time taken to answer the query i.e. about the reference service. The responses were-

Satisfaction Of Users/Readers	Poor 25%	Average 50%	Good 75%	Excellent 100%
Number Of Readers	03	25	16	06

Table No. 4.6 Shows that 06 users got 100% satisfaction; 16 users got 75% satisfaction and 25 users got 50% satisfaction means library should improve the reference service.

(7) Question seven was about the satisfaction of the users regarding information bulletin board services. The responses were-

Satisfaction Of Users/Readers	Poor	Average 50%	Good 75%	Excellent 100%

	25%			
Number Of Readers	11	13	21	05

Table No. 4.7 shows that 05 users got 100% satisfaction; 21 users got 75% satisfaction and 13 users got 50% satisfaction and 11 users were dissatisfied about the information bulletin board services. Means there is a need to strengthen the information bulletin board service in the library.

(8) Question eight was about the satisfaction of the users regarding reading hall facility. The responses were-

Satisfaction Of Users/Readers	Poor 25%	Average 50%	Good 75%	Excellent 100%
Number Of Readers	06	06	30	08

Table No. 4.8 shows that 08 users got 100% satisfaction; 30 users got 75% satisfaction and 06 users got 50% satisfaction about the reading hall facility. Out of 50 readers 06 readers 06 users were dissatisfied.

(9) Question nine was the users suggestions about the areas of the improvement. The users suggested that-

i) Library should purchase more number of copies, which have large demand. Users

should not go back without books from issuing counter.

- ii) Separate reading hall for staff.
- iii) More facilities should provide in reading hall like more space, fans, different sitting arrangement etc.
- iv) Maintenance of books i.e. re-shelving of books, journals on regular basis as books are not found on their designated place.
- v) More space and No. Of PC's with Internet connectivity should be increased and all computers nodes should be in working condition.
- vi) Xerox services must be provided and improved.
- vii) Extension of library hours for circulation of documents.
- viii) OPAC system should be improved only one OPAC terminal is there, more terminals for OPAC is essential and should be in working condition.
- ix) Library staff should give the more attention on the damaged/ torn copies of the documents and should be bind it regularly.
- x) Library should improved information board service i.e. CAS.

Conclusions: -

A sample stratified survey was undertaken by interviewing users including Principal to Students from different stream on questionnaire basis for measuring user's satisfaction regarding services rendered by the library. On the basis of the responses received, the user's satisfaction regarding the services rendered by the library as per the quality management system is found more than 75% i.e. Good range but not 100% excellent. The users suggestions show clearly the areas needed to be improved and wider scope of maintenance of library holdings, satisfaction of the time taken to answer the query i.e. reference service; different sitting arrangement in reading hall; Xerox service; internet facility; OPAC service; extend of library hours for circulation of documents etc.

When researcher talks with the library staff he feels that there is need to train front-desk staff to give better first level information and to reduce the time required to resolve user complaints. This survey shows that there is a need to improve user guidance, to provide clear indications and availability of documents.

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