

Assessment of users' attitude using LIBQUAL: A case study of Jadavpur University Central Library

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ABSTRACT

The most precious asset for any organization is knowledge. Knowledge Management is the process of capturing, processing and preserving of organizational knowledge. It helps in restricting knowledge loss. Several knowledge Management tools, techniques, models have been identified to run a Knowledge Management process smoothly. Existing Knowledge Management models and tools has been studied to understand the quality assessment process and how to improve a process special emphasis given in library process. Based on the existing quality assessment tool a comparative study has been conducted to find out a suitable KM tool for identifying the gap areas in the JU central library process and the areas of improvement. A survey has been conducted by using LIBQUAL tool to find the gap areas. Based on the received data of users' expectation and users' satisfaction the gap areas were identified. Region of gap helps in identifying reasons for the gap and what will be the remedy for bridging such gap.

KEYWORDS: Knowledge Management, Knowledge Management model, Quality Assessment, LIBQUAL , SERVQUAL, Knowledge Management tool.

1. INTRODUCTION

Knowledge is identified as the most precious asset of any organization. Knowingly or unknowingly everybody uses it in day to day life to sustain in environment, society or in an organization. Knowledge management is the process which helps in knowledge capturing, knowledge processing, storing for future use and using it in the right place at the right time. Several knowledge Management tools, techniques, models have been identified to run a Knowledge Management process smoothly. Existing Knowledge Management models and tools has been studied to understand the quality assessment process and how to improve a process special emphasis is given in library process. This paper attempts to assess the user attitude of the Jadavpur University Central Library by using LIBQUAL as a Knowledge Management tool.

2. OBJECTIVE OF THE STUDY

Assess the user attitude of the Jadavpur University Central Library by using LIBQUAL as a Knowledge Management tool.

3. METHODOLOGY

As this study is a case study and Jadavpur University Central Library has been taken as the case for the study naturally the size of the population is very large and the population type is heterogeneous. For convenience and make the study manageable convenience sampling technique has been chosen to reach the objective of the study.

Details of research parameters are given below:

3.1 Population: All the enrolled central library users of Jadavpur University. It includes: UG and PG students, research scholars and teachers.

3.2. Sample: A portion of total population can be treated as sample. For this study 127 users have been selected as a sample by using simple random sampling technique.

The sample has been trying to collect by covering three faculties equally, i.e. Arts, Engineering and Technology and Science 1% from each faculty (UG, PG students), Irrespective of any discipline based on the availability few teachers and research scholars too.

As per JU Annual Report (2018-19) the total number of registered students (UG, PG) in the Faculty of Arts is 4040. 1% of the total numbers is approximately 40, So 40 users have been selected for the study from the Faculty of Arts. The total number of registered students (UG, PG) in the Faculty of Engineering and Technology is 5858. 1% of the total number is approximately 58, So 58 users has been selected for the study from the Faculty of Engineering and Technology. The total number of registered students (UG, PG) in the Faculty of Science is 1549. 1% of the total number is approximately 15, So 15 users has been selected for the study from the Faculty of Science. Based on the availability of Teachers 09 teachers and 05 Research Scholars has been selected for the study.

3.3 Data Collection Tool: LIBQUAL questionnaire format used as data collection tool for this study.

To know and understand the existing Knowledge Management tools for quality assessment various literary resources have been consulted such as: books, journal articles, conference papers, thesis and dissertations, LISA, NLIST, NDL etc. A thorough literature search helps in selecting a suitable quality assessment tool for this study i.e LIBQUAL. LIBQUAL or Library Quality assessment tool was developed by ARL, the largest research libraries in North America in partnership with Texas A&M university libraries. The structure is developed based on SERVQUAL format. It helps library to assess and improve service quality.

It comprises of 22 core questions which helps in identifying users' expectations as well as satisfaction. These 22 questions are divided in three areas:

9 questions from Affect of service

8 questions from Information control

5 questions from Library as a place.

Table1: Areas of LIBQUAL tool

This table explains about the areas of LIBQUAL model in aspect of Library services:

Areas	Indicators
Affect of service	<ul style="list-style-type: none"> ➤ Qualification and training development status of Library staff members. ➤ Willingness and ability to serve the user need ➤ Behaviour, hospitality of the staff members toward the users. ➤ Properly arranged useful user orientation.
Information control	<ul style="list-style-type: none"> ➤ Collection of printed books and journals as per users need. ➤ Collection of e-books, e-journals, digital library are able to fulfil users need. ➤ Well maintained, user friendly information search gateway. ➤ Availability sufficient of newspaper, magazine ➤ Enough numbers of computer terminals with good condition and internet connectivity for users. ➤ Useful current awareness service for users.
Library as a place	<ul style="list-style-type: none"> ➤ Calm, quite, neat and clean reading room ➤ Good lighting and airy reading room ➤ Well maintained safety ➤ Enough place for group study.

3.5 Mode of Data Collection: The data has been collected by using face to face interview method.

1. Data Analysis and Findings:

The data has been collected by using LIBQUAL questionnaire format in two phases. Phase one deal with the data about users’ expectations which is depicted below in table 2. Whereas phase two deals with users’ perception data after using the Library which is depicted below in table3.

Table2: Users’ expectation data before using the Library

[Table 2 is showing the data of JU Central Library users’ expectation about the Central Library. 127 users’ have been participated in the survey. 22 questions were asked them to understand their expectation from three areas i.e. Affect of services, Information Control and Library as a place. 09 questions are from Affect of services, 08 questions are from Information Control and 05 questions are from Library as a place. Users were asked to answer in 01 to 05 scales. 01 denotes strongly disagree whereas 05 denotes strongly agree. As per users’ expectation data the below table shows that out of 127 users, 33 were strongly disagreeing, 52 users were disagreeing, 29 users were neither agree or disagree, 09 users were agreed and 04 users were strongly agreed about the first question from the first area.]

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AREAS	1	2	3	4	5
Affect of Services					
Library staff members are well trained and qualified.	33	52	29	09	4
Library staff will provide right direction to retrieve right information	02	13	53	36	23
Library staff will willingly guide the user	00	11	31	43	42
Library staff understands the need of the users	04	07	33	45	38
Behaviour of Library staff is very co-operative and polite.	00	11	60	33	23
Library staff provides personal attention to individual users.	06	16	45	40	20
Library staff has enough knowledge to solve user queries.	09	15	53	32	18
Library staff makes information easily accessible.	00	06	20	45	56
Library staff makes arrangement of fruitful user orientation for better service.	09	15	22	54	27
Information Control					
Printed books I required for my work	00	00	04	04	119
Printed journals I required for my work	06	13	42	38	28
e-book/e-journals/ Digital Library	06	20	52	36	13
Information search gateway (card catalogue/ OPAC/ WEBOPAC)	09	31	38	34	15
Newspaper/ Magazine	16	56	24	18	13
Computer facility/ Internet	20	39	36	19	13
Photocopy/Scanning/ Printing service	06	23	27	33	38
Notice boards/ new arrival display/ current awareness service	11	51	38	18	09
Library As a Place					
Library reading room is very calm, quiet, neat and clean	00	13	18	36	60
Library furniture are modern and comfortable to use	30	38	26	18	15
Good Lighting and airy	02	07	23	29	66
Library is very safe for self study	09	24	53	30	11
Enough reading room place and enough place for group study	04	06	30	33	54

Table 3. Users' Perception data after using the Library

[Structure of table is same as table 2. Here the same questions were asked again after using the Library to know the users' perception regarding the Library.

AREAS	1	2	3	4	5
Affect of Services					
Library staffs are well trained and qualified.	00	04	20	29	74
Library staff will provide right direction to retrieve right information	02	09	23	33	60
Library staff will willingly guide the user	02	11	34	42	38
Library staff understands the need of the users	02	13	36	40	36
Behaviour of Library staff is very co-operative and polite.	02	06	26	36	57
Library staff provides personal attention to individual users.	02	11	33	41	40
Library staff has enough knowledge to solve user queries.	05	09	23	36	54

Library staff makes information easily accessible.	12	20	26	36	33
Library staff makes arrangement of fruitful user orientation for better service.	04	15	20	22	66
Information Control					
Printed books I required for my work	15	38	45	26	03
Printed journals I required for my work	53	38	20	15	01
e-book/e-journals/ Digital Library	23	30	36	27	11
Information search gateway (card catalogue/ OPAC/ WEBOPAC)	17	33	36	26	15
Newspaper/ Magazine	09	18	51	40	09
Computer facility/ Internet	58	35	23	10	01
Photocopy/Scanning/ Printing service	34	45	31	13	05
Notice boards/ new arrival display/ current awareness service	11	27	33	26	30
Library As a Place					
Library reading room is very calm, quiet, neat and clean	33	36	42	13	03
Library furniture are modern and comfortable to use	30	21	33	38	05
Good Lighting and airy	26	29	40	21	11
Library is very safe for self study	00	04	16	36	71
Enough reading room place and enough place for group study	66	36	23	02	00

Table4. GAP identification

[The data of table 4 is calculated based on the data of table 2 and 3. Mean of each 22 questions from three areas have been calculated in table 4. For example the first question was ‘Library staff are well trained and qualified’ where the answers were 33 users said 01, 52 users said 02, 29 users said 03, 09 users said 04 and 04 users said 05. So the mean value is

$$\frac{\{(33*1)+(52*2)+(29*3)+(09*4)+(04*5)\}}{127} = 2.20$$

The same process has been followed for the data of users’ perception. Mean of UP denotes = mean of Users’ Perceptions whereas mean of UE denotes Users’ Expectations.]

AREAS	Mean of UP	Mean of UE	GAP
Affect of Services			
Library staff are well trained and qualified.	3.57	2.20	1.37
Library staff will provide right direction to retrieve right information	4.10	3.51	0.59
Library staff will willingly guide the user	3.81	3.91	-0.10
Library staff understands the need of the users	3.75	3.83	-0.09
Behaviour of Library staff is very co-operative and polite.	4.10	3.54	0.57
Library staff provides personal attention to individual users.	3.83	3.41	0.43

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Library staff has enough knowledge to solve user queries.	3.98	3.28	0.71
Library staff makes information easily accessible.	3.46	4.19	-0.73
Library staff makes arrangement of fruitful user orientation for better service.	4.03	3.59	0.44
Information Control			
Printed books I required for my work	2.72	4.91	-2.19
Printed journals I required for my wok	2.00	3.54	-1.54
e-book/e-journals/ Digital Library	2.79	3.24	-0.45
Information search gateway (card catalogue/ OPAC/ WEBOPAC)	2.91	3.20	-0.28
Newspaper/ Magazine	3.17	2.65	0.52
Computer facility/ Internet	1.91	2.73	-0.83
Photocopy/Scanning/ Printing service	2.31	3.50	-1.19
Notice boards/ new arrival display/ current awareness service	3.29	2.71	0.58
Library As a Place			
Library reading room is very calm, quiet, neat and clean	2.35	4.13	-1.78
Library furniture are modern and comfortable to use	2.74	2.61	0.13
Good Lighting and airy	2.70	4.10	-1.40
Library is very safe for self study	4.37	3.08	1.29
Enough reading room place and enough place for group study	1.69	4.00	-2.31

Table 5. Identification of the areas of improvement

[Based on the data of table 4 the GAP with negative values separated and identified as the area for improvement.]

AREAS	Mean of US	Mean of UE	GAP
Affect of Services			
Library staff will willingly guide the user	3.81	3.91	-0.10
Library staff understands the need of the users	3.75	3.83	-0.09
Library staff makes information easily accessible.	3.46	4.19	-0.73
Information Control			
Printed books I required for my work	2.72	4.91	-2.19
Printed journals I required for my wok	2.00	3.54	-1.54
e-book/e-journals/ Digital Library	2.79	3.24	-0.45
Information search gateway (card catalogue/ OPAC/ WEBOPAC)	2.91	3.20	-0.28
Computer facility/ Internet	1.91	2.73	-0.83
Photocopy/Scanning/ Printing service	2.31	3.50	-1.19
Library As a Place			
Library reading room is very calm, quiet, neat and clean	2.35	4.13	-1.78
Good Lighting and airy	2.70	4.10	-1.40
Enough reading room place and enough place for group study	1.69	4.00	-2.31

FINDINGS

Reasons which all have been identified as the areas where users' expectations are higher than their perceptions are mentioned below:

- Library staff members are not willingly guides the user.
- Library staff members don't understand the need of the users
- Library staff members can't make information easily accessible.
- Insufficient collection of printed books
- Insufficient collection of printed journals.
- Information search gateway (card catalogue/ OPAC/ WEBOPAC) are not easy to handle.
- Computer / Internet facility is not satisfactory.
- Photocopy/Scanning/ Printing service not satisfactory
- Library reading room is sufficient calm, quiet, neat and clean
- Absence of good Lighting and air
- Not availability of enough reading room place for group study

RECOMMENDATIONS FOR IMPROVEMENT

Based on the regions identified from the analysis recommendations for improvements can be framed as:

Region	Recommendations
Human Resource	i. Library staff members should undergo professional training in regular interval for better performance. ii. Library staff members should get motivated for knowledge sharing. iii. Reward and recognition can be started to motivate the staff members.
Documentary Resources	i. Based on the user need library collection need to be updated on regular basis. ii. Stock verification should be conducted every year. iii. To understand exact need of the user a survey can be conducted. Only regular and real users should be included in the survey. iv. Budget allocation should be done carefully based on the subject wise strength of the user. v. New arrivals should be displayed properly as an advertisement.
Information search and retrieval	i. User orientation needs to be conducted n regular basis subject wise. ii. A proper documentation my need to supply with detail steps of how to use the search gateways. iii. A mobile app can be helpful for user to search from anywhere.
IT resources	i. Number of computers may need to be increased as the number of student. ii. Internet speed needed to be increased.
Support service	Facility of students photocopy/ scanning/ printing service may need to be improved.
Library hygiene	i. Everyday dry dusting is mandatory ii. Pest control once in a year need to be conducted

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	<ul style="list-style-type: none">iii. Dedicated support staff needs to be assigned for cleaning and dusting purpose.iv. Regular monitoring may required.v. 'Silence please' boards must be hanged various places to remind user for maintaining silence.vi. Monitoring through CCTV must be needed to maintain cleanliness of the library.
Maintenance of Library building	<ul style="list-style-type: none">i. Number of high power lights may need to be increased.ii. Provision of proper air circulation need to check regularly.
Library area coverage	Library is a growing organism. So it is very common problem for all the libraries i.e. scarcity of spaces. Still spaces can be divided category wise so that research scholars can get space for single or group study without any disturbance.

CONCLUSION

The data analysis result shows out of 22 areas 11 areas are there where users' expectation is lower than perception. 11 areas were identified where users were not satisfied. Out of these 11 areas one area was there where users were not satisfied with the library space. This problem is very common for every library as Library is a growing organism so it is highly difficult to define 'sufficient place'. Another problem was unhappiness with the calm and quietness of the library. This is also a common problem for all libraries which really tough to solve too. Users were not satisfied with the documentary sources of the library. Such problem may be solved up to certain extant. Various factors can be there behind such problem. Sufficient fund requirement is one of them. Publication of new edition frequently may not possible to collect always. There are so many users who are not aware about the authentic sources of information. Users were not satisfied with the information search and retrieval gateway hence user orientation needs to be conducted more seriously

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