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USER's PERCEPTION AND EVALUATION TOWARD LIBRARY COUNTER SERVICES IN MALAYSIA

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ABSTRACT

The study of users' perceptions and evaluations towards library counter services investigated the respondents' view on various types of services and facilities provided at public library's counter. It focused on the placement of location and equipments at counter, staff's treatment, time spent and information acquisition. A questionnaire-based survey of thirteen major public libraries in Malaysia was conducted. It was found that the level of services and facilities provided at the counter were mostly meet users' satisfaction. Some variables were not contributing positively to the perception of library's counter services. This report discussed those factors and variables that are measured to identify the user's perceptions and their evaluations.

Keywords: *User's Perceptions and Evaluations, Customer's Satisfaction, Counter Services, Public Libraries*

INTRODUCTION

Malaysian government through it's agency, Department of Public Service (JPA) has announced in Arahan Perkhidmatan Bab 1- Jabatan Dan Orang Ramai, item 11(i) that "departments which deal with public should provide facilities like inquiry counter so that public will be able to channel to officers on duty or appropriate counters"[1].

Specifically for inquiry counter, such PKPA has elaborated it as - "inquiry counter provided should have characteristics such as easy to be visited, handled by knowledgeable staff, and equipped with forms, guidance, and pamphlets of services" [2].

These statements show the importance of counter services. Thus, library counter, as one of the public premise should implement orders issued. The question to be raised up is that does library counter provide sufficient end effective services to cater customers need, inline with government instructions. This report is trying to explore the counter services from customer's point of view.

OBJECTIVES

The main objective of the research is to identify the level of customer's satisfaction towards the services available in the library's counter. Are there sufficient facilities and efforts has been spent in order fulfill customers needs. It is to seek customer's satisfaction from their point of views.

In consequent to that, it is also to identify the aspects of services to be improved in order to achieved the customer's satisfaction. Based on customer's feedback, it is hoped that good suggestion can be made.

LITERATURE REVIEW

Counters are very important in delivering services to the customers. Counters become mediator between customers and organization. A good counter represents a good image of an organization. This is understood based on government orders [2].

Library must acts as customers centered organization [3]. Library must se customer as a starting point, listening post and ultimate arbiter for everything they do. They start with customer's needs and expectation - the attributes that are desired. Then they develop and evolve products or services to satisfy them. Servicing customers should be the first priority to every organization, especially library which is directly dealing with customers. Thus, as proposed by John Pluse [4], customers focus program, which involves 5 steps model must be undertaken.

Library's counter provides plenty of services to customers. Library, as center of reference and information services, must provide all kinds of customer oriented services. Maurice B. Line [5], stated that "all those library service not directly concerned on the acquisition stocking and lending of the library's own stock". Library must have a clear principle in satisfying users. Bryson, [6] states "Libraries and information centers should have a corporate social responsibility, which involves satisfying the needs of the employees, public and community.

A number of researches was undertaken in the area counter service and customer's perception and their satisfaction. One of the research on counter services has been conducted by Wan Jaafar Wan Endut, et al [7]. It was *"Kajian Kepuasan Pelanggan Kaunter Pejabat Tanah Hulu Terengganu"* which was focus on customer satisfaction toward conter services in land office.

Another research by Majid S. [8] was about the perceptions of employers about the recruitment and retention of subject specialist agricultural librarians in certain developing countries. He continued his research with the availability of materials and its effectiveness in helping researchers getting the information desired. It was conducted in several agriculture libraries in Malaysia.[9]
A number of researches were conducted by scholars in seeking users or respondents perceptions toward a variety of issues. Among issues on user's perceptions investigated by researchers are business graduates [10], English

learning[11], business victory [12], human resources development [13], business advertisement [14], student's attitude [15], supermarket [16], transportation [17], Islamic education [18], and etc.

RESEARCH METHOD

This research is using **Deductive** method and a mixture of both Quantitative and Qualitative. It was conducted in 12 main public libraries throughout Peninsula Malaysia using the medium of questionnaire.

A set of questionnaire-based survey for data collection is used in this study. This technique is chosen as it is less time-consuming and considered appropriate because the users of library are scattered. It is also convenient to contact users, some of whom visit library at no specific time.

The stratified random sampling technique is used to capture the research population. The populations involved in this research are the users of the library ranging from various level of population from primary school to University's student, and includes parents, government servants and personnel from private sectors.

A total of 1440 questionnaires are distributed and 931 filled-in questionnaires are returned. The overall response rate for the survey is 64.65 per cent, which is considered satisfactory for this type of survey (1). Three questionnaires, are totally not usable and some of the questionnaire are partly (respondent missed certain question) rejected but still considered usable. Therefore, the data for 928 (64.44 per cent) respondents will be presented in the analysis.

This research is excludes all those reception counters, inquiry counters, payment counters etc. It also excludes the government organizations and departments such as Ministries, Federal and State Government Agencies, Companies and etc.

HYPOTHESES

There are 8 hypotheses generated for the research consists of both alternative and null hypotheses. The hypotheses are listed as below;

Position, Layout And Decorations Of The Counter Could Not Satisfying Users

The counter services are not strategically placed. Probably, it is hard to see or found. First timers have difficulty to find the counter and spend more time of finding it. Moreover, the counter is not well furnished. Its layout and decoration is very bad and does not attracts users. No sufficient tools such as terminal, leaflets and etc. If there is tools it is not nicely displayed and stacked.

The Equipment And Help Tools Provided In The Counter Are Not Sufficient To Cater Users Need

The computer terminals, leaflets, and stationeries are not sufficiently supplied. Most of the time users intend to have them for their reference, they are not available. Users have to wait for quite a long time. For example, at one time, there are lot of users queuing up to return books whereas there is only one terminal at the counter used to serve customers.

Users Are Pleased With The Appearance And Presence Of Staffs At The Counter

The staffs at the counter are having nice appearances. They are at the counter at all time when users come and serve them very well. Users do not wait for them and they left their temporarily task, giving priority to the customers. Their dressing are convenient, nice looking, keep smiling all the time when attending customers. It seems that they are well trained and are professional in their work. Hence, users are happy and satisfied with the service and treatment.

Users Are Not Gratify With The Politeness Of The Staff At The Counter

Staffs at the counter are not friendly and do not greeting users. They have no courtesy and serve customers badly. Their voice tone seems like they are not appreciate users and never offer helps to customers.

Counter Staffs Are Professional And Well Trained

This hypothesis is a result of combination from 2 hypotheses , as when the staffs behave with all kind of attitude mentioned previously, they could be considered as professional in their job. Meaning to say that they understand the principles of customer services and respect customer's rights. They serve customers as is it to be and do not put their own interest as priority. By having these, users will appreciate staffs and are not miss interpret them.

User Are Spending A Lot Of Time At Counter For Unnecessary Business

Some of business at the counter can be settled in very short moment. However, due to staffs unprofessional attitude, customers have to wait for long time. This is happening when there is no staffs at the counter or staffs is doing another task or staffs themselves have no intention to entertain customers. In some cases, customers are requested to go to another places or counter unnecessarily.

Users Are Always Found The Initial And Desired Information At The Counter

Counters supposed to be equipped with all kind of information regarding the services offered by organization. In this case, the information on services offered by library. For the irregular or stranger customers who are not familiar with the surrounding of library, the have to go to the counter first asking for help or information desired. When they visit counter they can found all the preferred information in it.

The Counter Services Are Not Satisfying Users

Based on overall services, staffs attitude, information acquisition and time factor, a general assumption can be made that counter services could not satisfy users. Users are not happy with the services offered and they have bad perception toward it.

ANALYSIS

The analysis is made by dividing questionnaire into several sections. The sections available for analysis are Demographic, General Information and User's Perception and Evaluations. Tabulation and analysis are made thoroughly using Descriptive, Frequencies, T-Test and other tools suit to the method of analysis. These methods are chosen because it's the most suitable tools in order to gain the desired findings as done by prior researcher like Lecturers of ITM[16], and also proposed by Che Wan Nor Faridah [19], Bright[20] and Eager[21].

Respondent's Profile

The demographic elements are analyzed to gain information on respondent's profile. The variables included are respondent's age, education, type of employment and type of employer. It is found that the teenagers at secondary school, age ranging from 13-19 years are the majority of respondent with 509 respondents (54.7%). The second higher fall into the age group between 20-25 with 238 respondents (25.6%) while the third is the group of more than 25 years old of 164 respondents (17.6%). 19 respondents are in age group between 7-12 years old which is the smallest group. (2.0%).

For certification, the conclusion depicted that the SPM certificate holders are at the top of the rank with 278 respondents (30.0%) followed by PMR certificate holders with 177 respondents (19.1%). The third is degree holders of 167 respondents (18.0%) and STPM certificate holders with 142 respondents (15.3%). The fifth group is other certificate holders like Diploma, Master and those who possess any certificate. This group representing 91 respondents (9.8%) while the less is UPSR certificate holders figuring 73 respondents (7.9%).

The analysis on employment shows that students are the biggest group involved in the survey with 599 respondents (66.3%) and Government Servants become

the second biggest group with 145 respondents (16.1%). The respondents with other kind of job like housewife, researcher, not working and etc are the third biggest group with 105 of them (11.6%). The self-working group like company owner, businessman and ex-student is the smallest with only 54 respondents (6.0%).

General Information

In this section, the variables included are those related to tendency of visit ranging from frequencies, time and purposes.

From the tabulation, the respondent's visit to the library is mostly depending on their free time. This represents 460 respondents (49.6%). For respondents with consistent visit, whether less than 1 time a week, or 2-3 times a week and 4-7 times a week, the result is respectively as 49 respondents (5.3%), 261 respondents (28.1%) and 134 respondents (14.4%). Respondents who are visiting library for another frequency like school holiday and etc is 24 (2.6%).

For the purpose of visit, there are 402 (43.2%) respondents who visit the library for "Mencari Bahan Rujukan", 309 respondents (33.2%) for "Membaca", 159 respondents (17.1%) for "Menyiapkan Tugasan", 10 respondents or 1.1% who are just to "Menemani Kawan" and the rest, 51 respondents (5.5%) visited library for other purposes, like discussion and accompanying children.

The analysis shown that the respondents who visited library in "Sebelah Pagi" are 295 (31.9%), "Tengahari" are 245 (26.5%) and in "Sebelah Petang" are 384 (41.6%). From this result we know that the preferred time of visit is in the evening.

It is also known that respondents who visited library on "Awal Minggu" figured at 95 (10.3%), "Pertengahan Minggu" figured at 70 (7.6%), "Hujung Minggu" figured at 156 (16.9%) and "Mengikut Keperluan" is the majority, 600 (65.1%) respondents.

The analysis tells that there are 352 respondents (38.2%) went to "Rak Buku" and this section is mostly visited while 263 (28.6%) respondents went to "Ruang Baca". Only a number of 106 (11.5%) respondents went to "Kaunter Perkhidmatan/Pinjaman and a small number visited "Terminal Carian" 81 respondents (8.8%). "Ruang Istirehat" visited by 69 (7.5%) respondents, while "Bahagian Indeks" visited by 29 (3.1%) respondents and lastly "Lain-lain" only 21 (2.3%) respondents.

User's Perceptions and Evaluations

This section contains questions regarding user's perceptions and their evaluations. It is ranging from **Placement, Layout And Equipments Of Counter, Staff's Appearance, Time Spent At The Counter,** Information Acquisition And Business Completeness and **General Affair**

Placement of the Counter

The analysis shows that the mean value for "KEDUDUKA" is 3.16. Since the weight is 2.5, this result shows that respondent's perceptions are more on the positive side as the rank of strategic placement ranges from 1 (Tidak Strategik) - 5 (Amat Atrategik). The range value is 4 and the skew is .122, which means that the value is skewed to the left. This implies that majority of respondents are on positive view. Based on this result, it is also understood that the location of counter and its placement is considered strategic. See table 1 in Appendices.

Size of the Counter

As shown below, the mean value for "SAIZ" is 3.01, which exceeds the weight, and still on positive side, as the rank of options ranges from 1 (Tidak Memadai) - 5 (Amat Memadai). The skew is .089, which means that the value is also skewed to the left. The result gives us the understanding that majority of respondents accept it size and it should be enough. The total figure of respondents who are viewing the sufficiently of counter space is 751 (71.1%). See table 2 in Appendices.

Appearance of Counter

As tabulated, the mean for this variable is quite lower compared to the past two variables analyzed but still on positive side. Its mean figure is 2.75 and fall into positive side as the weight is 2.5. The mean value also implies that most of respondent's view on this variable is generally attractive and nicely displayed. It is supported by huge number of respondents with the answer of "Menarik" and onward as 507 (62.4%). See Table 3 in Appendices.

Counter's Decoration

About 584 respondents choose the rank of "Menarik", "Agak Menarik" and "Amat Menarik", for the counter decoration. The mean value for "HIASAN" is 2.77. and this is more than the weighing figure to make it on the positive side. Thus, respondent's perception toward this variable is more on positive manner, which means the decoration of counter, is nice and attractive. This is means that the counters are in nice looking and has a well decoration. See Table 4 in Appendices.

Pamphlets of Services

Table 5 shows the calculation made for variable "RISALAH". The mean value for this variable as shown is 2.58. Since the sufficient rank is 5, the result shows that respondent perceptions are positive as it is .8 skewed to right or more than minimum mean value (2.5) to be considered at negative side. Based on this figure, it is also understood that the pamphlets of the services offered is considered sufficient for customer needs. See Table 5 in Appendices.

Aids for Service

Respondent's evaluation on this variable is unexpected as the mean value is lower compared to the rests. The mean value is 2.50, and just achieving the minimum mean value to make it acceptable. Using One-Sample T Test, the *p*-value given .942 which is greater than 0.05, which means that the mean value of customer's perceptions about sufficiently aids for services is equal to the average. Then, it could be said that respondents think that the aid's equipments are still sufficient. See Table 6 and 7 in Appendices.

The Presence of Counter's Staff

In general, respondents are satisfied to the presence of staffs at library counter. Meaning to say that, all the time respondents come to the counter, there will be a staff or more who is ready for serving customers. This is understood from the tabulation made in Table 4.24, as mean value for this variable is 3.04. It is so significant to have the customer's satisfaction on this variable. See Table 8 in Appendices.

Staff's Appearance

In this section, variables to be included are those directly related to physical appearance of the staffs and their attitudes. The purpose is to gain respondent's view on the staffs themselves.

Appearance of Staffs

For this variable, it seems that respondents are satisfied with the staff's physical appearance. From the calculation, the mean value for it is 3.02, which represent positive perceptions toward the staff's appearance. It also means that the staffs at the counter generally have a nice appearance and good looking. See Table 9 in Appendices.

Greetings

Generally, respondents do not receive nice greetings as well as warm welcome from the staffs on duty. In other word, staffs at the counter are not greeting customers. This is traced form the mean figure obtained from the calculation. The mean value of 2.05, far away from acceptable weight (2.50) shows that respondents normally do not receive greetings from the staffs. As obviously revealed in the tabulation, and supported with One Sample T Test for this variable, customer's perception about greetings is not equal to, and actually far behind the average, as about 272 (29.4%) respondents have never been greeted by staff and 395 or (42.7%) are hardly ever been greeted. In contrast, just 259 respondents (27.8%) received welcoming words from the staffs when they visit counter. See Table 10 and 11 in Appendices.

Courtesy

The outcome from the analysis is that respondents have good perception towards staff's courtesy and their politeness in serving customers. The mean value of 3.10 is sufficient to support this assumption. Obviously, based on tabulation, a number of 697 respondents rank the level courtesy "Sopan" as their option. This shows that respondents are satisfied to the staff's courtesy. See Table 12 in Appendices.

Communication

The calculation of descriptive statistics for this variable found that the mean value is 3.00. It is quite high to consider that the respondent perceptions are positive, as there is no problem in seamless communication. It means that in term of oral service, customers are well entertained and staffs behave with good manners of charity. This implies that the communication level between both parties is considered seamless. See Table 13 **in Appendices**.

Level of Assistance

The result of calculation shows that the level of assistance is comfortable to the customers. About 729 respondents rank the level of assistance as "Membantu" or scale to the right side. The mean value as calculated is 2.92 and this figure is sufficient to make it positive. It gives us the understanding that majority of respondents have the view that staffs are helpful. See Table 14 in Appendices.

Treatment By Staffs

The consequent of the calculation is that respondents are satisfied to staffs treatment as 700 (75.2%) of them answering "Mesra", "Agak Mesra" and "Amat Mesra" respectively. The mean value as given by SPSS is 2.93, far away from the weighing 2.5. This value is entails that staffs treatment is positive and considered good. See Table 15 **in Appendices**.

Professionalism Of Staffs

The result reveals that the level of professionalism is not questionable. The respondents are quite satisfied with as 471 (50.7%) of them think that counter staffs are "Profesional", 180 (19.4%) "Agak Profesional" and 12 (1.3%) rank it as "Amat Profesional". These selected scale contribute to mean value 2.91 and this is significant. Hence, from the respondents view, counter staffs are professional. See Table 16 in Appendices.

Time Spent At The Counter

It is important to know respondent's evaluations toward time consuming. The duration of business transaction, whether it is length or short, can cause complaints by customers. Therefore, time is also measured and all the variables pertaining to time factor are included in this section.

Time At Counter

The number of respondents who completed the transaction within 1-5 minutes is 499 (53.9%), more than half of figure involved. The subsequent is 6-10 minute figuring at 304 (32.8%), followed by 11-15 minutes with 70 respondents (7.6%). For longer time taken which is more than quarter of hour the figure is 53, which can be divided into two ranges. First is 16-20 minutes for 25 respondents (2.7%) and second more than 20 minutes for 28 respondents (3.0%). Obviously, respondents spent less than 10 minutes to complete transaction at the counter. See Table 17 **in Appendices**.

Time Wasted

The result of analysis as shown above indicates that most customers (800) feel that they do not waste time for transaction at counter. This figure could be subdivided into those who are absolutely never wasting their time, 323 respondents (34.8%) and those who are hardly ever (considered not) wasting their time, 477 respondents (51.4%). The mean value of 1.85 shows that the perception skewed to the left which represent "no time wasted" as left skewed goes into absolutely not and hardly ever. Very minimum number of respondents feels that they waste their time at the counter. However, this is minor as it represents 128 respondents (13.8%) of total population. See Table 18 in Appendices.

Time Utilization

The mean value for this variable gives us a significant result. At 2.88, the mean value supports the respondent's satisfaction toward this. Meaning to say that respondents are satisfied to the time they spent at the counter versus the information and material acquired. Clearly as tabulated, the number of respondents who choose the scale of "Puashati" is 589 (63.7%). If we sum up with those who are answering "Agak Puashati" (9.7%) and "Amat Puashati" (3.0%) the total number of respondents are at satisfaction level and above become 707 (76.4%). See Table 19 in Appendices.

Information Acquisition And Business Completeness

Another factor that is leading to customer's satisfaction is the result of transaction. The accomplishment of business transaction is depends on what customers got in hand, at the end of the transaction. For counter service, the information and materials are the results they acquired. If they do not having information and materials as desired, they might unsatisfied with the service.

Information Acquisition

As a result, respondents are viewed that they getting clear information on the thing they wish to. This is obvious from the percentage of respondents who are answering "Jelas", "Agak Jelas" and "Amat Jelas". The total of percentage of clarity in information acquisition is 703 (76%). It is in line with mean value (2.87) obtained from the analysis. See Table 20 in Appendices.

Information Gaining

The analysis shown above stated that information acquired through written materials such as pamphlets and brochures is easily available. About 705 (76.2%) respondents agreed while 220 (23.8%) respondents disagreed. The mean value of 2.89 also supports the result that respondents get desired information through written materials. See Table 21 in Appendices.

Acquisition of Information

Even though it is still significant to say that they gained the desired information by visiting counters, the percentage of mean value has decreased a lot. The mean value for this variable is lower to 2.61 whereas in past two variables "PEROLEHM" and "DAPATMAK" the mean value are 2.87 and 289 respectively. See Table 22 **in Appendices.**

Staff's Assistance

The options of "Selalu", "Agak Kerap" and "Amat Kerap" when combined together become dominant as they representing 740 respondents (78.9%), compared to the options of "Tidak Pernah" and "Jarang-Jarang" for 187 respondents (22.5%). The mean value is 2.92 showing that the respondent's perception towards staff's assistance is positive. See Table 23 **in Appendices.**

General Affair

The variable asked in this section are mixed of several elements. The variable is an underlying general item that is important to be valued as it has correlation with users perception.

Number of Staffs

The result shown is very unpredictable. Out of 928 respondents who answered this question, 572 (61.6%) of them viewed that the number of staffs on duty at counter is not sufficient in serving customers. Form this figure, 450 respondents (48.5%) answered "Kurang Mencukupi" and the rest 122 respondents (13.1%) answered "Tidak Mencukupi". The mean value of 2.32 supports this statement. See Table 24 in Appendices.

Professionalism and Sincerity

The result indicates that staff's attitude, their ethic and sincerity is not questionable. Meaning to say that counter staffs are professional in conducting their job and respondents agreed on this. The mean value of 2.90 is significant to say that they are doing their job well and are not taking advantage toward customers. See Table 25 in Appendices.

Quality of Service

Based on mean value, it shows a strong contrary between those who think that counter provide a good quality of service and those against it. However, clearly from the mean value of 2.64 which is significant, that library counters provide a good quality of service. The respondents who said quality is not good are 415 (44.8%) while respondents against it are 512 (54.0%). See Table 26 **in Appendices**.

Overall Level of Service

The result shows that users overall perception on the level of service is positive as mean value representing is 2.95. It is a great and significant figure to support the statement. Yet, from the tabulation made, the rank of "Baik" onward total up 743 (80.2%), far away from the rank of "Kurang Baik" which is at 184 (19.8%). See Table 27 **in Appendices**.

Importance of Counter

Majority of respondents said that they have a good understanding and awareness of the role and importance of counter. This is proven by a large number of mean values of (3.15). As tabulated, a total of 809 (87.4%) respondents are aware while only 117 (12.6%) of respondents are not which indicates that they understand the importance of counter service. See Table 28 **in Appendices**.

FINDINGS

The aim of the research is primarily to identify user's perception and their evaluation towards the types of services available at library's counters. Due to the fact that counter will be the first place where customers go to when they visit libraries for specific needs.

The findings discussed above give us some views that, in general the services at library's counter are good. The initial findings derived from analysis show that the hypotheses made earlier are not proven. The details of each finding are listed as below;

Position, Layout And Decorations Of The Counter That Satisfy Users

The first hypothesis is; position, layout and decorations of the counter cannot satisfy users are not true. For the 3 variables measured, the result shows that users are satisfied. This is proven by the result of mean value for each variable as for "KEDUDUKA", "SUSUNATU" and "HIASAN" are 3.16, 2.75 and 2.77 respectively. The value indicates that user's perceptions toward this are positive and satisfying. Hence, the first hypothesis made is rejected. In other word, library counters are strategically placed, easy to be seen and visited. Its layout is good, has a nice looking and well furnished. Its decoration is very nice and attracts users.

The Equipment And Help Tools Provided In The Counter Are Sufficient To Cater Users Need

The result of analysis for "RISALAH" and "ALATBANTU" are 2.58 and 2.50 respectively, is quite lower, still in the moderate level. It is significant to say that users have moderate perceptions toward this. Hence, the above-mentioned hypothesis is also rejected. The result derived from the analysis reveals that equipments at the counters such as computer terminals, leaflets, and stationeries are sufficiently supplied. Users can make use of it, as it is always available.

However, to appreciate user's opinion and their evaluation, the tools and equipments provided at counters should be improved. Lack of aids tools lead to backlog of transaction. It also burdens the staffs where they have to utilize limited sources in serving customers. It would also affect their emotion and increase more pressure on them.

Users Are Pleased With The Appearance And Presence Of Staffs At The Counter

Two different variables are combined together in order to get answer for this hypothesis. After analysis, we know that the hypothesis is true and accurate. The mean values for both "PETUGAS" and "TERAMPIL" are 3.4 and 3.2, which are significant to support this statement.

Therefore, the assumption that the staffs at the counter are having nice appearances, convenient dressing, good looking and keep smiling, be at the counter for all the time when users come and serve them very well is correct and exactly true.

Users Are Gratified With The Politeness Of The Staff At The Counter

For this hypothesis, the result obtained from the first variable, "SAPAAN", is totally true. It means that users are extremely not satisfied with the level of politeness of counter staff as they are not greet users during their visit to the counter. Counter staffs are not friendly and are not welcoming. The mean value for it is only 2.05, which is the lowest figure from overall variable measured.

But, the second variable "BAHASA" which is measured in association with "SAPAAN" shows that users are satisfied and appreciate staff's courtesy. It reveals that staffs, even though are not talkative but their courtesy is good.

In conclusion, researchers tend to say that the level of users satisfaction toward staff's politeness is intermediate. It is because, when we sum up the mean value for both variables and then subdivide it into 2, the moderate value is 2.57. This value is positive but does not show a significant satisfaction among users.

Counter Staffs Are Professional And Well Trained

The statement or hypothesis of *Counter Staffs Are Professional And Well Trained* is totally correct as all variables combined to measure it show significant value. Hence, we would be able to clearly say that staffs are professional and well trained, understand the principles of customer services and respect customer's rights. They serve customers, as it is supposed to be and do not put their own interest as priority. The mean values obtained from analysis are significant to show that users are having a good perception on it.

User Are Spending Less Time At Counter For Unnecessary Business

In term of time spending, users are actually not wasting their time. Therefore, the hypothesis made for this is rejected and is not true. Because staffs are professional, customers do not have to wait for long time to be entertained. The completion of transaction could be done within 5 minutes, and imply that users are not spending more time at the counter for unnecessary delay.

Users Are Always Found The Initial And Desired Information At The Counter

The result of analysis supports the hypothesis mentioned above. Generally, the counters are equipped with all kind of information regarding the services offered by organization where customers can have necessary helps from the counter. All the variables applied for getting supportive opinions such as "PEROLEHM", "DAPATMAK" and "PEROLEHA" show that respondents normally get and find the desired information by visiting counters.

The Counter Services Are Satisfying Users

Users are actually satisfied with library counter services. Therefore, the hypothesis made earlier regarding this is rejected and is not true. The fact is, overall services, staff's attitude, information acquisition and time spent at the counter satisfy users and they are comfortable with it.

RECOMMENDATIONS

Although this research highlights some new ideas on user's perception, it is still questionable. Meaning to say that the findings of this research are not representing the view of whole library's users. Perhaps the findings of another research can highlight other views. Hence, it is recommended that continuous study done especially in;

1. Types of counters and the services available in it. The focus must be on comparing which counter most satisfying users.

2. A study on counters services in all libraries in Malaysia including main libraries, state libraries and district libraries.

3. A study on users satisfaction towards public and private libraries in Malaysia-A Comparison

4. A study on users perception and evaluation towards counter services in libraries and counter services in government agencies.

CONCLUSIONS

By having all these researches, a complete yet comprehensive conclusion on user's perceptions and their evaluation towards counter services can be made. A single study is not sufficient as it's finding does not represent the whole things there is many aspects on counter services need to be considered.

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Appendices

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
KEDUDUKA	928	4	1	5	3.16	.76	.122	.080
Valid N (listwise)	928							

Table 1: Descriptive Statistic (Mean) For Placement Of Counter

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
SAIZ	926	4	1	5	3.01	.75	.089	.080
Valid N (listwise)	926							

Table 2: Descriptive Statistic (Mean) For Size Of Counter

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
SUSUNATU	929	4	1	5	2.75	.79	.288	.080
Valid N (listwise)	929							

Table 3: Descriptive Statistic (Mean) For Appearance of Counter

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
HIASAN	929	4	1	5	2.77	.78	.340	.080
Valid N (listwise)	929							

Table 4: Descriptive Statistic (Mean) For Counter's Decoration

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
RISALAH	926	4	1	5	2.58	.89	.436	.080
Valid N (listwise	926							

Table 5: Descriptive Statistic (Mean) For Pamphlets of Services

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
ALATBANT	928	4	1	5	2.50	.90	.349	.080
Valid N (listwise)	928							

Table 6: Descriptive Statistic (Mean) For Aids For Services

One-Sample Test

	Test Value = 2.5					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
ALATBANT	.073	927	.942	2.16E-03	-5.61E-02	6.04E-02

Table 7: One Sample T Test For Aids For Services

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
PETUGAS	928	4	1	5	3.04	.74	.237	.080
Valid N (listwise)	928							

Table 8: Descriptive Statistic (Mean) For Presence of Counter's Staff

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
TERAMPIL	924	4	1	5	3.02	.77	.111	.080
Valid N (listwise)	924							

Table 9: Descriptive Statistic (Mean) For Staffs Appearance

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
SAPAAN	926	4	1	5	2.05	.89	.663	.080
Valid N (listwise)	926							

Table 10: Descriptive Statistic (Mean) For Greetings

One-Sample Test

	Test Value = 2.5					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
SAPAAN	-15.315	925	.000	-.45	-.51	-.39

Table 11: One Sample T Test for Greetings

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
BAHASA	929	4	1	5	3.10	.60	.133	.080
Valid N (listwise)	929							

Table 12: Descriptive Statistic (Mean) For Courtesy

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
KOMUNIKA	929	4	1	5	3.00	.78	-.082	.080
Valid N (listwise)	929							

Table 13: Descriptive Statistic (Mean) For Communication

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
TBANTUAN	928	4	1	5	2.92	.75	-.036	.080
Valid N (listwise)	928							

Table 14: Descriptive Statistic (Mean) For Level Of Assistance

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
LAYANAN	929	4	1	5	2.93	.74	.067	.080
Valid N (listwise)	929							

Table 15: Descriptive Statistic (Mean) For Treatment By Staffs

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
PRO_KAKI	929	4	1	5	2.91	.78	-.015	.080
Valid N (listwise)	929							

Table 16: Descriptive Statistic (Mean) For Professionalism Of Staffs

MASAKAUN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5 Minit	499	53.6	53.9	53.9
	6-10 Minit	304	32.7	32.8	86.7
	11-15 Minit	70	7.5	7.6	94.3
	16-20 Minit	25	2.7	2.7	97.0
	Lebih 20 Minit	28	3.0	3.0	100.0
	Total	926	99.5	100.0	
Missing	0	5	.5		
Total		931	100.0		

Table 17: Time At Counter

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
BAZ_MASA	928	4	1	5	1.85	.81	1.237	.080
Valid N (listwise)	928							

Table 18: Descriptive Statistic (Mean) For Time Wasted

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
GUNAMASA	925	4	1	5	2.88	.76	.012	.080
Valid N (listwise)	925							

Table 19: Descriptive Statistic (Mean) For Time Utilization

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
PEROLEHM	924	4	1	5	2.87	.77	.014	.080
Valid N (listwise)	924							

Table 20: Descriptive Statistic (Mean) For Information Acquisition

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
DAPATMAK	925	4	1	5	2.89	.68	.086	.080
Valid N (listwise)	925							

Table 21: Descriptive Statistic (Mean) For Information Gaining

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
PEROLEHA	919	4	1	5	2.61	.77	.141	.081
Valid N (listwise)	919							

Table 22: Descriptive Statistic (Mean) For Acquisition Of Information

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
BANTUAN	927	4	1	5	2.92	.67	.073	.080
Valid N (listwise)	927							

Table 23: Descriptive Statistic (Mean) For Staff's Assistance

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
JUMLAH	928	4	1	5	2.32	.80	.424	.080
Valid N (listwise)	928							

Table 24: Descriptive Statistic (Mean) For Number of Staff

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
PROFESIO	927	4	1	5	2.90	.80	-.003	.080
Valid N (listwise)	927							

Table 25: Descriptive Statistic (Mean) For Professionalism and Sincerity

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
KUALITI	927	4	1	5	2.64	.88	.306	.080
Valid N (listwise)	927							

Table 28: Descriptive Statistic (Mean) For Quality of Service

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
PERKHIDM	927	4	1	5	2.95	.70	.176	.080
Valid N (listwise)	927							

Table 27: Descriptive Statistic (Mean) For Overall Level of Service

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std.	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
PENTING	926	4	1	5	3.15	.71	.135	.080
Valid N (listwise)	926							

Table 28: Descriptive Statistic (Mean) For Importance of Counter