



UNIVERSITI TEKNOLOGI MARA
FACULTY OF INFORMATION MANAGEMENT

ACADEMIC REPORT WRITING

STUDENTS SATISFACTION TOWARDS LIBRARY SERVICES AT
PERPUSTAKAAN TUN DR. ISMAIL (PTDI), UiTM CAWANGAN
JOHOR, KAMPUS PASIR GUDANG

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Abstract

This study aimed to investigate the level of satisfaction towards library services. It also aimed to identify the types of services that students satisfy and their perceived towards the overall assessment of services at Perpustakaan Tun Dr. Ismail (PTDI), UiTM Cawangan Johor, Kampus Pasir Gudang. SERVQUAL dimension were used to investigate students satisfaction. Based on findings of this study, it shows that students satisfied with services provided by PTDI.

ACKNOWLEDGEMENT

First of all, I would like to thanks to Allah S.W.T because have give me good health and spirit for me to complete this practical. I would like to express my sincere and heartiest gratitude to my practical training supervisor, Professor Madya Dr. Hj. Laili Bin Hashim for his guidance and support in making the completion of this study.

I would like to take this opportunity to thank my parents and my family members for their encouragements and moral support. Without them, I would not be able to achieve what I achieve today.

Last but not least, to all my colleagues and lecturers in Universiti Teknologi Mara (UiTM) who shared their valuable knowledge with me through my degree study in UiTM.

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1.1: Introduction

Gupta and Ashok, (2002) state that library is a service profession. The services include access to book and information as well as an advice and assistance that the library staff provide to users. Furthermore, library plays a role in provide information and knowledge to users. Meanwhile, Bhatti Rubina, (2013) stated that, library is a vital agency to promote education and research by providing latest information and knowledge.

According to Sivathaasan and Chandrasekar (2013), the main role of an academic library is to satisfy the need of its user. All of the services that provided by library aim to satisfy their users need. Meanwhile, Kotso (2010), stated that libraries assist in research process by collecting, preserving, and making available variety of information resources are relevant to their research community.

Kaur Kiran (2010), stated that a university library can be described as the heart of learning community where this institution provide a place for students, lecturers and also researchers in order to done their research and advance their knowledge. In order to improve user satisfaction, libraries need to improve the quality of its services.

Because of that, high level of library service is important in order to fulfil user requirement. In order to achieve that, which one code of ethics stated by American Library Association “we provide the highest level of service to all library users through appropriate and usefully organized resources; equitable service policies; equitable access; and accurate, unbiased, and courteous responses to all requests”. Through this code, it shows that American Library Association consider about the rules or certain criteria that must be filled by library in order to provide the highest level of service.

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Furthermore, in order to provide an efficient service, any library should identify their community which needs its services as different users need not only different services, but provide services at different levels (Seneviratne, 2006). The identification of user community allows library to provide suitable planning of service for their user community.

Meanwhile Reichheld (1996), achieving customer satisfaction is the primary goal for most service firms today because leads to improve profits, positive word of mouth and lower marketing expenditure. It shows that there is relationship among service and customer satisfaction.

➤ *Organization background*

Perpustakaan Tun Dr Ismail (PTDI), Universiti Teknologi MARA Cawangan Johor, Kampus Pasir Gudang start the operation at Kampus Johor Bahru on 2 July 2007. Then, PTDI move to Kampus Pasir Gudang on 4 March 2014 and officially start the operation on 1 Jun 2014. PTDI named after the Deputy Prime Minister, the late Tun Dr. Ismail bin Abdul Rahman. In Kampus Pasir Gudang, PTDI located near lecture hall and Faculty of Business Management.

In generally, PTDI become first reference centre for all campus community. Here, there are many of equipment and services provided. Various facilities are available to library users.

At the first level, there are library administration room, librarian room, locker room, counter, and book drop. Meanwhile, at the second level, there are computer lab, seminar room, audio visual room and media and journal collection. In level 3, there are relaxing space, photocopy space, general collection, and also 2 discussion rooms.

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PTDI can accommodate around 700 of users at a time. PTDI have led by 10 staffs. From the amount, there are 2 librarians, 7 library assistant and 1 office assistant. There are five faculties in UiTM Cawangan Johor, Kampus Pasir Gudang. There are:

- i. Faculty of Electrical Engineering,
- ii. Faculty of Mechanical Engineering,
- iii. Faculty of Civil Engineering,
- iv. Faculty of Chemical Engineering
- v. Faculty of Business Management.

1.2: Problem Statement

1.2.1: User satisfaction

Oxford Advanced Learner's Dictionary 8th editions define satisfaction as the good feeling that you have when you have achieved something or when something that you wanted to happen does happen. Meanwhile, Related to this study, Perpustakaan Tun Dr. Ismail is a new library in all aspects includes building itself, furniture, technology, collections, services provided and environment. Since PTDI is a new library, this study was conducted with the objective to investigate the satisfaction level of users towards PTDI services. Soderlund (1998), stated that satisfaction plays a particularly important role because of its impact on customer loyalty. User satisfaction is an important aspect that must be considered. Furthermore, Reichheld (1996) stated that achieving customer satisfaction is the primary goal for most service firms. Hence, the result of this study can be referred by PTDI in order to provide better services to their users.

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1.2.2: Types of service that users satisfy with.

Based on findings of study conducted by Sivathaasan and Chandrasekar (2013), the results revealed that there are nine factors considered as important in determining user satisfaction. Even there are many of services that provide by library, but not all of the services can satisfy the users. Through this study, the service that users are satisfy with will be investigated and identify.

1.2.3: Service quality

User satisfaction comes from service quality, which is based on whether users are satisfied or not (Wang, 2006). Through this statement, it shows that there are relationship among library services and customer satisfaction. If users are not satisfied, it shows that there is something wrong with the library services. Furthermore, an assessment of library service quality has been a questionable agenda in information services (Kennel, 1995 in Kaur Kiran, 2010). Furthermore, one of the complicated phenomena with measuring library quality is the issues of customer satisfaction (Hayes, 1997). Based on the statement, it shows that usefulness of library services has been questionable. Since there are provided services, but, is it the services satisfy their users? Zheng (2004), found that an increasing number of request showed that users are truly satisfied with interlibrary loan services and commented timely usable. Then, user satisfaction in relation to library services depends on quality of services that offered by library.

1.3: Research Objective

This study conducted to investigate the level of satisfaction towards library services. It also investigates the types of library services that students satisfy with and to investigate the student perceived about the overall assessment of

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services at Perpustakaan Tun Dr. Ismail, UiTM Cawangan Johor, Kampus Pasir Gudang. The objectives are addressed below:

- 1.3.1: To investigate the level of satisfaction towards library services among students of UiTM Cawangan Johor, Kampus Pasir Gudang.
- 1.3.2: To identify the level types of services that students satisfy at Perpustakaan Tun Dr. Ismail, UiTM Cawangan Johor, Kampus Pasir Gudang.
- 1.3.3: To investigate the students perceived about the level of overall assessment of services at Perpustakaan Tun Dr. Ismail, UiTM Cawangan Johor, Kampus Pasir Gudang.

1.4: Research Question

Specifically it addressed the following questions:

- 1.4.1: What is the level of satisfaction towards library services among student of UiTM Cawangan Johor, Kampus Pasir Gudang?
- 1.4.2: What are the level types of services that student satisfy with at Perpustakaan Tun Dr. Ismail, UiTM Cawangan Johor, Kampus Pasir Gudang?
- 1.4.3: What student perceived about the level of overall assessment of library services at Perpustakaan Tun Dr. Ismail, UiTM Cawangan Johor, Kampus Pasir Gudang?

1.5: Scope of the study

1.5.1: Respondent

This study involves student at UiTM Cawangan Johor, Kampus Pasir Gudang. This population was selected to be respondent for this study. The questionnaire distributed to 322 respondents by hand.

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1.5.2: Focus.

This study more focus on three dimensions of service quality to measure library services satisfaction which is reliability, responsiveness and tangible. Other's dimensions are excluded.

1.6: Operational Definition.

1.6.1: Student.

Oxford Dictionary define student as a person who is studying at a university or other place of higher education. In this study, it refer to student at UiTM Cawangan Johor, Kampus Pasir Gudang.

1.6.2: Satisfaction.

Oxford Advanced Learner's Dictionary 8th editions define satisfaction as the good feeling that you have when you have achieved something or when something that you wanted to happen does happen. Meanwhile, Kotler (1996) cited in Wang and Shieh (2006), defined customer satisfaction as the level of a person felt state resulting from comparing a product's perceived performance or outcome in violation to his/her own expectations.

1.6.3: Library.

A building or room containing collections of books, periodicals, and sometimes films and recorded music for use or borrowing by the public or the members of an institution.

1.6.4: Service.

Business dictionary define service as intangible products such as accounting, banking, cleaning, consultancy, education, insurance, expertise, medical treatment, or transportation. Sometimes services are

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difficult to identify because they are closely associated with a good; such as the combination of a diagnosis with the administration of a medicine.. In this study, service refers as something that provide by library such as Inter Library Loan (ILL) service and borrowing or returning book service.

1.7: Limitation of the study.

1.7.1: Amount of respondent.

Based on the information that provided by Administration Unit of UiTM Cawangan Johor, Kampus Pasir Gudang, latest number of registered students around 2000. According to the table of sampling population size that introduced by Krejcie & Morgan (1970), if the population size is 2000, so the sample size will involve 322respondents.

1.8: Significance of the study

Through this study, the results of user satisfaction survey can be a guide to improve library services in order to provide better services to library users.

The findings also can be refered by PTDI to know the current level among students towards their services provided.

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1.9: Conclusion

This study conducted to investigate the level of satisfaction towards library services. It also investigates the types of library services that students satisfy with and to investigate the students perceived about the overall assessment of services at Perpustakaan Tun Dr. Ismail, UiTM Cawangan Johor, Kampus Pasir Gudang. Furthermore, problem statement also were stated and discussed. The scope, limitation and significance of this study were briefly explained.

2.1: Introduction

In this chapter, the issues and challenges that related with this study will be described. Furthermore, Service quality model that can be used to measure user satisfaction also will be described. It includes Servqual and Libqual model. In addition, this study use survey methodology that adaption from Servqual model. Previous researches from others researcher that use Servqual was identified and explained. Through Servqual model, conceptual framework for this study was created.

User satisfaction

Seneviratne (2006), stated that the user community is the most important of a library because each of information service centre exist with the aim to satisfying its user. Satisfaction survey established to collect and gather subjective judgements individual (Mundt, 2003). The survey conducted as well as an effort in order to create solutions for the complaints and suggestion that received by the library.

Library services evaluation and user satisfaction issues have been discussed. Kotler& Andersen (1996) cited in Sivathaasan and Chandrasekar (2013) stated that, there are many of researchers have observed that user satisfaction is a central variable in most user-oriented research. It shows that there are many of study have been done in order to investigate user satisfaction.

According to K Ilieska (2011), satisfaction is the consumer's fulfilment response. It is a judgement towards product or service feature provided whether product or the service has met his/her needs or expectations. Meanwhile, Wang and Shieh (2006) stated that customer satisfaction could be considered a comparative behaviour among inputs beforehand and post obtainments.

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Sureshchandar et al. (2002) stated that customer satisfaction must be viewed as a multi-dimensional construct and the measurement items should be generated with the same dimensions of service quality. Related to this study, in order to measure academic staff satisfaction Servqual model introduced by Parasuraman et al (1998) was used. Through this model, there are five dimension that user will judge to the library services at PTDI.

Studies in the subject of service quality have confirmed that service quality has direct relationship with customer satisfaction (Suneeta and Koranne, 2014).

2.2: Issues and challenge

2.2.1: Providing quality services.

The first issue and challenging that exist is providing a quality service in order to satisfy users. It is because this issue becomes an important aspect that must be considered to success and the success of organizations measured based on their ability to provide better services to their customers. According to Nejati et al. (2007), in today's world of global competition, providing quality service is a key to success, and many experts believe that the most great competitive trend currently shaping marketing and business strategy is service quality.

2.2.2: Library service quality has been questionable agenda.

Kennel (1995) stated that assessment of library service quality has been a questionable agenda as traditional measures of which is size of collection, counts use, staff number and budget size are no longer applicable and societal concern for quality and accountability in information services of higher education has increased.

2.3: Service quality

2.3.1: Servqual

Servqual developed by A. Parasuraman et al (1988) is widely adopted by academic libraries in the USA (Nitecki and Herson, 2000) cited in Kiran Kaur, (2010). Parasuraman et al., (1998) define service quality as being “the overall evaluation of a specific service firm that results from comparing the firm’s performance with the customer’s generally expectations of how firms in that industry should perform”. They further developed a multidimensional service quality assessment tool based on the definition created. Servqual, has been widely accepted and used to assess service on marketing, retailing, health care, and education quality ((Kiran Kaur, 2010). In library area, Servqual repeatedly used to evaluate library quality service (Ashok, 2007).

The researchers of various subject areas contribute and adapt SERVQUAL as the instrument to assess service quality in library setting. The SERVQUAL instrument measures quality from the customer’s perspective based on five dimensions (RATER) reflecting the core criteria that customers find most important in judging quality:

- i. Reliability : Ability to perform the promised service dependably and accurately.
- ii. Assurance : Knowledge and courtesy of employees and their ability to inspire trust and confidence.
- iii. Tangibles : Appearance of facility, equipment in library and also the appearance.

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- iv. Empathy : Provision of individualized care and attention to customers.
- v. Responsiveness: Willingness to help customers and provide prompt service.

2.3.2: LibQUAL

LibQual also used as model in order to measure library services. Kaur Kiran (2010) stated that the other popular library service quality measurement tool, LibQUAL TM, developed using the SERVQUAL methodology (Lincoln, 2002) is also widely used in the USA, Canada and Europe. Furthermore, LibQUAL has been implemented more than 1,000 libraries around the world.

Meanwhile, Henk Voorbij (2012) stated LibQUAL as a survey instrument developed by the Association of Research Libraries (ARL) to measure service quality in academic libraries. It expanded from Servqual, which was designed to support variety of service providers. Basically, it used to measure the gap between customer expectation and experience. The current version of LibQUAL covers 22 items, include three dimensions:

1. Affect of services

Affect of service refers to the library staff whether they are provides a quality library services. Academic library staff and managers need to understand their users better. In academic library, the experience and view of student using facility in the library might be different because the user that study at the University at the long time have a higher experience in using

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library facility compared to the new student. So, the staff play the important role to give a different services like guidance and individual attention, friendly and expose the library facility in order to ensure the new student can understand and know how to using he library facility. Adnan and Mumtaz (2006) reported that faculty members regard student library use as very important and they also believe that librarians role is critical in demonstrating the extent to which library can assist in fulfilling or satisfying information needs.

ii. Information control.

Information control used to studies faculty and student access to academic information, beside with the quality of the resources. Students are most interested in fastest access during finding information or library resources to make them satisfy.

iii. Library as a place.

Library as a place refers to measures the quality of physical aspects of a library. It is a place where the students go to gain information. As the result, the environment of the library and its facilities play an important role to give a different perception and contribute to the user's attitude towards and satisfaction with the library environment. Furthermore, evaluate users' satisfaction with the information resource provided, facilities, equipment and services of the libraries become a major concern and an integral part of library and information science practitioners. Thus, users' satisfaction with the information resources, facilities and services

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provided by libraries become the concern of the present day librarianship and information science, Saliu, (2002) cited in Library Philosophy and Practice, (2012).

2.4: Previous research

To conduct this study, Servqual model was used. The study was carried out using a survey methodology. The instrument was a questionnaire adopted from a quality impact survey based on Servqual dimensions. In order to measure the quality of library services, Servqual better method to used because it already provides dimensions that users will judge toward library services. In library settings, Servqual repeatedly used to assess library quality service (Ashok, 2007).

In 2001, Colleen Cook in her PhD dissertation developed a web-based total market survey tool for measure academic library service quality. Servqual instrument with three-column side-by-side format was used to compose the adequate, user desired and perceived about the library quality. But, respondents were given the perception only option questionnaire. Then, she confirmed the Servqual created, mainly reliability, assurance, tangibles, empathy and responsiveness (RATER), were suitable to conduct research in library context.

Then, other researchers of various subject areas contribute and adapt Servqual in order to assess service quality in library setting. The SERVQUAL instrument measures quality from the customer's perspective based on five dimensions (RATER) reflecting the core criteria that customers find most important in judging quality:

- (1) Reliability includes ability to perform the service dependably and accurately.
- (2) Assurance includes knowledge of employees and their ability to inspire trust and confidence.

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(3) Tangibles include appearance of facilities, equipment and personnel.

(4) Empathy includes provision of individualized care and their attention to customers.

(5) Responsiveness includes willingness to help customers and provide prompt service.

Each dimension is measured by four to five items with a total of 22 items measuring the expectations of customers concerning the service and also the perceived level of service actually provided (Kaur Kiran, 2010).

One of the most significant study using the Servqual was done by Nitecki, (1996) cited in Kaur Kiran, (2010) for her doctoral dissertation. The validity of the instrument was tested on three services: which is interlibrary loan, reference and closed-reserve at a large academic research library. Her data suggested a three-factor relationship among the 22 Servqual items rather than the five collapsed dimensions which Parasuraman et al. revealed.

Furthermore, Kaur Kiran, (2010) stated that in Thailand, Surithong Srisa-Ard examined user expectations and perceptions on quality services. The survey focus on (3) three services areas which is circulation, reference and computer information service. Then, Servqual used were adapted by Nitecki, (1996) cited in Kaur Kiran, (2010) for use in academic libraries. From the study, it can concluded that the users rated reliability was most important and tangible was least important.

Besides that, Wang and Shieh (2006), in they study “The relationship between service quality and customer’s satisfaction” found that the results shows that among these five dimensions, responsiveness is not satisfy the library user services.

Meanwhile, KaurKiran (2010), in the study on “Service quality and customers satisfaction in academic library” found that the quality of library services

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to be just above average, but overall assessment with the library services received a satisfactory rating. In this study, survey methodology was used. Meanwhile, the survey instrument was a questionnaire adopted from a quality impact survey based on SERVQUAL dimensions.

Hence, MehranNejati, MostafaNejati, (2008), conduct a study on "Service quality at University of Tehran Central Library". From this study, it found that even University of Tehran Central Library has conducted several program in order to improve their services, but because of lack identifying the most important services to users, the service is fail. In this study, SERVPERF methodology was used to evaluate library service. Meanwhile, five point Likert scale to measure both respondent satisfaction and perception of service quality.

Ashok (2007) used SERVQUAL in Jawaharlal Nehru University. He using SERVQUAL with a five point Likert scale to assess the library services. Betner and Hubert (1994) argue with Servqual model when measured at the level of firms services.

2.5: Conceptual framework

This study was carried out based on Servqual model. The instrument was a questionnaire adopted from a quality impact survey based on Servqual dimensions. The model, Servqual, has been since widely accepted and used to measure the service by many researchers. In this study, only three dimensions were selected based on the suit of the objective of this study. There are:

1. Reliability
- ii. Tangible
- iii. Responsiveness

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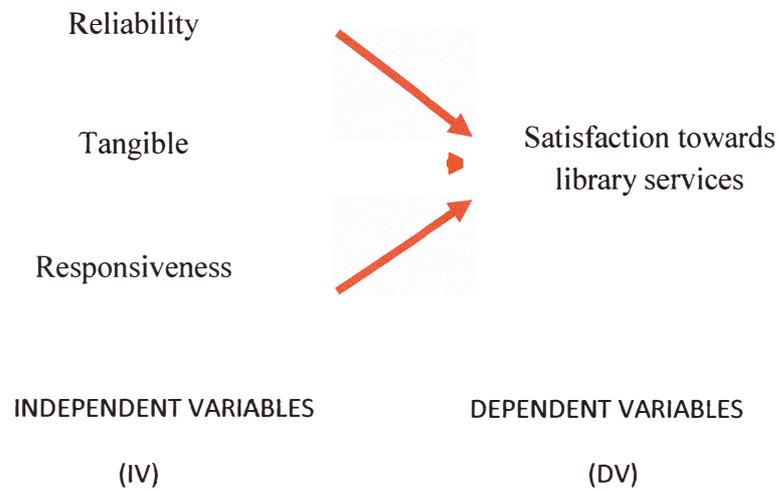


Figure 2.1:

Conceptual framework

IV refers to Independent Variables which are refers to factor of satisfaction towards library services. Meanwhile, DV refers to Dependent Variables which are refers to effect of IV.

Reliability used to measure the library in the ability to perform their services. It includes the readiness to provide the information sources that support interdisciplinary study needs, allows patrons to use library services when they need it, the control of order and maintenance of library materials on library shelves, provides electronic resources that patron need, the suitable hours that they provide to patrons and involving patrons in library selection materials.

Meanwhile, responsiveness used to measure the willingness to help customers. It includes library provide prompt service, provides services as promised, the efficiency of interlibrary loan, the effectiveness of materials retrieving in the library, library staff who are always help and understand users need.

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Lastly, tangible dimension refer to the appearance of facilities and equipment in the library. It includes provide patrons with the facilities that they need for individual study, the availability of working photocopiers, the availability of computers and printers, the location of equipment such as photocopy machine and printers, the availability of safety features and also comfortable of sitting workstation.

2.6: Conclusion

This chapter discussed about previous literature related in order to measure library service and the issues and challenges regarding service satisfaction. There are reasons why library service is important and what are the factors that must be considered in order to measure library service because it can lead towards user's satisfaction. Also, this chapter contain brief explanation about the issues and challenges that faced by the library especially in order to provide good library services. Besides that, there are explanations about the service quality model and the dimension in order to measure library service satisfaction. In addition, there are explanations about the conceptual framework that has been created for this study.

3.1: Introduction

This chapter describe about the methodology that will be used to conduct this research. It includes the several aspects that must be considered such as design of this research, the population of participants that this research more focus on, and the sample size of target participants that will be involved based on determine sample size table which is introduced by Krejcie& Morgan (1970). Besides that, the instrument development of this research will be described. It includes about the content of questionnaire of this research. Furthermore, every section in the questionnaire of this research will be described in detail. As overall, this chapter describes the research methodology as well as research design which includes the population, sample, instrument, data collection and data analysis method.

3.2: Research design

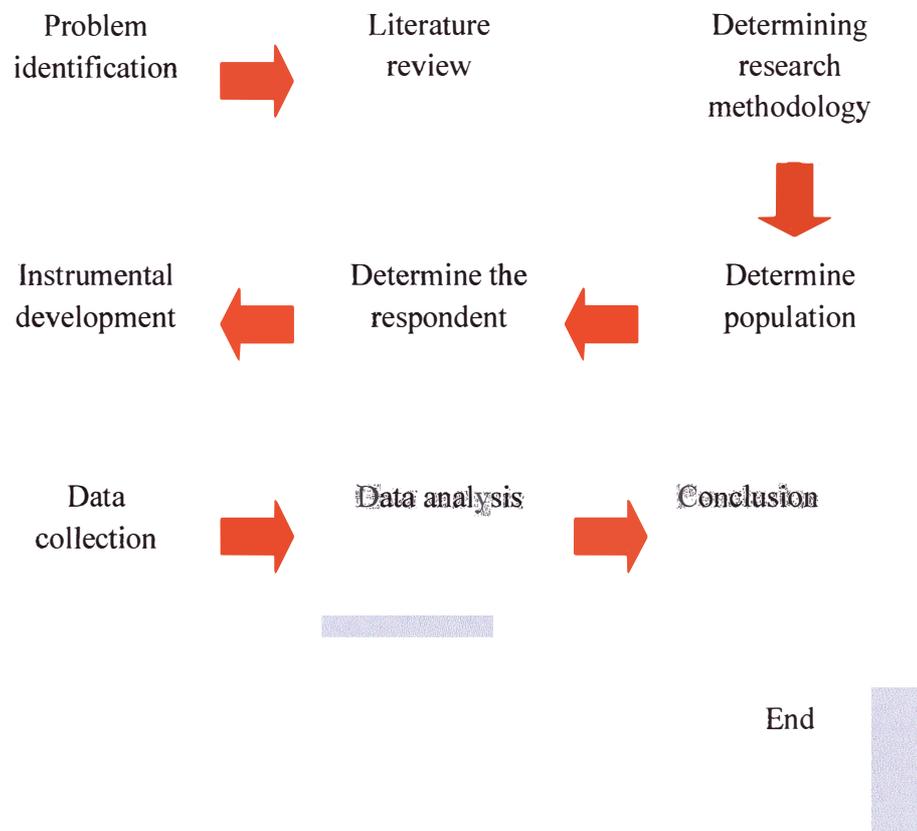


Figure 3.1:

Workflow of research design

The figure 2.1 above shows the workflow of research design of this study. The first process is problem identification. The process started with problem identification. Researcher need to identify the problem that appear and try to develop problem statement based on what the problems have occurred. After get the problem identification, the researchers need to come up with research objective, research question and so on to get more deep understanding to create this study. After that, some literatures reviews need to be done.

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Through literature review, researcher will gain some idea from the past research that already done. The next step is to determine research methodology in order to know and identify about instrument that researcher want to use whether questionnaire or interview and need to follow with determine population. With the population, the researcher will select and determine the respondents that will be involved in the research or study. If researcher used questionnaire, he or she need to distribute to the respondents and after distribute and the entire respondent answered the entire question researcher take back and collect the data. Data that he or she gets need to be analysis properly. Lastly, conclusion needs to be come up and provide some recommendation.

According to Zamalia Mahmud (2008), research design is the plan and structure of investigation so conceived as to obtain answers to research question. It is also a framework for specifying the relationship among the variables of the study.

For this study the appropriate design that will be used is survey research. Survey research will involve collection of information from a sample of individuals through their response to questions. Survey is a popular form of educational research because of their versatility, efficiency, and generalizability. First and foremost is the versatility of survey method. Survey are efficient in that many variables can be measured without substantially increasing the time or cost. Survey data can be collected from many people at relatively low cost and depending on the survey design relative quickly.

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3.3: Population and sampling

3.3.1: Population

The population of this study refer to students who are library users at Perpustakaan Tun Dr Ismail, UiTM Cawangan Johor, Kampus Pasir Gudang. The process of selecting sample is randomly, by distribute the questionnaire who visits the library as long they are they are students at UiTM Cawangan Johor, Kampus Pasir Gudang.

3.3.2: Sampling

This research is using the convenience sampling because students at UiTM Cawangan Johor, Kampus Pasir Gudang are the most available and frequently visit the library. Convenience sampling is the most economical sample that to obtain large number of completed questionnaire in quickly. Furthermore, this sampling technique does not use change any procedures, but certain students only will be selected and become a respondent. Total an student at UiTM Cawangan Johor, Kampus Pasir Gudang around 2000. According to the table of sampling that introduced by Krejcie & Morgan (1970) if the population size is 2000, so the sample size will involve 322 respondents.

3.4: Instrument development

This research use questionnaire and it is distributed to the students at UiTM Cawangan Johor, Kampus Pasir Gudang who are become users library. Questionnaire is the most popular technique for researcher in collecting data because the users will answer at the same time and the result of the questions will get as soon as possible. Besides that, by using a questionnaire technique the type of question it

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more direct question and easier to understand by the respondent compare to the technique of interview.

The questionnaire in this study consists of four (4) sections:

Section A: Respondent demographic information

Section B: Satisfaction level towards library services.

Section C: Type of services that respondent satisfy with.

Section D: Satisfaction towards the overall assessment of library services.

Section E: Respondent suggestion.

3.5: Data Collection

Data collection can be defined as the process of gathering and measuring information on variables on interest, in an established systematic way that enables one to answer stated research question and also evaluate outcome. The process of data collection is a vital part in completing a research as it determines the outcome and finding of the research. For this research, i gather my own data whereby the data were directly originated from this study. Even though gathering original data can be a costly and time consuming, the advantage is that the data gain will be objective and match my own requirement. Apart from that, by collecting my own original data it will be easier to me to interpret because i have a great understanding about the data.

The procedures involved in data collection process can be divided into three which are before collection, during collection, and after collection.

3.5.1: Before Collection

Before collection, several investigation and designing processes need to be done which including determining the research design and instrument of the research, whereby the research design is survey and

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instrument used is questionnaire. After suitable research design identified, then i moved to the process of designing instrument which is developing questionnaire. As soon as the questionnaire has been completed and checked, then determine where the location of distribution will be and who will be the participants that will answer the questionnaire. Finally, the tasks to distribute questionnaire will be defined and assigned.

3.5.2: During collection

The main focus of procedures during collection is regarding the distribution of questionnaires. The first focus is the methods of distribution whereby i decide to distribute the questionnaires by hand to an academic staff at UiTMCawangan Johor, KampusPasirGudang. Secondly, I need to always remind myself to always introduce myself and brief the respondents clearly regarding my objective and purpose of the data collection and the procedures. And finally, it is important that during the data collection process, I will also monitor the respondents and provide assistance should they need one.

3.5.3: After collection

After collection of data, all the data through questionnaires will be gathered and analyzed. The analyzing process can be complex and will be a time consuming process as accuracy and level of detail is essential in this process.

3.6: Data Analysis

Data analysis can be defined as the process of evaluating data using analytical and logical reasoning to examine each component of data provided. This form of

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analysis is one of the steps that must be completed when conducting an experiment research. Data collected from various of sources will be gathered, reviewed, and analyzed to form some sort of finding or conclusion. There are variety of specific data analysis method, some of which includes data mining, text analytics, business intelligences, and data visualization (Business Dictionary, 2013).

After the data has been collected, it will be organized and analyzed. For the purpose of analysing closed-ended question, computer programme called Statistical Package for Social Science (SPSS) will be used to analyze the data. Then data from closed-ended questions will also be analyzed using descriptive statistics. Frequency table will be drawn and these data will be presented in a form of diagrams including pie chart and bar chart. Data from closed-ended questions will be analyzed manually by quantifying answers which consist of same characteristics.

3.7: Conclusion

This research will use a quantitative, descriptive survey design. A questionnaire will be designed, maintained, and monitored to collect data from a convenient sample of 322 respondents. The questionnaire will have questions which is the answer will be measure based on Likert scale. The sample characteristics will be students at UiTM Cawangan Johor, Kampus Pasir Gudang. Besides that, the findings of this result will help the librarian to understand how far the level of student satisfaction towards library services provided. This chapter describes the research methodology as well as research design which includes the population, sample, instrument, data collection and data analysis method.

4.1: Introduction.

This study aimed to investigate the level of satisfaction towards library services. It also aimed to identify the types of services that students satisfy and their perceived towards the overall assessment of services at Perpustakaan Tun Dr. Ismail, UiTM Cawangan Johor, Kampus Pasir Gudang.

The questionnaire distributed to 322 respondents. There are 5 section in the questionnaire (Section A, B, C, D and E) . Section A collect demographic information of respondent. It includes gender, faculty, semester, frequently use and purpose of using library services.

Meanwhile, Section B collect information about respondent satisfaction towards library services. Likert scale which is very dissatisfied, quite dissatisfied, quite satisfied, satisfied and very satisfied used to identify the level of satisfaction based on 3 dimension which is reliability, tangible and responsiveness. There are statement on each of dimension.

Section C identify types of services that respondent satisfy with. There are 4 services that evaluated. Section D identify satisfaction towards overall assessment of library services meanwhile, Section E collect suggestion and recommendation provided by respondents. Through this chapter, result and discussion towards finding will be described and shown.

Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
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4.2: Result

Section A: Demographic Information

Question 1: Gender of respondent

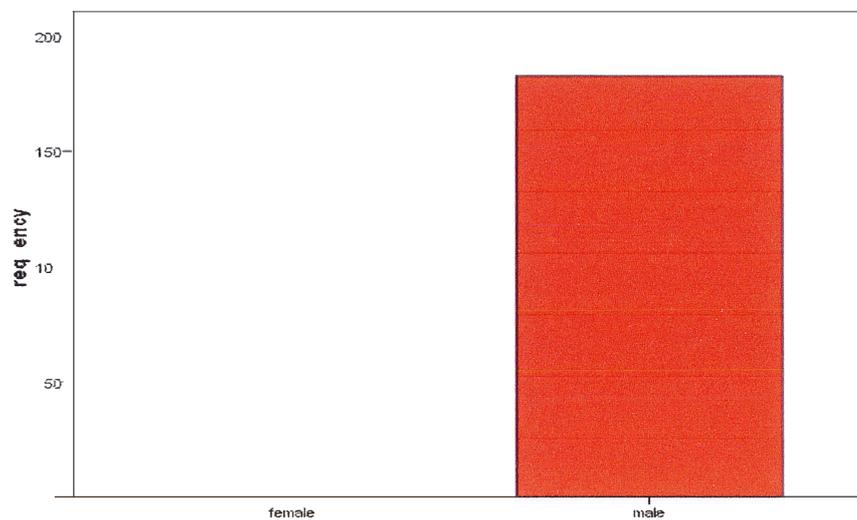
Table 4.1:

Gender of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	140	43.5	43.5	43.5
	male	182	56.5	56.5	100.0
	Total	322	100.0	100.0	

Figure 4.1:

Gender of respondent



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
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Question 2: Faculty of respondent

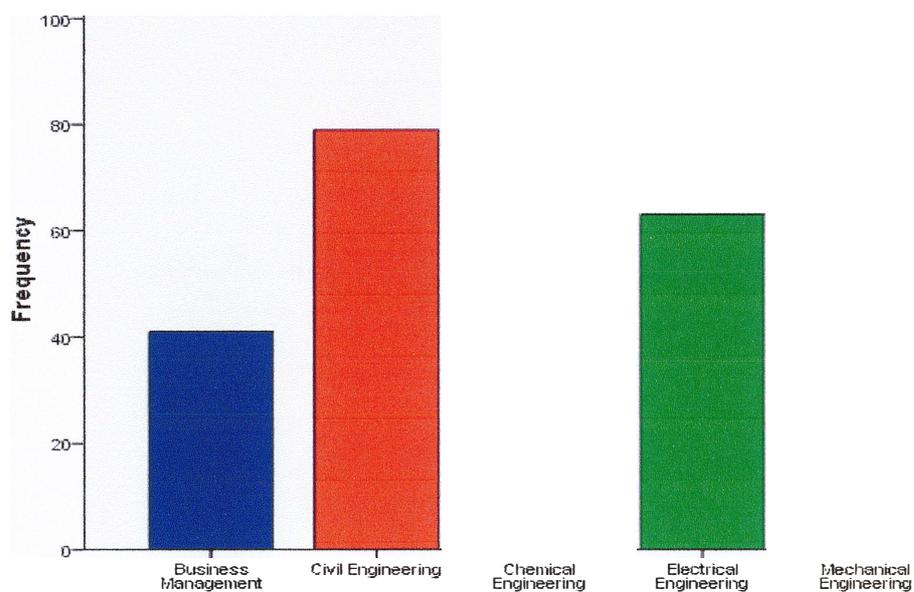
Table 4.2:

Faculty of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business Management	41	12.7	12.7	12.7
	Civil Engineering	79	24.5	24.5	37.3
	Chemical Engineering	58	18.0	18.0	55.3
	Electrical Engineering	63	19.6	19.6	74.8
	Mechanical Engineering	81	25.2	25.2	100.0
	Total	322	100.0	100.0	

Figure 4.2:

Faculty of respondent



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
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Question 3: Semester of respondent

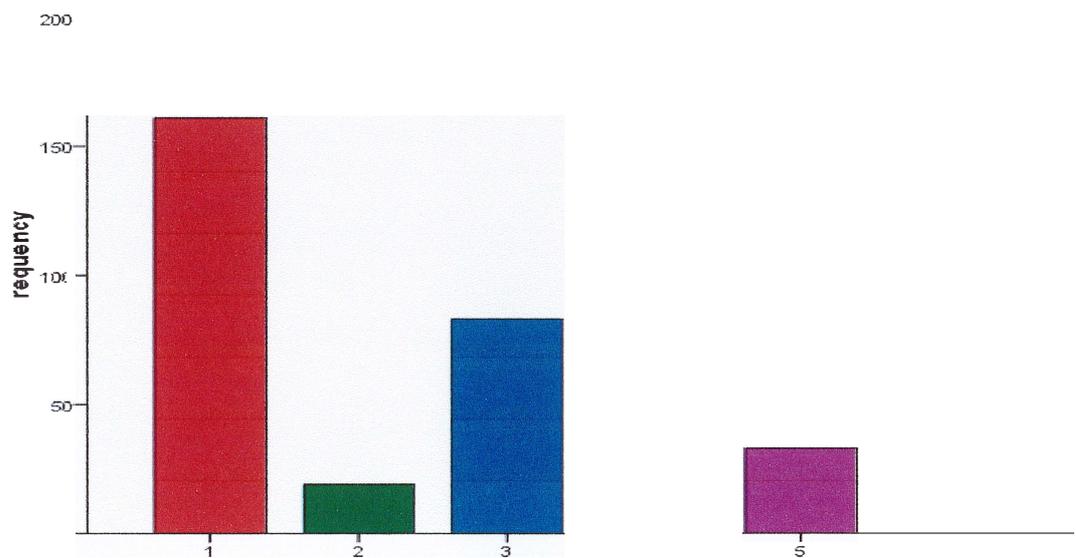
Table 4.3:

Semester of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	161	50.0	50.0	50.0
	2	19	5.9	5.9	55.9
	3	83	25.8	25.8	81.7
	4	20	6.2	6.2	87.9
	5	33	10.2	10.2	98.1
	6	6	1.9	1.9	100.0
	Total	322	100.0	100.0	

Figure 4.3:

Semester of respondent



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
UiTM Cawangan Johor, Kampus Pasir Gudang

Question 4: Frequently use of library services

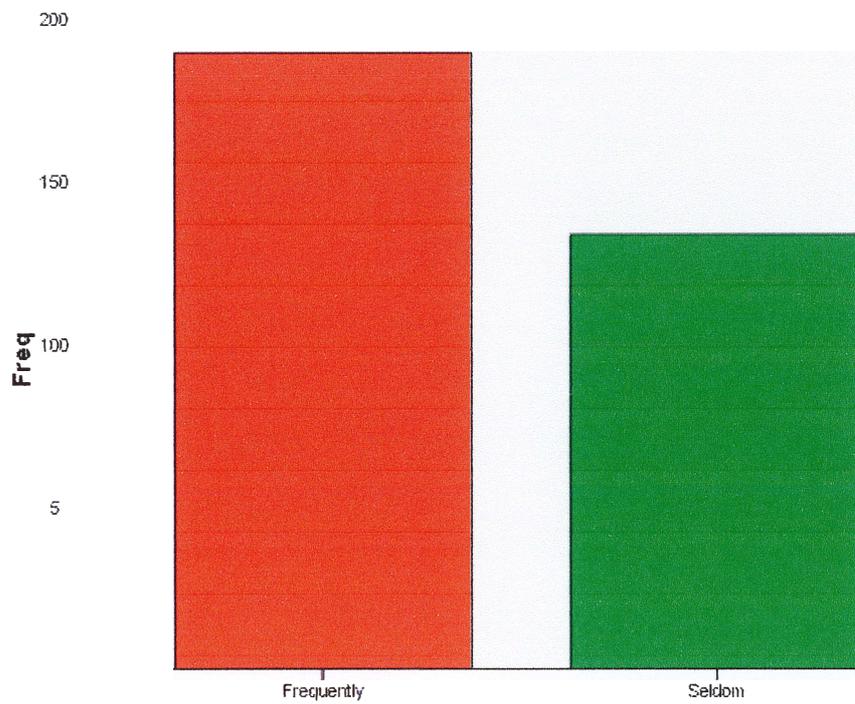
Table 4.4:

Frequently use of library services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	189	58.7	58.7	58.7
	Seldom	133	41.3	41.3	100.0
	Total	322	100.0	100.0	

Figure 4.4:

Frequently use of library services



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
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Question 5: Purpose of using library services

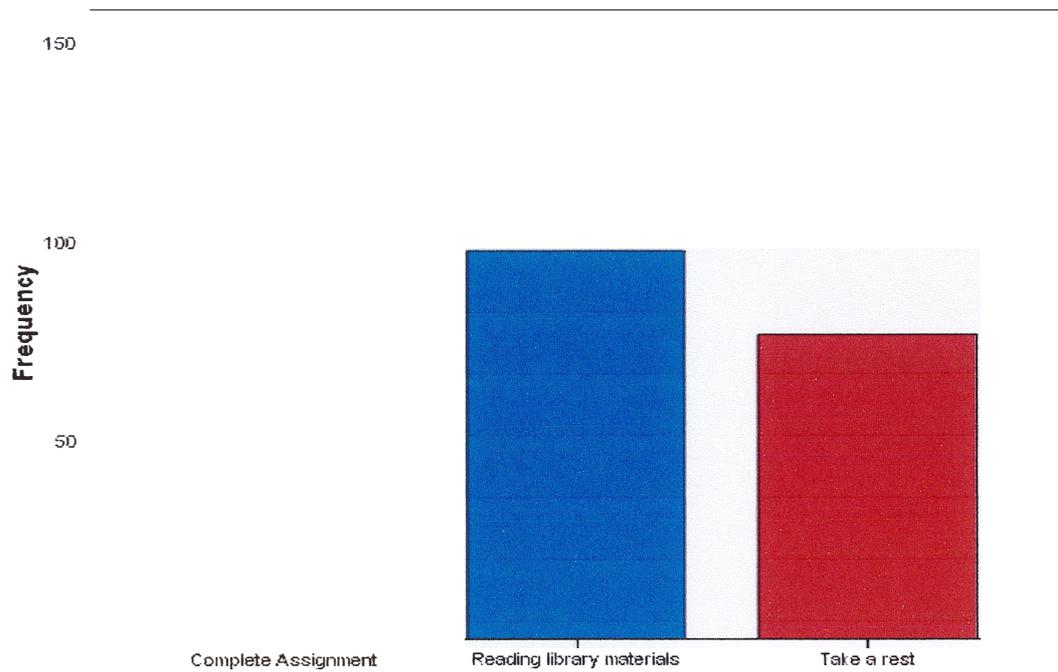
Table 4.5:

Purpose of using library services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Complete Assignment	149	46.3	46.3	46.3
	Reading library materials	97	30.1	30.1	76.4
	Take a rest	76	23.6	23.6	100.0
	Total	322	100.0	100.0	

Figure 4.5:

Purpose of using library services



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Section B: Satisfaction towards library services

Dimension: Reliability (The ability of PTDI to perform their services)

Statement 1: PTDI provide information that support my study needs.

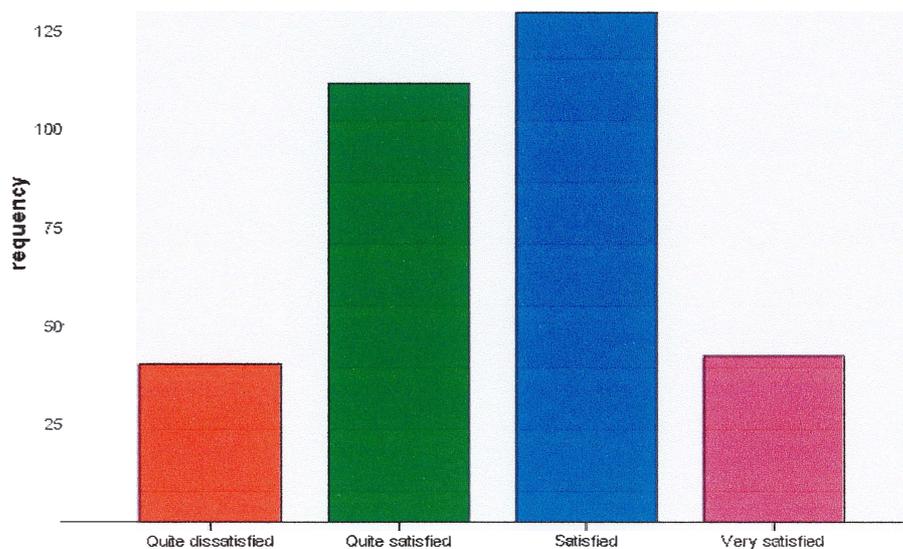
Table 4.6:

PTDI provide information sources that support my study needs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quite dissatisfied	40	12.4	12.4	12.4
	Quite satisfied	111	34.5	34.5	46.9
	Satisfied	129	40.1	40.1	87.0
	Very satisfied	42	13.0	13.0	100.0
	Total	322	100.0	100.0	

Figure 4.6:

PTDI provide information sources that support my study needs.



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
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Statement 2: PTDI allows me to use the services when I need it.

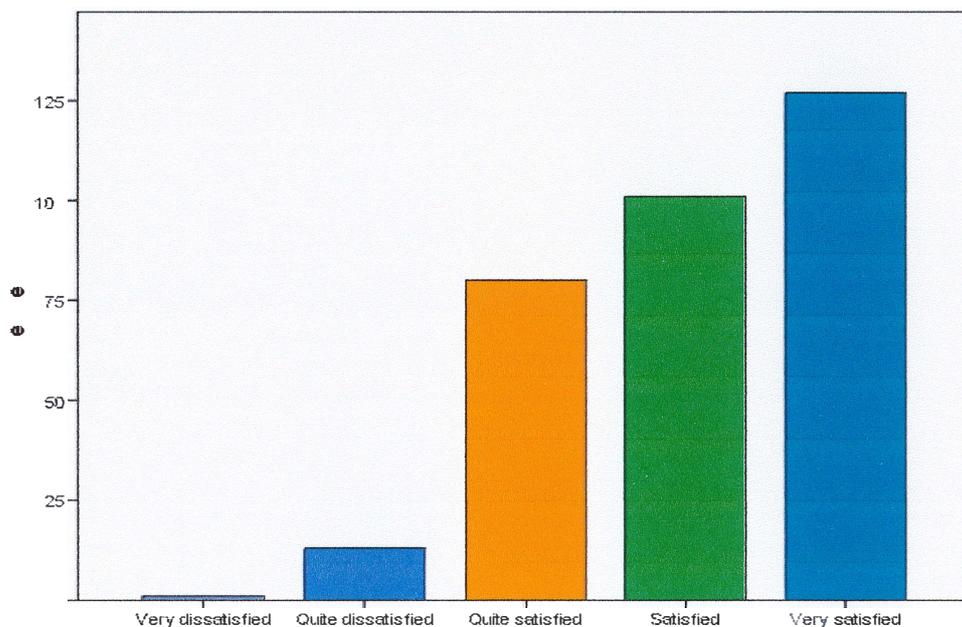
Table 4.7:

PTDI allows me to use the services when I need it.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very dissatisfied	1	.3	.3	.3
	Quite dissatisfied	13	4.0	4.0	4.3
	Quite satisfied	80	24.8	24.8	29.2
	Satisfied	101	31.4	31.4	60.6
	Very satisfied	127	39.4	39.4	100.0
	Total	322	100.0	100.0	

Figure 4.7:

PTDI allows me to use the services when I need it.



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
UiTM Cawangan Johor, Kampus Pasir Gudang

Statement 3: The order and maintenance of library materials on PTDI shelves are systematically arranged.

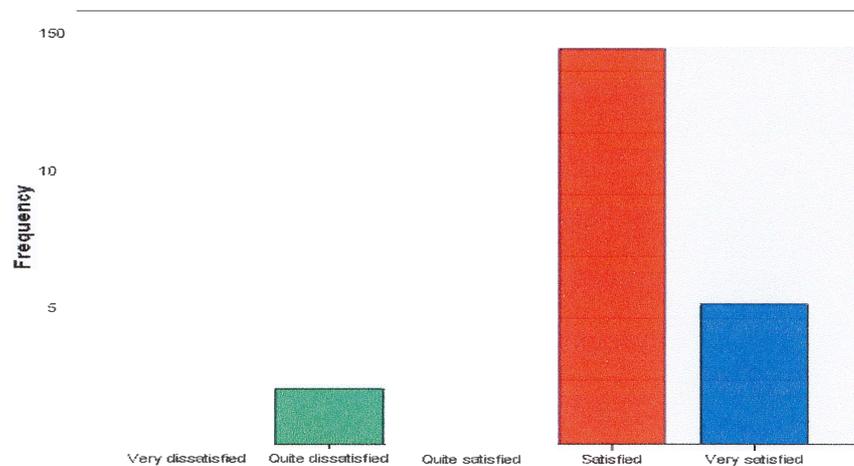
Table 4.8:

The order and maintenance of library materials on PTDI shelves are systematically arranged.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very dissatisfied	2	.6	.6	.6
	Quite dissatisfied	20	6.2	6.2	6.8
	Quite satisfied	105	32.6	32.6	39.4
	Satisfied	144	44.7	44.7	84.2
	Very satisfied	51	15.8	15.8	100.0
	Total	322	100.0	100.0	

Figure 4.8:

The order and maintenance of library materials on PTDI shelves are systematically arranged.



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
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Statement 4: PTDI provide electronics and printed resources that I need for my task.

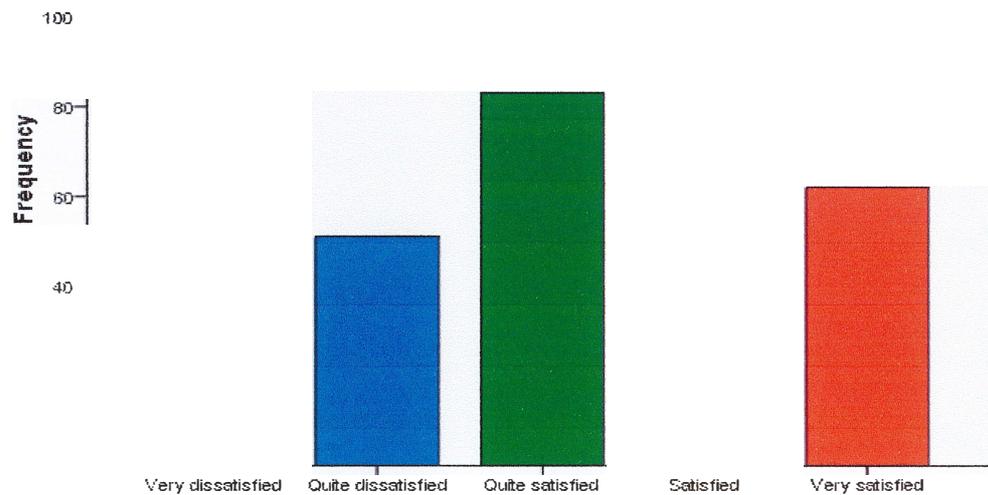
Table 4.9:

PTDI provide electronic and printed resources that I need for my task.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very dissatisfied	2	.6	.6	.6
	Quite dissatisfied	51	15.8	15.8	16.5
	Quite satisfied	83	25.8	25.8	42.2
	Satisfied	124	38.5	38.5	80.7
	Very satisfied	62	19.3	19.3	100.0
	Total	322	100.0	100.0	

Figure 4.9:

PTDI provide electronic and printed resources that I need for my task.



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
UiTM Cawangan Johor, Kampus Pasir Gudang

Statement 5: I'm satisfied with PTDI services hours.

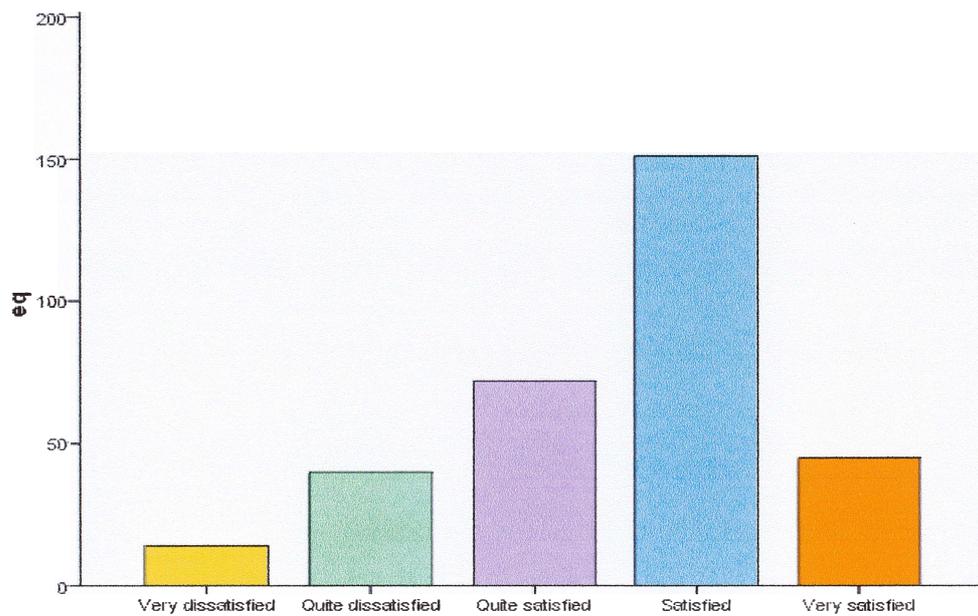
Table 4.10:

Satisfied with PTDI service hours.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very dissatisfied	14	4.3	4.3	4.3
	Quite dissatisfied	40	12.4	12.4	16.8
	Quite satisfied	72	22.4	22.4	39.1
	Satisfied	151	46.9	46.9	86.0
	Very satisfied	45	14.0	14.0	100.0
	Total	322	100.0	100.0	

Figure 4.10:

Satisfied with PTDI service hours



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
UiTM Cawangan Johor, Kampus Pasir Gudang

Dimension: Tangible (The appearance of facilities and equipment in the library).

Statement 6: Library provides me with the facilities that I need for individual study.

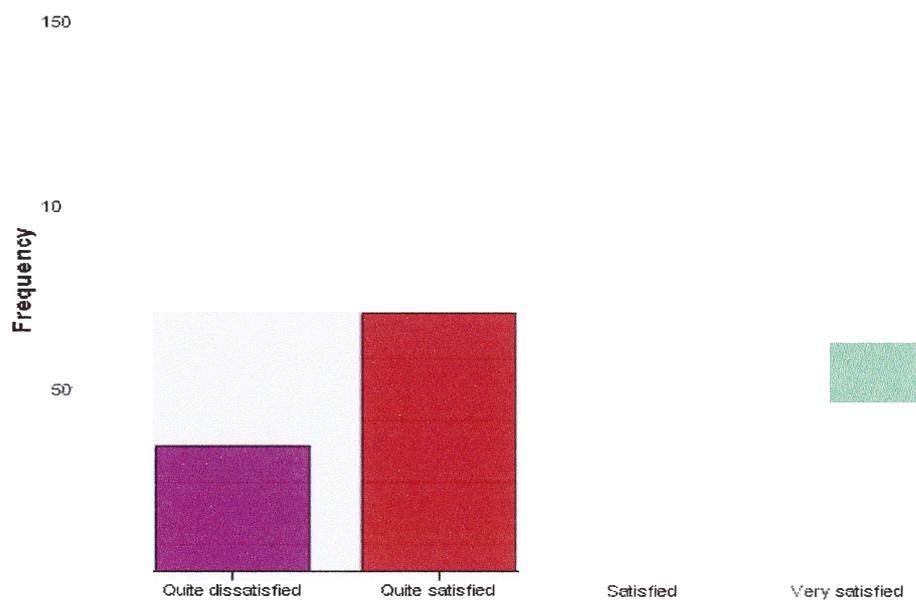
Table 4.11:

Library provides me with the facilities that I need for individual study.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quite dissatisfied	34	10.6	10.6	10.6
	Quite satisfied	70	21.7	21.7	32.3
	Satisfied	148	46.0	46.0	78.3
	Very satisfied	70	21.7	21.7	100.0
	Total	322	100.0	100.0	

Figure 4.11:

Library provides me with the facilities that I need for individual study.



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
UiTM Cawangan Johor, Kampus Pasir Gudang

Statement 7: The availability of working photocopy machine.

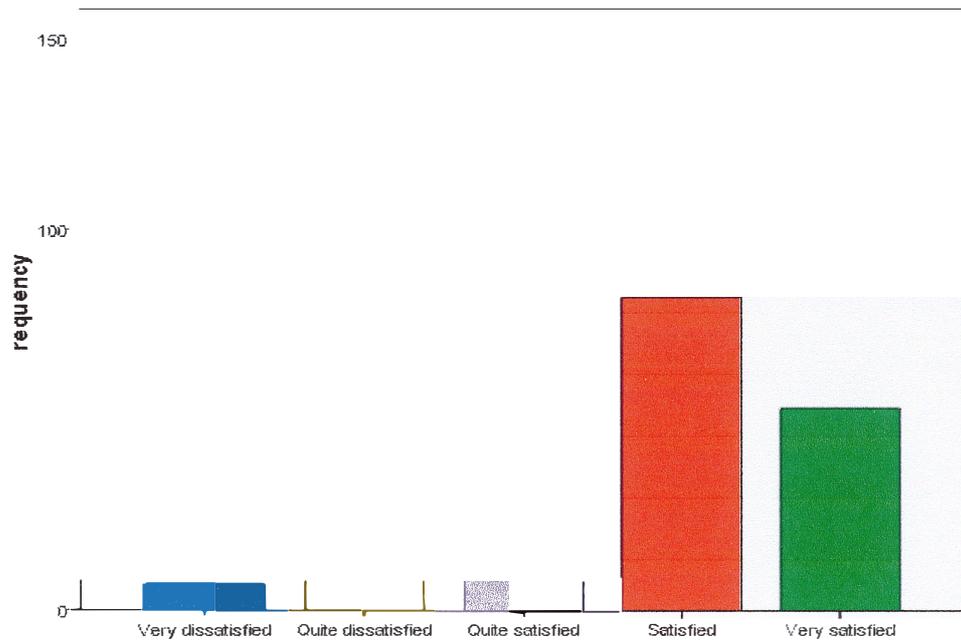
Table 4.12:

The availability of working photocopy machine.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very dissatisfied	7	2.2	2.2	2.2
	Quite dissatisfied	39	12.1	12.1	14.3
	Quite satisfied	141	43.8	43.8	58.1
	Satisfied	82	25.5	25.5	83.5
	Very satisfied	53	16.5	16.5	100.0
	Total	322	100.0	100.0	

Figure 4.12:

The availability of working photocopy machine



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
UiTM Cawangan Johor, Kampus Pasir Gudang

Statement 8: The availability of computers and printers.

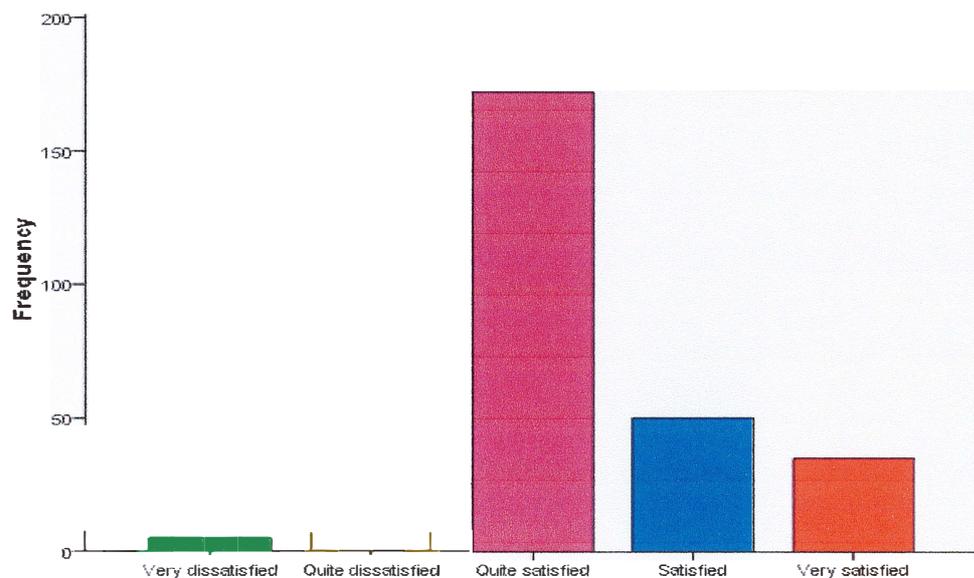
Table 4.13:

The availability of computers and printers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very dissatisfied	5	1.6	1.6	1.6
	Quite dissatisfied	60	18.6	18.6	20.2
	Quite satisfied	172	53.4	53.4	73.6
	Satisfied	50	15.5	15.5	89.1
	Very satisfied	35	10.9	10.9	100.0
	Total	322	100.0	100.0	

Table 4.13:

The availability of computers and printers



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
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Statement 9: The location of equipment in PTDI is suitable.

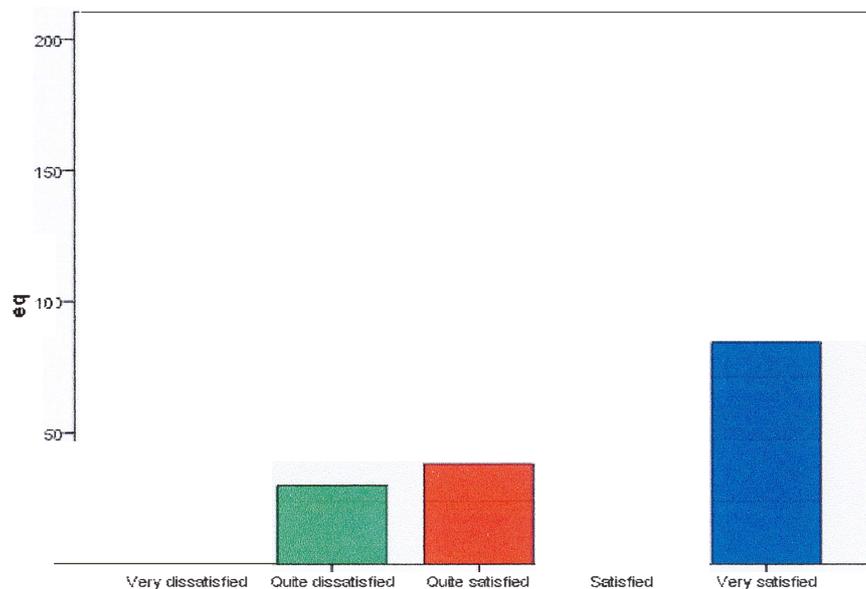
Table 4.14:

The location of equipment in PTDI is suitable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very dissatisfied	8	2.5	2.5	2.5
	Quite dissatisfied	30	9.3	9.3	11.8
	Quite satisfied	38	11.8	11.8	23.6
	Satisfied	162	50.3	50.3	73.9
	Very satisfied	84	26.1	26.1	100.0
	Total	322	100.0	100.0	

Figure 4.14:

The location of equipment in PTDI is suitable.



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
UiTM Cawangan Johor, Kampus Pasir Gudang

Statement 10: Safety features in PTDI are available.

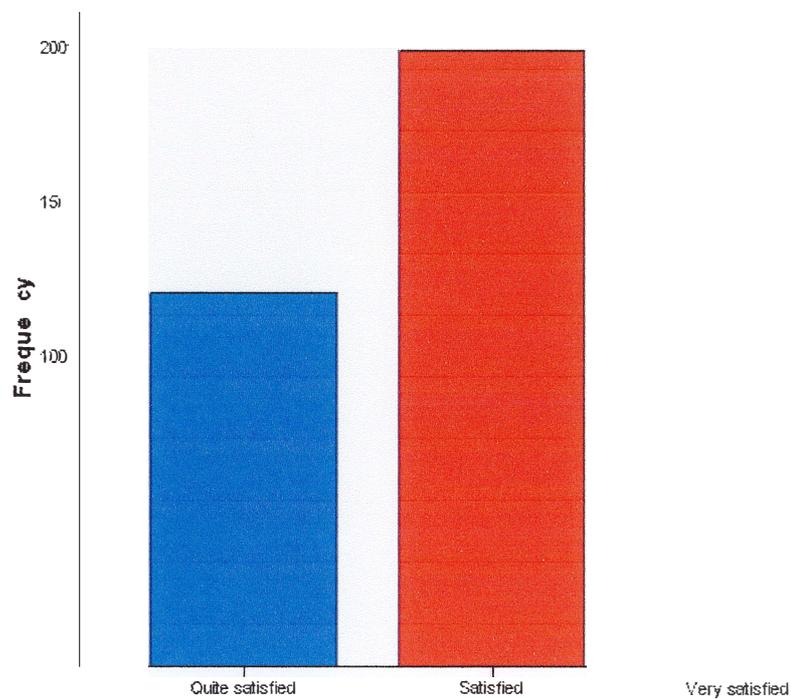
Table 4.15:

Safety features in PTDI are available.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quite satisfied	120	37.3	37.3	37.3
	Satisfied	198	61.5	61.5	98.8
	Very satisfied	4	1.2	1.2	100.0
	Total	322	100.0	100.0	

Figure 4.15:

Safety features in PTDI are available.



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
UiTM Cawangan Johor, Kampus Pasir Gudang

Statement 11: I'm feeling comfortable with the arrangement of equipment in PTDI.

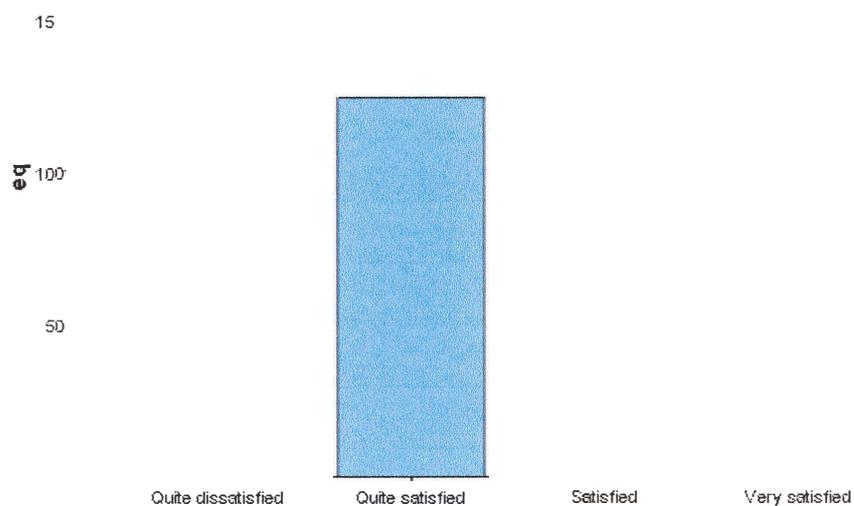
Table 4.16:

I'm feeling comfortable with the arrangement of equipment in PTDI

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quite dissatisfied	14	4.3	4.3	4.3
	Quite satisfied	124	38.5	38.5	42.9
	Satisfied	156	48.4	48.4	91.3
	Very satisfied	28	8.7	8.7	100.0
	Total	322	100.0	100.0	

Figure 4.16:

I'm feeling comfortable with the arrangement of equipment in PTDI



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
UiTM Cawangan Johor, Kampus Pasir Gudang

Dimension: Responsiveness (The willingness of library to help customers)

Statement 12: PTDI able to provide immediate services

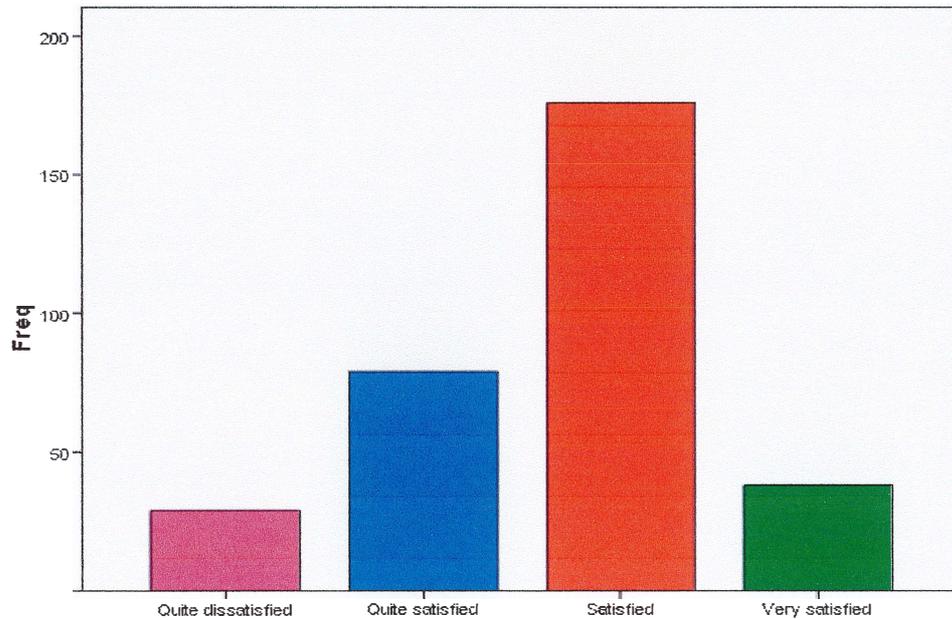
Table 4.17:

PTDI able to provides immediate service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quite dissatisfied	29	9.0	9.0	9.0
	Quite satisfied	79	24.5	24.5	33.5
	Satisfied	176	54.7	54.7	88.2
	Very satisfied	38	11.8	11.8	100.0
	Total	322	100.0	100.0	

Figure 4.17:

PTDI able to provides immediate services.



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
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Statement 13: PTDI provides me with services as promised.

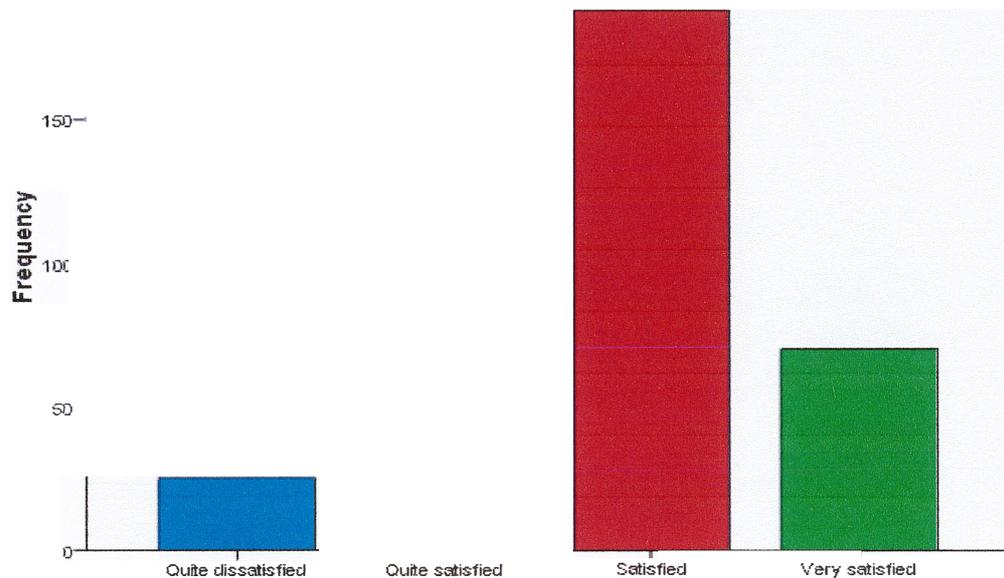
Table 4.18:

PTDI provides me with services as promised

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quite dissatisfied	25	7.8	7.8	7.8
	Quite satisfied	39	12.1	12.1	19.9
	Satisfied	188	58.4	58.4	78.3
	Very satisfied	70	21.7	21.7	100.0
	Total	322	100.0	100.0	

Figure 4.18:

PTDI provides me with services as promised.



Statement 14: Timely document delivery or Inter Library Loan at PTDI is efficient.

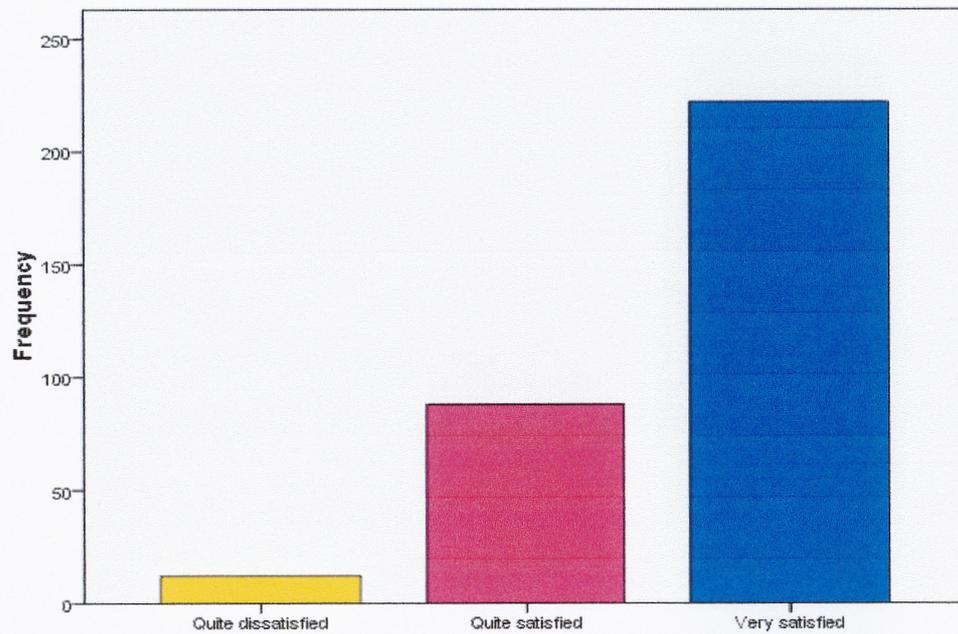
Table 4.19:

Timely document delivery or Inter Library Loan at PTDI is efficient

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quite dissatisfied	12	3.7	3.7	3.7
	Quite satisfied	88	27.3	27.3	31.1
	Very satisfied	222	68.9	68.9	100.0
	Total	322	100.0	100.0	

Figure 4.19:

Timely document delivery or Inter Library Loan at PTDI is efficient



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
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Statement 15: PTDI services help me to retrieve information effectively.

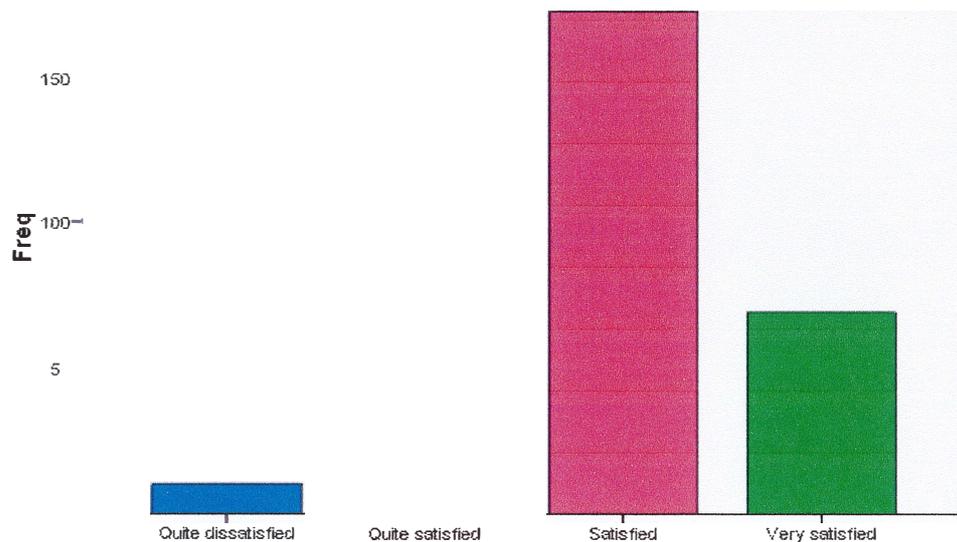
Table: 4.20:

PTDI to retrieve information effectively services help me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quite dissatisfied	10	3.1	3.1	3.1
	Quite satisfied	71	22.0	22.0	25.2
	Satisfied	172	53.4	53.4	78.6
	Very satisfied	69	21.4	21.4	100.0
Total		322	100.0	100.0	

Figure 4.20:

PTDI services help me to retrieve information effectively



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
UiTM Cawangan Johor, Kampus Pasir Gudang

Statement 16: Library staffs at PTDI always help and understand my needs.

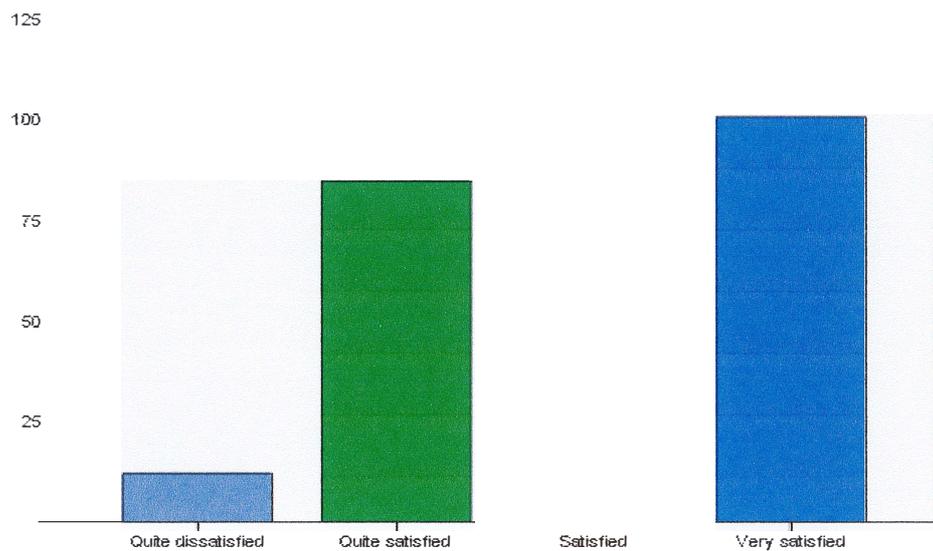
Table 4.21:

Library staffs always help and understand my needs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quite dissatisfied	12	3.7	3.7	3.7
	Quite satisfied	84	26.1	26.1	29.8
	Satisfied	126	39.1	39.1	68.9
	Very satisfied	100	31.1	31.1	100.0
	Total	322	100.0	100.0	

Figure 4.21:

Library staffs always help and understand my needs.



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
UiTM Cawangan Johor, Kampus Pasir Gudang

Section C: Type of services that respondent satisfy with.

Statement 17: Library facilities

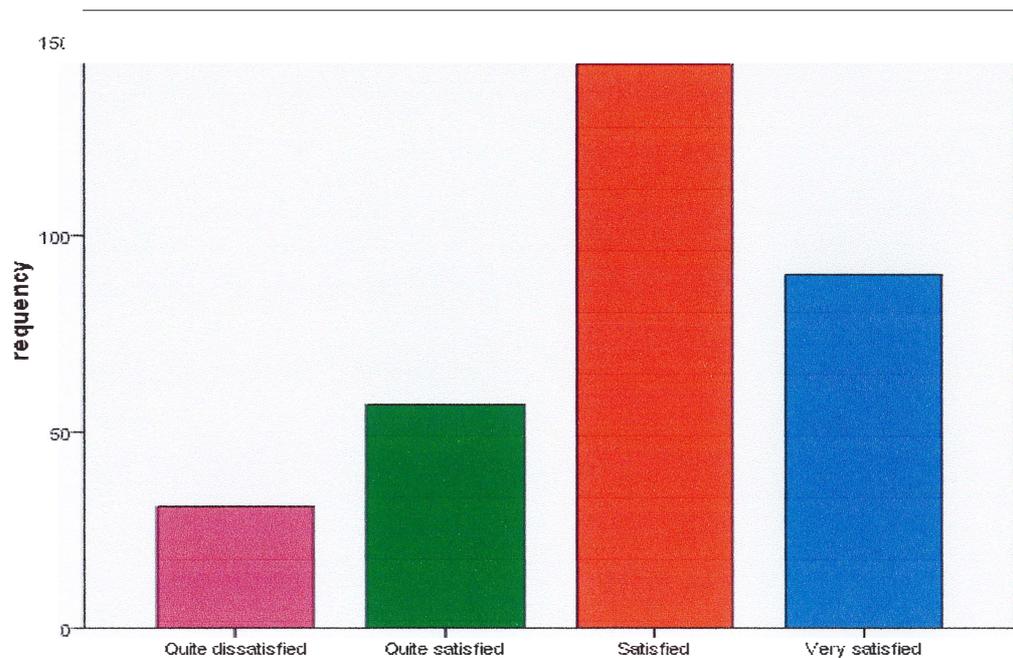
Table 4.22:

Library facilities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quite dissatisfied	31	9.6	9.6	9.6
	Quite satisfied	57	17.7	17.7	27.3
	Satisfied	144	44.7	44.7	72.0
	Very satisfied	90	28.0	28.0	100.0
	Total	322	100.0	100.0	

Figure 4.22:

Library facilities



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
UiTM Cawangan Johor, Kampus Pasir Gudang

Statement 18: Library collections

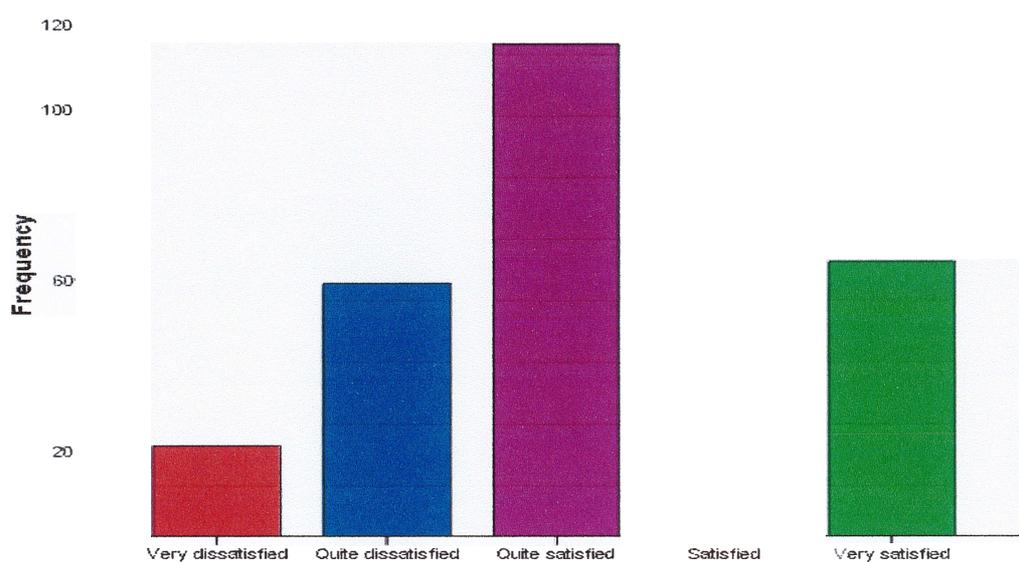
Table 4.23:

Library collections

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very dissatisfied	21	6.5	6.5	6.5
	Quite dissatisfied	59	18.3	18.3	24.8
	Quite satisfied	115	35.7	35.7	60.6
	Satisfied	63	19.6	19.6	80.1
	Very satisfied	64	19.9	19.9	100.0
	Total	322	100.0	100.0	

Figure 4.23:

Library collections



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
UiTM Cawangan Johor, Kampus Pasir Gudang

Statement 19: Staff approachability

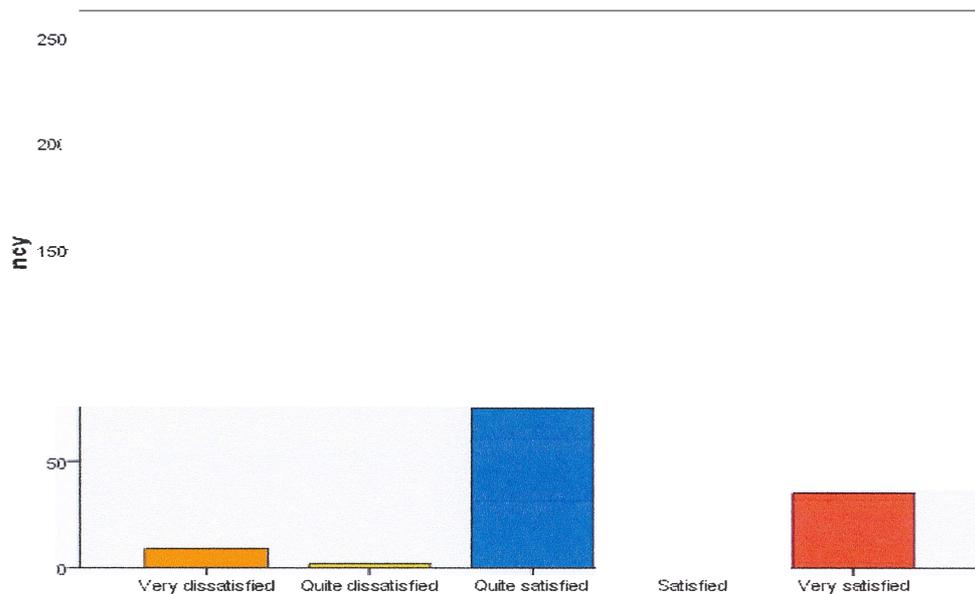
Table 4.24:

Staff approachability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very dissatisfied	9	2.8	2.8	2.8
	Quite dissatisfied	2	.6	.6	3.4
	Quite satisfied	75	23.3	23.3	26.7
	Satisfied	201	62.4	62.4	89.1
	Very satisfied	35	10.9	10.9	100.0
Total		322	100.0	100.0	

Figure 4.24:

Staff approachability



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
UiTM Cawangan Johor, Kampus Pasir Gudang

Statement 20: Service counter

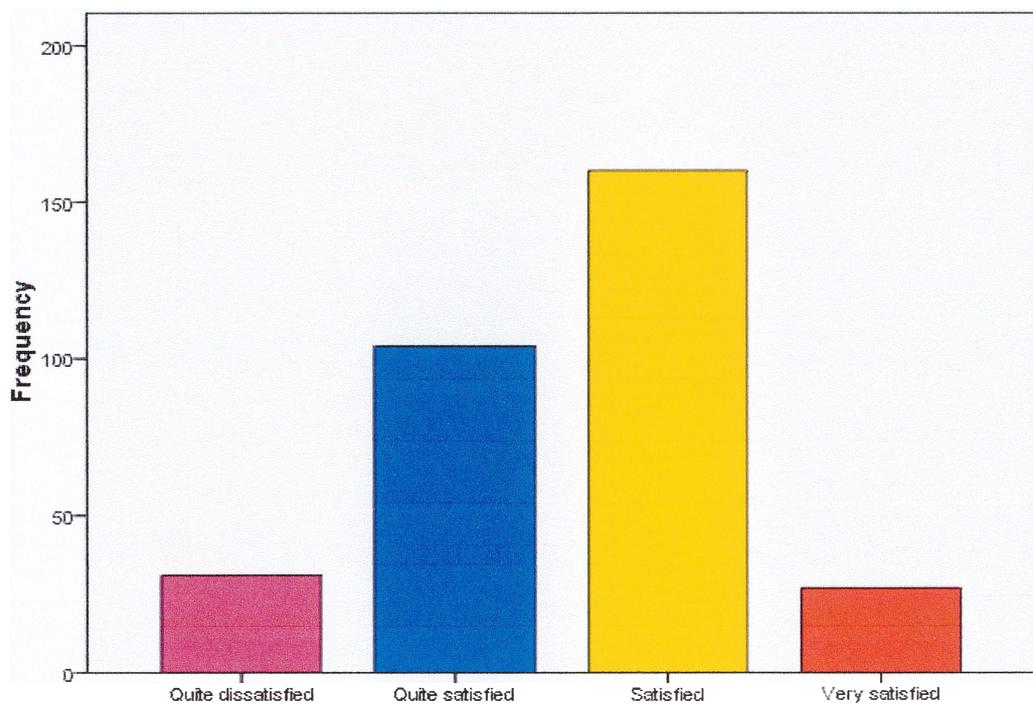
Table 4.25:

Service counter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quite dissatisfied	31	9.6	9.6	9.6
	Quite satisfied	104	32.3	32.3	41.9
	Satisfied	160	49.7	49.7	91.6
	Very satisfied	27	8.4	8.4	100.0
	Total	322	100.0	100.0	

Figure 4.25:

Service counter



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
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Section D: Satisfaction towards the overall assessment of library services

Statement 21: PTDI services give a positive impact on my learning process.

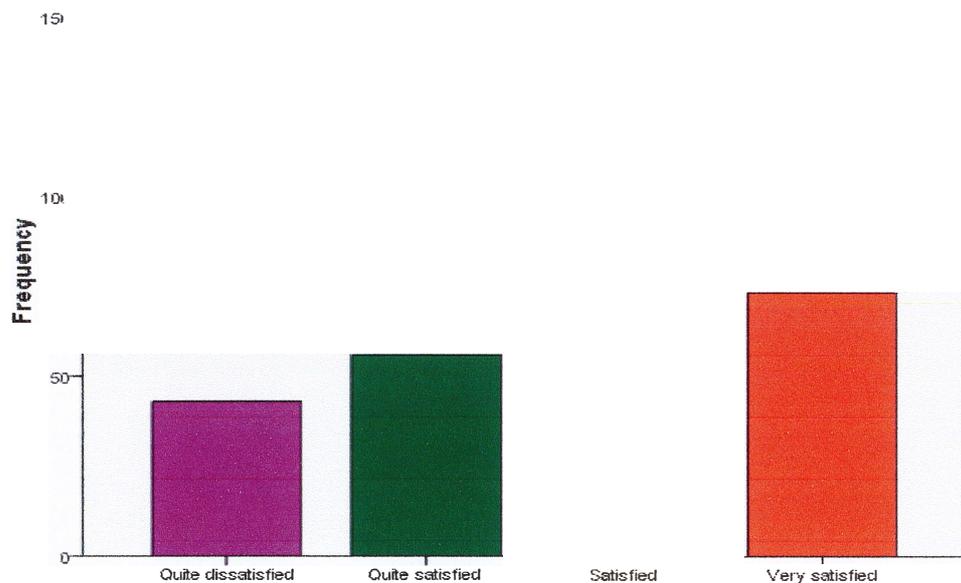
Table 4.26:

PTDI services give a positive impact on my learning process

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quite dissatisfied	43	13.4	13.4	13.4
	Quite satisfied	56	17.4	17.4	30.7
	Satisfied	150	46.6	46.6	77.3
	Very satisfied	73	22.7	22.7	100.0
	Total	322	100.0	100.0	

Figure 4.26:

PTDI services give a positive impact on my learning process.



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Statement 22: On the whole, I am satisfied with services provided by PTDI

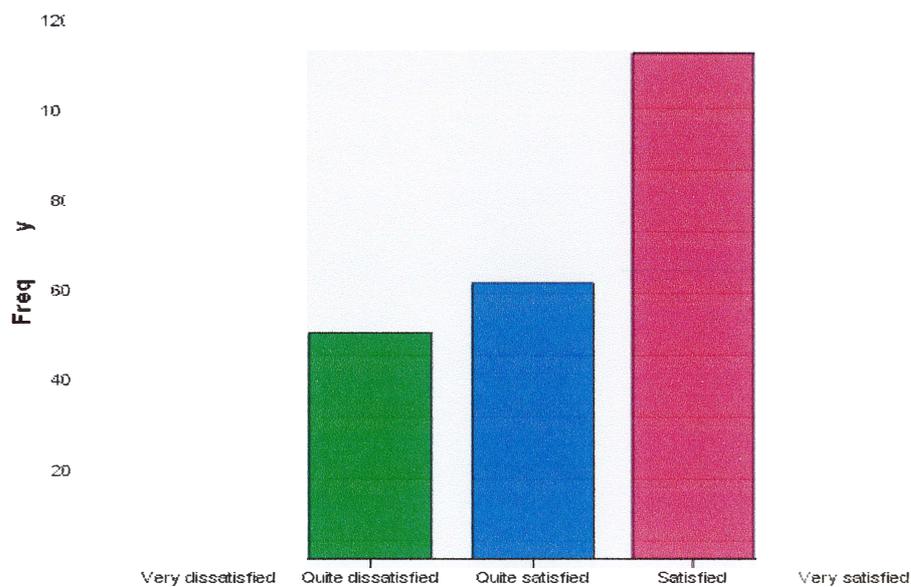
Table 4.27:

On the whole, I am satisfied with services provided by PTDI

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very dissatisfied	13	4.0	4.0	4.0
	Quite dissatisfied	50	15.5	15.5	19.6
	Quite satisfied	61	18.9	18.9	38.5
	Satisfied	112	34.8	34.8	73.3
	Very satisfied	86	26.7	26.7	100.0
	Total	322	100.0	100.0	

Figure 4.27:

On the whole, I am satisfied with services provided by PTDI



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
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Statement 23: Level of services provided by PTDI is high.

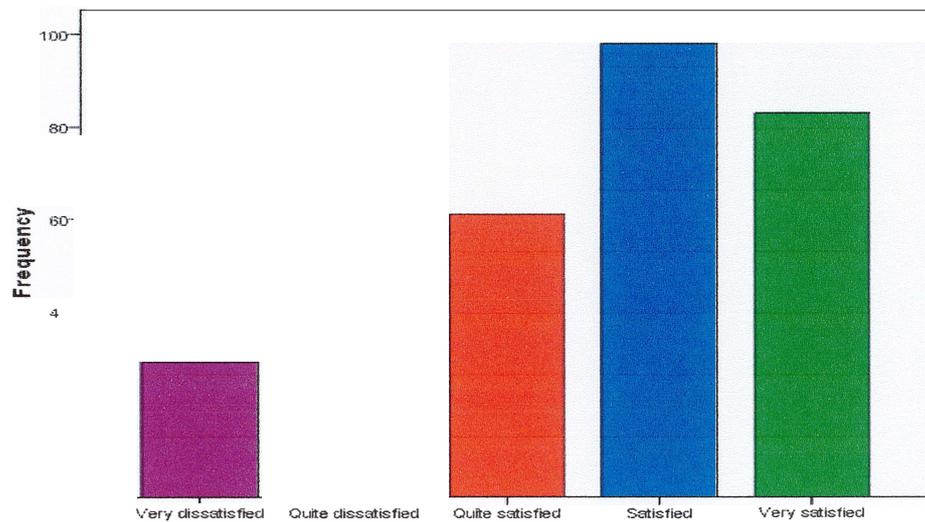
Table 4.28:

Level of services provided by PTDI is high.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very dissatisfied	29	9.0	9.0	9.0
	Quite dissatisfied	51	15.8	15.8	24.8
	Quite satisfied	61	18.9	18.9	43.8
	Satisfied	98	30.4	30.4	74.2
	Very satisfied	83	25.8	25.8	100.0
	Total	322	100.0	100.0	

Figure 4.28:

Level of services provided by PTDI is high.



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
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Section E: Suggestion and recommendation regarding services provided by PTDI.

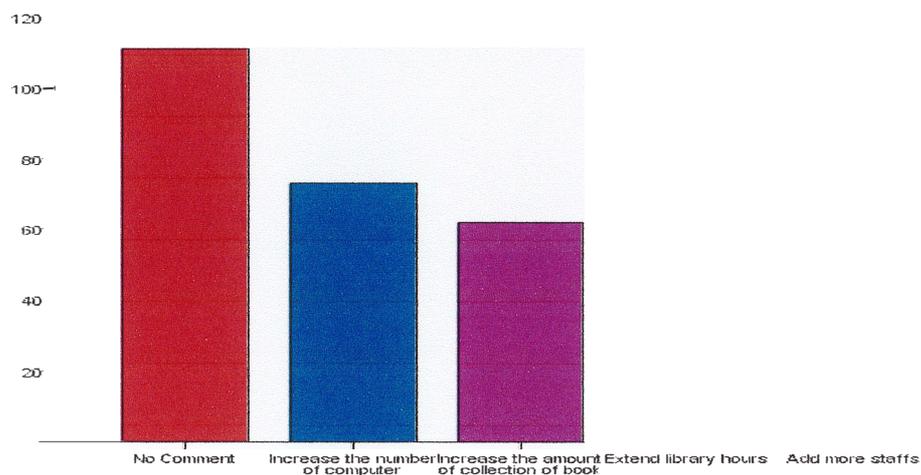
Table 4.29:

Suggestion and recommendation regarding services provided by PTDI

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Comment	111	34.5	34.5	34.5
	Increase the number of computer	73	22.7	22.7	57.1
	Increase the amount of collection of book	62	19.3	19.3	76.4
	Extend library hours	49	15.2	15.2	91.6
	Add more staffs	27	8.4	8.4	100.0
	Total	322	100.0	100.0	

Figure 4.29:

Suggestion and recommendation regarding services provided by PTDI



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail, UiTM Cawangan Johor, Kampus Pasir Gudang

Refer to my objective in this case study, there are findings based on the objective:

Objective 1: To identify the level of students satisfaction towards library services at Perpustakaan Tun Dr. Ismail, UiTM Cawangan Johor, Kampus Pasir Gudang.

This objective identified based on 3 dimension:

1. *Reliability (The ability of library to perform their services).*

Table 4.30:
The frequency of marked statement on reliability dimension

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very dissatisfied	19	1.2	1.2	1.2
	Quite dissatisfied	164	10.2	10.2	11.4
	Quite satisfied	451	28.0	28.0	39.4
	Satisfied	649	40.3	40.3	79.7
	Very satisfied	327	20.3	20.3	100.0
	Total	1610	100.0	100.0	

Figure 4.30:
The frequency of marked statement on reliability dimension

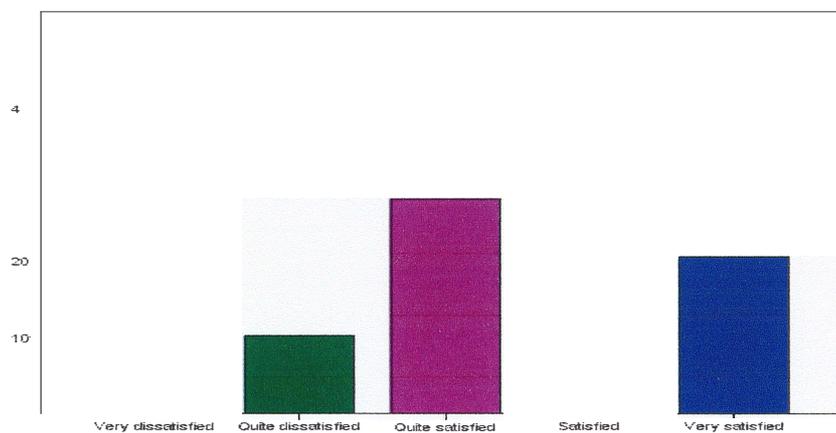


Figure 4.30 shows that the frequency of marked statement on reliability dimension. The highest total marked is satisfied were 40.3% (649), followed by quite satisfied

Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail, UiTM Cawangan Johor, Kampus Pasir Gudang

were 28.0% (451) then, very satisfied were 20.3% (327) and quite dissatisfied 10.2% (164). The lowest number is very dissatisfied were 1.2% (19).

2. *Tangible (The appearance of facilities and equipment in the library)*

Table: 4.31:

The frequency of marked statement on Likert scale

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very dissatisfied	20	1.1	1.1	1.1
	Quite dissatisfied	177	9.4	9.4	10.5
	Quite satisfied	665	35.3	35.3	45.8
	Satisfied	746	39.6	39.6	85.4
	Very satisfied	274	14.6	14.6	100.0
	Total	1882	100.0	100.0	

Figure 4.31:

The frequency of marked statement on Likert scale

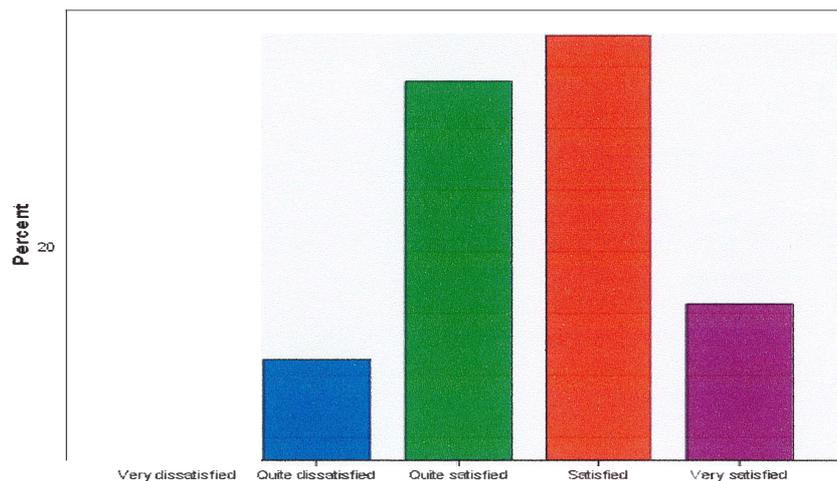


Figure 4.31 shows that the highest marked statement is satisfied were 39.6% (746). Followed by quite satisfied with 35.3% (665), very satisfied were

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14.6% (274), quite dissatisfied were 9.4% (177) while the lowest of marked statement is 1.1% (20).

3. *Responsiveness (The willingness of library to help customers)*

Table 4.32:

The frequency of marked statement on Likert scale

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quite dissatisfied	88	5.5	5.5	5.5
	Quite satisfied	361	22.4	22.4	27.9
	Satisfied	662	41.1	41.1	69.0
	Very satisfied	499	31.0	31.0	100.0
	Total	1610	100.0	100.0	

Figure 4.32:

The frequency of marked statement on Likert scale

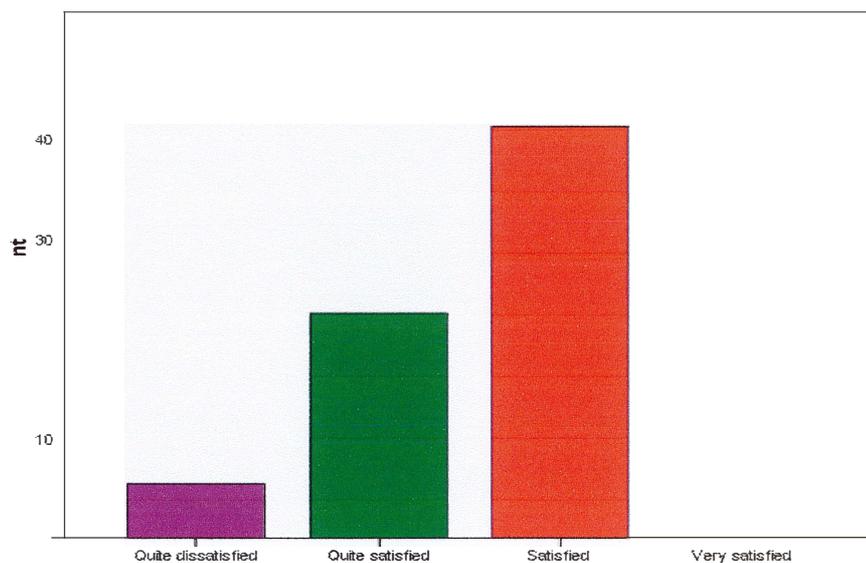


Figure 4.32 shows that 41.1% (662) were satisfied towards responsiveness dimension. Meanwhile, 31.0% (499) were very satisfied and 22.4% (361) were quite satisfied. The lowest marked were quite dissatisfied which is 5.5% (88).

Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail, UiTM Cawangan Johor, Kampus Pasir Gudang

Objective 2: To identify the services that students satisfy towards library services at Perpustakaan Tun Dr. Ismail, UiTM Cawangan Johor, Kampus Pasir Gudang.

Table 4.33:

Library facilities		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quite dissatisfied	31	9.6	9.6	9.6
	Quite satisfied	57	17.7	17.7	27.3
	Satisfied	144	44.7	44.7	72.0
	Very satisfied	90	28.0	28.0	100.0
	Total	322	100.0	100.0	

Figure 4.33:

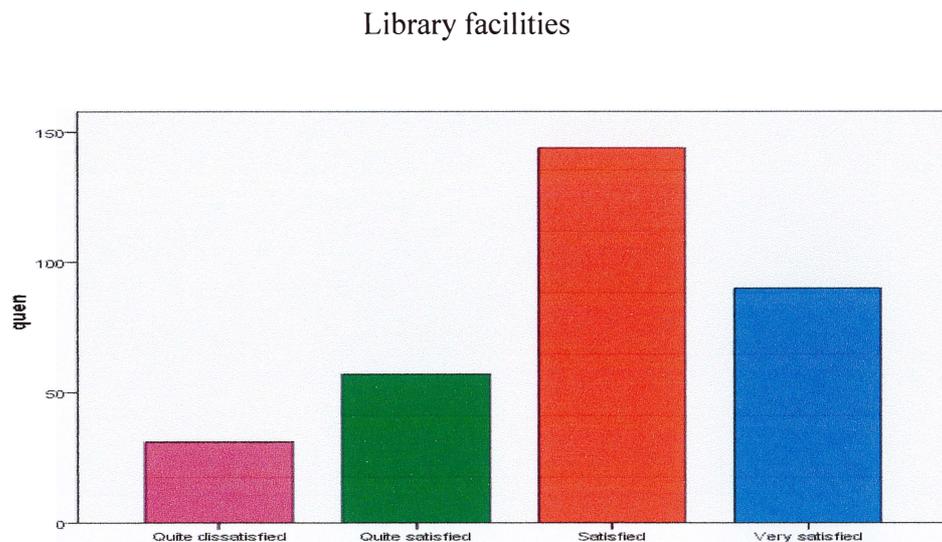


Figure 4.33 shows that 44.7% (144 respondent) were satisfied with library facilities in PTDI. 28.0% (90 respondent) very satisfied, 17.7% (57 respondent) were quite satisfied while 9.6% (31 respondent) were quite dissatisfied. Majority all of the users were satisfied because of PTDI plays a role in providing good facilities such as 24 hour room, meeting room and seminar room.

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Table 4.34:

		Library collections			
Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Very dissatisfied	21	6.5	6.5	6.5
	Quite dissatisfied	59	18.3	18.3	24.8
	Quite satisfied	115	35.7	35.7	60.6
	Satisfied	63	19.6	19.6	80.1
	Very satisfied	64	19.9	19.9	100.0
	Total	322	100.0	100.0	

Figure 4.34:

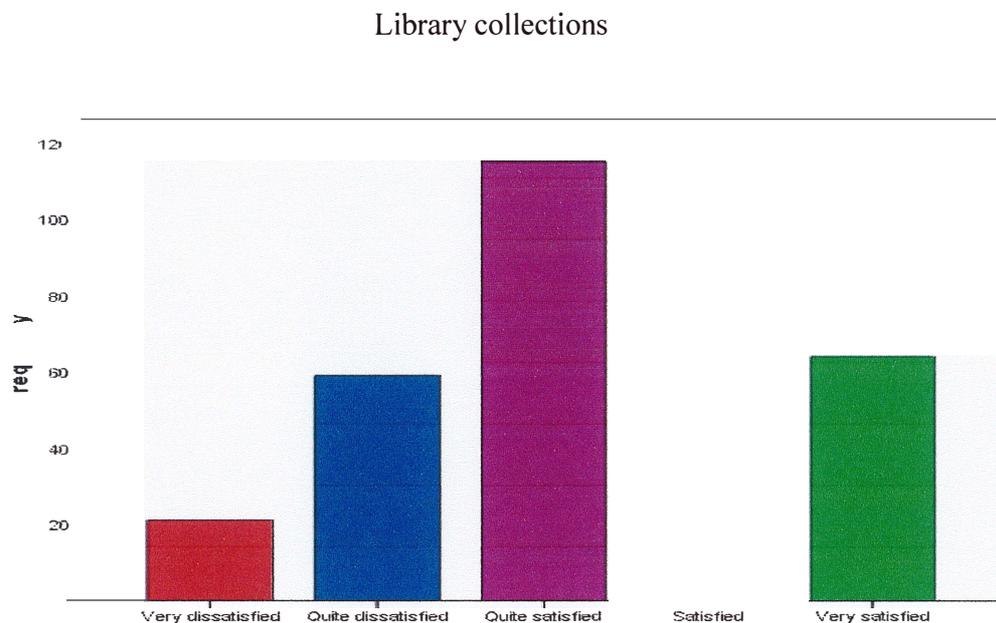


Figure 4.34 shows that 35.7% (115 respondent) were quite satisfied with library collection in PTDI. 19.6% (63 respondent) were satisfied, 19.9% (64 respondent) were very satisfied, 18.3% (59 respondent) were quite dissatisfied while 6.5% (21) were very dissatisfied. Majority all of the respondents quite satisfied towards library collection because of the little amount and topic of the collection itself.

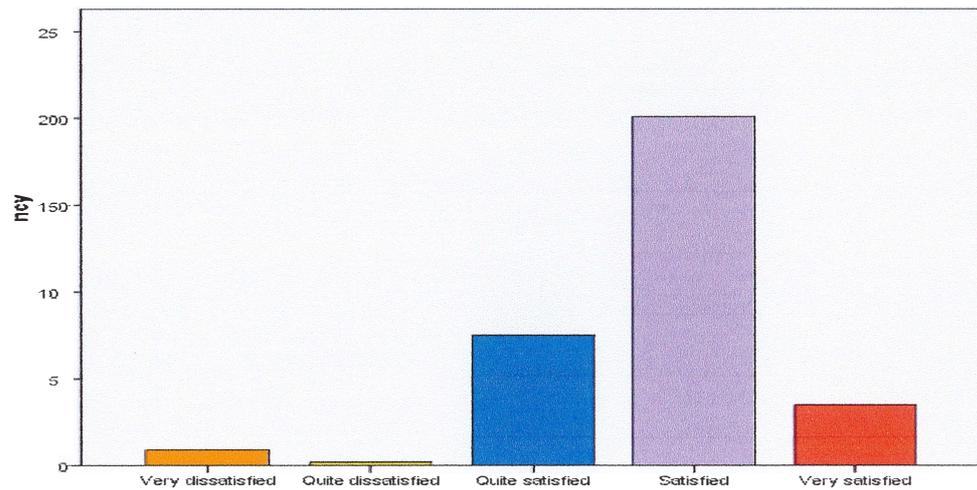
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Table 4.35:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very dissatisfied	9	2.8	2.8	2.8
	Quite dissatisfied	2	.6	.6	3.4
	Quite satisfied	75	23.3	23.3	26.7
	Satisfied	201	62.4	62.4	89.1
	Very satisfied	35	10.9	10.9	100.0
Total		322	100.0	100.0	

Figure 4.35:

Staff approachability



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail,
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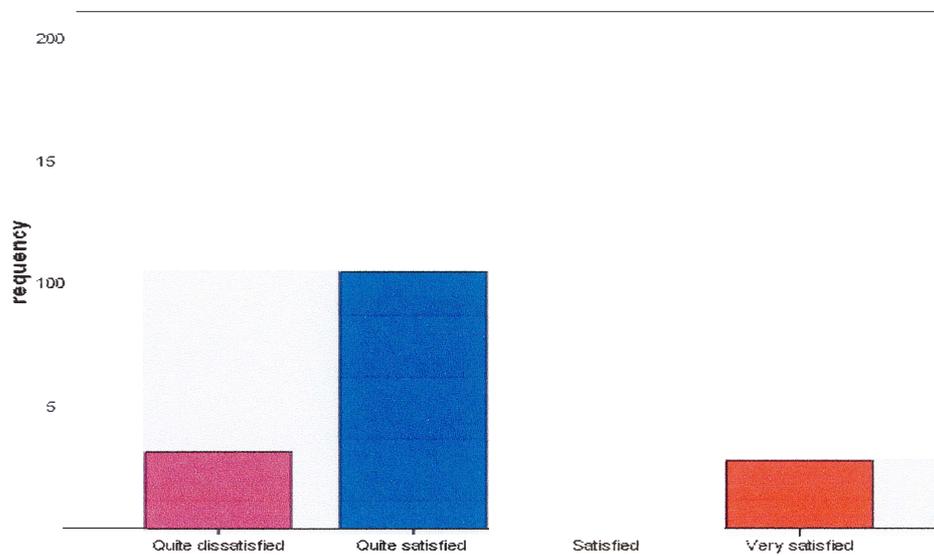
Table 4.36:

Service counter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quite dissatisfied	31	9.6	9.6	9.6
	Quite satisfied	104	32.3	32.3	41.9
	Satisfied	160	49.7	49.7	91.6
	Very satisfied	27	8.4	8.4	100.0
	Total	322	100.0	100.0	

Figure 4.36:

Service counter



Students Satisfaction Towards Library Services at Perpustakaan Tun Dr Ismail, UiTM Cawangan Johor, Kampus Pasir Gudang

Objective 3: To identify students satisfaction towards the overall assessment of library services at Perpustakaan Tun Dr. Ismail, UiTM Cawangan Johor, Kampus Pasir Gudang.

Table 4.37:
The frequency of marked statement on Likert scale.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very dissatisfied	42	4.3	4.3	4.3
	Quite dissatisfied	144	14.9	14.9	19.3
	Quite satisfied	178	18.4	18.4	37.7
	Satisfied	360	37.3	37.3	74.9
	Very satisfied	242	25.1	25.1	100.0
	Total	966	100.0	100.0	

Figure 4.37:
The frequency of marked statement on Likert scale.

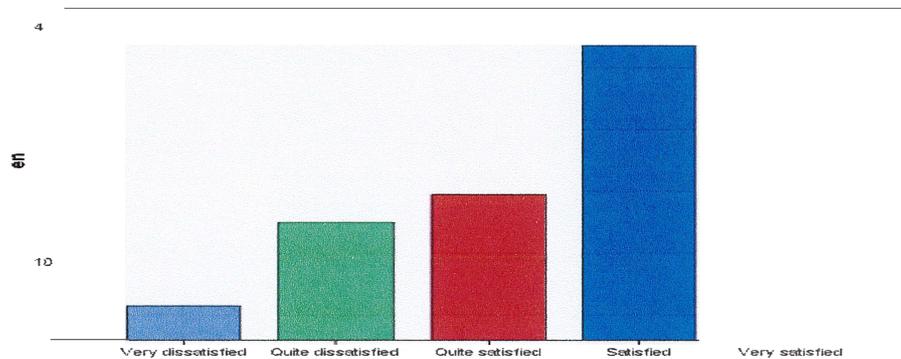


Figure 4.37 shows that respondent are satisfied were 37.3 (360). Then, very satisfied were 25.1% (242), quite satisfied were 18.4% (178), and quite dissatisfied were 14.9% (144). The lowest is very dissatisfied were 4.3% (42).

4.3: Discussion

Section A: Demographic information

Figure 4.1 shows that more than half of respondent is male which is 56.5% (182). Meanwhile, 43.5% (140) of respondent is female.

Figure 4.2 shows that the highest number of respondent is Faculty of Mechanical Engineering which is 25.2% (81) . Followed by Faculty of Electrical Engineering which is 19.6% (63), and Faculty of Chemical Engineering with 18.0% (58). There are only 24.5% (79) and 12.7% (41) from Faculty of Civil Engineering and Faculty of Business Management.

Figure 4.3 shows that 50.0% (161) from semester 1. Meanwhile, 5.9% (19) from semester 2 and 25.8% (83) from semester 3. Furthermore, there are 6.2% (20), 10.2% (33) and 1.9% (6) from semester 4, semester 5 and semester 6.

Figure 4.4 shows that more than half of respondent which is 58.7% (189 respondent) is frequently use the library services. Meanwhile, 41.3% (133 respondent) is seldom in using library services.

Figure 4.5 shows that the amount of respondent that use the library services with purpose to complete their assignment is 46.3% (149). Meanwhile, there are 30.1% (97) using the library services to reading library materials. Furthermore, 23.6% (76) using the library services with the purpose to take a rest.

Section B: Satisfaction towards library services

Dimension: Reliability

(The ability of PTDI to performs their services)

Figure 4.6 shows that 0.3% (1 respondent) were very dissatisfied with information sources that provided by PTDI to support their study needs, 4.0% (13 respondent) were quite dissatisfied, and 24.8% (80 respondent) were quite satisfied.

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Meanwhile, 31.4% (101 respondent) and 39.4% (127 respondent) were satisfied and very satisfied.

From figure 4.7, it shows that 0.3% (1 respondent) were very dissatisfied with the statement “PTDI allows me to use the services when I need it”. 4.0% (13 respondent) were quite dissatisfied, 24.8% (80 respondent) were quite satisfied, 31.4% (101 respondent) were satisfied and 39.4% (127 respondent) were very dissatisfied.

Figure 4.8 shows that 0.6% (2 respondent) were very dissatisfied with the arrangement of library materials. 6.2% (20 respondent) were quite dissatisfied, 32.6% (105 respondent) were quite satisfied, 44.7% (144 respondent) were satisfied and 15.8% (51 respondent) were satisfied. Related with this percentage of satisfied is high, it is because PTDI arrange all of the library based on the suitability. For example, reference books are located at the ground floor, second floor for general topic, while, third floor refer to business, novel, and engineering books. It shows that the arrangement allow users to access the books.

Figure 4.9 shows that 0.6% (2 respondent) very dissatisfied with electronic and printed resources that provided to them in order to fulfill their task. In addition, 15.8% (51 respondent) were quite satisfied, 25.8% (83 respondent) were quite satisfied, 38.5% (124 respondent) were satisfied, 19.3% (62 respondent) were very satisfied.

Figure 4.10 shows that 4.3% (14 respondent) were very dissatisfied with PTDI library service hours. Meanwhile, 12.4% (40 respondent) were quite satisfied, 22.4% (72 respondent) were quite satisfied, 46.9% (151 respondent) were satisfied and 14.0% (45 respondent) were very satisfied.

Dimension: Tangible

(The appearance of facilities and equipment in the library)

Figure 4.11 shows that 10.6% (34 respondent) were quite satisfied with facilities that they need for individual study. 21.7% (70 respondent) were quite satisfied, 46.0% (148 respondent) were satisfied, while 21.7% (70 respondent) were very satisfied.

Figure 4.12 shows that 2.2% (7 respondents) were very dissatisfied with the availability of working photocopier machine. Meanwhile, 12.1% were quite satisfied, 43.8% (141 respondent) were quite satisfied, 25.5% (82 respondent) were satisfied and 16.5% (53 respondent) were very satisfied. Refer to quite satisfied percentage is higher, it is because there are only one photocopier machine is available and provided at PTDI. This situation cause the satisfaction level among students is quite satisfied while, the demand to photocopier machine is high.

Figure 4.13 shows that 1.6% (5 respondent) were very dissatisfied with the availability of computers and printer. In addition, 18.6% (60 respondent) were quite dissatisfied, 53.4% (172 respondent) were quite satisfied, 15.5% (50 respondent) were satisfied and 10.9% (35 respondent) were very satisfied. Based on the higher percentage on quite satisfied, it is because of the amount of availability of computers and printers in PTDI cannot support the number of users library in one time.

Figure 4.14 shows that 2.5% (8 respondent) were very dissatisfied with the location of equipment in PTDI. Meanwhile, 9.3% (30 respondent) were quite dissatisfied, 11.8% (38 respondent) were quite satisfied, 50.3% (162 respondent) were satisfied and 26.1% (84 respondent) were very satisfied.

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Figure 4.15 shows that 37.3% (120 respondent) were quite satisfied with the availability of safety features in PTDI. Meanwhile, 61.5% (198 respondent) were satisfied and 1.2% (4 respondent) were satisfied.

Figure 4.16 shows that 4.3% (14 respondent) were quite satisfied with the arrangement of equipment in PTDI. Meanwhile, 38.5% (124 respondent) were quite satisfied, 48.4% (156 respondent) were satisfied and 8.7% (28 respondent) were very satisfied.

Dimension: Responsiveness

(The willingness of library to help customers)

Figure 4.17 shows that 9.0% (29 respondent) were quite dissatisfied with immediate service provide by PTDI. Meanwhile, 24.5% (79 respondent) were quite satisfied, 54.7% (176 respondent) were satisfied, 11.8% (38 respondent) were very dissatisfied.

Figure 4.18 shows that 58.4% (188 respondent) were satisfied with the services provided. Meanwhile, 7.8% (25) were quite dissatisfied, 12.1% (39) were quite satisfied while 21.7% (70) were very satisfied.

Based on figure 4.19, it shows that more than half which is 68.9% (222 respondent) were very satisfied with timely document delivery or Inter Library Loan at PTDI. 27.3% (88 respondent) were quite satisfied while 3.7% (12 respondent) were quite satisfied.

Figure 4.20 shows that more than half which is 53.4% (172 respondent) were satisfied with PTDI services that help them to retrieve information effectively. Meanwhile, 21.4% (69 respondent) were very satisfied, 22.0% (71 respondent) were quite satisfied and 3.1% (10 respondent) were quite satisfied.

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Figure 4.21 shows that majority of respondent 39.1% (126) were satisfied with library staffs who are always help and understand their needs. Followed by 31.1% (100) who are very satisfied, 26.1% (84) who are quite satisfied and 3.7% (12) who are quite dissatisfied. Based on the higher level, it is because PTDI staffs who are committed to their career. Furthermore, they have a lot of working experiences in library sciences.

Section C: Type of services that respondent satisfy with.

Figure 4.22 and 4.33 shows that 44.7% (144 respondent) were satisfied with library facilities in PTDI. 28.0% (90 respondent) very satisfied, 17.7% (57 respondent) were quite satisfied while 9.6% (31 respondent) were quite dissatisfied. Majority all of the users were satisfied because of PTDI plays a role in providing good facilities such as 24 hour room, meeting room and seminar room.

Figure 4.23 and 4.34 shows that 35.7% (115 respondent) were quite satisfied with library collection in PTDI. 19.6% (63 respondent) were satisfied, 19.9% (64 respondent) were very satisfied, 18.3% (59 respondent) were quite dissatisfied while 6.5% (21) were very dissatisfied. Majority all of the respondents quite satisfied towards library collection because of the little amount and topic of the collection itself.

Figure 4.24 and 4.35 shows that majority of respondent were satisfied which is 62.4% (201) to staff approachability. Followed by quite satisfied which is 23.3% (75), quite satisfied which is 23.3% (75), very satisfied which is 10.9% (35), very dissatisfied which is 2,8% (9) and quite dissatisfied which is 6% (2). The highest percentage towards staff approachability. This is because PTDI staffs know how to serve their users.

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Figure 4.25 and 4.36 shows that majority of respondent were satisfied which is 49.7% (160) to service counter. Followed by quite satisfied which is 32.3% (104), quite dissatisfied which is 9.6% (31), and very satisfied which is 8.4% (27). Most of the respondents are satisfied because PTDI staffs are good in communication, fully with work ethics, and professional in give a services to their users.

Section D: Satisfaction towards overall assessment of library services

Figure 4.26 shows that majority of respondent were satisfied which is 46.6% (150) to services provided because give a positive impact on their learning process. Followed by very satisfied which is 22.7% (73), quite satisfied which is 17.4% (56), and quite dissatisfied which is 13.4% (43).

Figure 4.27 shows that respondent were satisfied which is 34.8% (112) with services provided by PTDI . Followed by very satisfied which is 26.7% (86), quite satisfied which is 18.9% (61), quite dissatisfied which is 15.5% (50) and very dissatisfied which is 4.0% (13).

Figure 4.28 shows that there are 30.4% (98) of respondent were satisfied with the statement. Meanwhile, 25.8% (83) were very satisfied, 18.9% (61) were quite satisfied, 15.8% (51) were quite dissatisfied and 9.0% (29) were very dissatisfied.

Figure 4.29 shows that majority of respondent did not give any feedback which is 34.5% (111), followed by increase the number of computer which is 22.7% (73), increase the amount of collection of book which is 19.3% (62), extend library hours which is 15.2% (49) and add more staffs which is 8.4% (27).

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5.1: Conclusion

This study aimed to investigate the level of satisfaction towards library services. It also aimed to identify the types of services that students satisfy and their perceived towards the overall assessment of services at Perpustakaan Tun Dr. Ismail (PTDI), UiTM Cawangan Johor, Kampus Pasir Gudang.

The questionnaire distributed to 322 respondents. There are 5 section in the questionnaire (Section A, B, C, D and E). Likert scale which is very dissatisfied, quite dissatisfied, quite satisfied, satisfied and very satisfied used to identify the level of satisfaction based on 3 dimension which is reliability, tangible and responsiveness.

Based on first objective of this study, which is to identify the level of satisfaction towards library services, it shows that respondents are satisfied towards library services. It is because, from the data that collected through questionnaire , it can be concluded that most of respondents are satisfied with reliability. As overall, the frequency of satisfied towards reliability dimension is higher than others likert scale. It can be seen when most of respondent are satisfied with the statement provided. For example, most of respondent satisfied with statement PTDI provide information sources that support my study needs, the order and maintenance of library materials on PTDI shelves are systematically arranged, PTDI provides electronic and printed resources that respondent need and satisfy with library services hours. As a result, reliability dimension is exist and implemented in PTDI and respondents are satisfied.

Then, tangible dimension also can be concluded as able to satisfied PTDI users. It can be seen when majority of respondents are satisfied with facilities provided for individual study, the location of equipment is suitable, the availability of safety features and comfortable feeling with the arrangement of equipment in

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PTDI. It shows that most of the respondents are satisfied with the tangible dimension. As a result, tangible dimension is exist and implemented in PTDI and respondent are satisfied with it.

Lastly, reponsiveness dimension also can be concluded as able to satisfied PTDI users. It is because based on the table and bar chart under tangible dimension, most of respondents are satisfied with immediate services provided by PTDI, PTDI provides services as promised, services that help users to retrieve information effectively and library staffs who are willingness to help and understand users needs.

Besides that, the other objective which is to identify types of services that users satisfy with also can be concluded that there are several services that satisfied PTDI users. Library facilities, staff approachability and service counter shows that majority of respondents satisfied with it. But, majority of respondents are quite satisfied with library collections.

Third objective where to investigate satisfaction towards the overall assessment of library services. As overall, most of respondents satisfied with all of the statement given in the questionnaire.

The last section refer to suggestion and recommendations that stated by respondents. In this section respondents are freely give the suggestion and recommendations. There are 4 suggestion and recommendations stated by respondents which are increase the number of computer, increase the number of collection of books, extend library hours and add more staffs in PTDI.

5.2: Recommendation

Even PTDI able to satisfied their users, there are several aspects that must be considered. PTDI must consider about:

1. Provide better library equipments.

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This equipments includes photocopy machine, computers and printers are very important in PTDI because the library users are students and academic staffs. Furthermore, all of the equipments are very important to support their learning process. From the result of this study, statements regarding the availability of working photocopy, computers and printers were quite satisfied level.

2. PTDI need to increase the amount of book collections.

Book collections are very important to support study needs. PTDI responsible to ensure book collection provided must be give benefit to users. Because of PTDI labelled as academic library, book collection surely become more important aspects that must be considered. Even there are others information source such as non printed source, but there are still demand on printed materials. From the result of this study, it shows that majority of respondents quite satisfied with library collection in PTDI. Meanwhile, from the respondents suggestion it shows that there are demand for increasing the amount of book collection.

6.0: Reference

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UNIVERSITI TEKNOLOGI MARA

Dear student,

I'm MohdYusri Bin AbKhadi, student from Faculty of Information Management (IM224) Bachelor of Library Science and Information Management, UiTM Shah Alam, Kampus Puncak Perdana. I was conducted a case study regarding the topic "Students satisfaction towards library services at PerpustakaanTun Dr. Ismail (PTDI), UiTM Cawangan Johor, Kampus Pasir Gudang". The purpose of this study conducted in order to identify the level of your satisfaction towards library services at PTDI. This study also aims to identify the type of services that you satisfy with and your satisfaction towards the overall assessment of library services. It should take no longer than 10 minutes of your time to complete this questionnaire.

Section A: Demographic Information

Please tick (/) the appropriate answer.

1. Gender:

Male Female

2. Faculty:

Faculty of Electrical Engineering

Faculty of Mechanical Engineering

Faculty of Civil Engineering

Faculty of Chemical Engineering

Faculty of Business Management

3. Semester:

1 2 3 4 5 6

4. Frequently use of library services

Never Seldom Frequently

5. Purpose of using library services

Complete assignment Reading library materials Take a rest

Section B: Satisfaction towards library services

Very dissatisfied	Quite Dissatisfied	Quite satisfied	Satisfied	Very satisfied
1	2	3	4	5

Based on Likert Scale above, state (circle) the extent to which you satisfy with each of the following statements.

Reliability: The ability of PTDI to perform their services

No.	Statement	Very dissatisfied	Quite dissatisfied	Quite satisfied	Satisfied	Very satisfied
1.	PTDI provide information sources that support my study needs.	1	2	3	(4)	5
2.	PTDI allows me to use the services when I need it.	1	2	3	(4)	5
3.	The order and maintenance of library materials on PTDI shelves are systematically arranged.	1	2	3	(4)	5
4.	PTDI provides electronic and printed resources that I need for	1	2	3	(4)	5

Section E:

Please state your suggestion and recommendations regarding library services provided by PTDI:

put more computers and printers and also books.

.....
.....
.....

End of questions

Thank you for your cooperation.





**PERPUSTAKAAN TUN ABDUL RAZAK (PTAR)
JABATAN PEMBANGUNAN REPOSITORI INSTITUSI UNIVERSITI (JPRIU)**

BORANG PENYERAHAN BAHAN HARTA INTELEK UiTM

UiTM's Intellectual Property Submission Form

Nama (Name): SITI DZARIFAH BT MOHD SARIFEE

No. Telefon (Pejabat / Hp): EXT 8635

Fakulti/Jabatan/Bahagian: PERPUSTAKAAN TUN DR. ISMAIL
Faculty / Division / Department

Telephone No. (Office / handphone)

E-mel (E-mail): sitid668@uitm.edu.my

Tarikh (Date): 29 Julai 2024

JENIS BAHAN (Sila tandakan ✓)

Types of Material (Please mark ✓)

- 1. Tesis (Theses)
- 2. Laporan Penyelidikan (Research Reports)
- 3. Projek Pelajar (Student Projects)
- 4. Jurnal (Journals)
- 5. Buku (Books)
- 6. Laporan Cuti Sabatikal (Sabbatical Reports)
- 7. Projek Keusahawanan (Entrepreneurship Projects)

- 7. Laporan Tahunan (Annual Reports)
- 8. Kertas Seminar/Persidangan (Seminar/Conference Papers)
- 9. Prosiding (Proceedings)
- 10. Buletin (Bulletins/Newsletters)
- 11. Skor Muzik (Music Scores / Musical Composition)
- 12. Lain-lain (Others): _____

MAKLUMAT BAHAN (Information of Materials):

Bil. No.	JUDUL BAHAN <i>Title</i>	HARDCOPY		SOFTCOPY	
		Judul	Naskhah	Judul	Naskhah
1.	INDUSTRIAL TRAINING – MOHD YUSRI BIN AB KHADI	1	1		
2.	INDUSTRIAL TRAINING – NURUL AIZZAT BT MOHD SAIDI	1	1		
3.	INDUSTRIAL TRAINING – NURAIN KHAIRUNNISA BT SARBINI	1	1		
4.	INDUSTRIAL TRAINING – AMNI ARINA BT ABD RAHMAN	1	1		

* Sila sediakan lampiran sekiranya ruangan yang disediakan tidak mencukupi (Please provide attachment if necessary)

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- 4. Simpanan Koleksi PTAR (For PTAR's collection)

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IDRIS BIN MUHAMMAD
Tandatangan Dekan / Ketua Jabatan / Bahagian
Dean / Head of Division / Department Signature
Cawangan Jlorong

Tarikh (Date): Kampus Pasir Gudang
29/7/2024