

**UNIVERSITI TEKNOLOGI MARA**

**MEASUREMENT AND  
EVALUATION PRACTICES IN  
ACADEMIC LIBRARIES AND THEIR  
CONTRIBUTIONS TOWARDS  
STRATEGIC PLANNING**

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of the requirements for the degree of  
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## AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## ABSTRACT

Measurement and evaluation is one of the most important elements of the library management. Measurement and evaluation practices at the library are needed in fulfilling users' satisfactions by providing good library facilities and services to the users. All libraries aim to ensure that excellent services are provided to meet users' needs and expectations. Nevertheless, to ensure the needs of users are fulfilled is not an easy job and can't be taken lightly too. A big batch of things should be remarked that the purpose and objective of the library to supply the best service to users can be employed. This work is centred on the measurement and evaluation at the academic libraries in Malaysia. The purpose of this study is to find the actual situation of measurement and evaluation practices in eight Malaysian Academic Libraries and the contributions in the library strategic planning. The findings generated from this survey provide the measurement and evaluation scenario of how academic libraries are trying to satisfy the demands and satisfactions of their users. The study which focuses on the measurement and evaluation practices of users' needs and expectations in Malaysian academic libraries highlights how libraries establish their measurement and evaluation exercises. This study, which includes the perspectives of librarians who are directly involved in the measurement and evaluation activities in the academic library may serve as a baseline in a general sense for academic libraries of all sizes as to how academic libraries could leverage the ideas of fulfilling the needs and expectations of the users. This study will be a significant endeavor in promoting better library services to the users of the academic libraries. For the policy makers, the study will be a reference for them to come out with a better policy/guidelines/standards/strategic planning regarding the measurement and evaluation practices in academic libraries. This study will also be beneficial to the library managers/chief librarians. The findings may help library personnel to strategize their process in fulfilling users' needs. Therefore, they will find the way on how to improve the services provided to the users. For the library executives/librarians, they will know and be informed of the good measurement and evaluation instruments in measuring the services provided to the users. On the other hand, for researchers, future studies may be conducted specifically ones related to measurement and evaluation of library services in fulfilling users' needs and expectations. This study may also contribute to the body of knowledge, especially in Malaysia where the strategies in the area of library measurement and evaluation are very much needed.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Overview

Excellent service is a very essential element to be emphasized by an organization as well as the library. Library service is one of the most important considerations by a library for the smooth running of the library works to its users. Fulfilling users' satisfactions must be given special deliberations by libraries. It does not matter whether the library is a public library, the National Library, a special library or an academic library, as all are meant for delivering users with the best services as much as possible. The quality of delivery services to library users, students and researchers is considered as the key factor affecting the performance of libraries, including the academic libraries (Kiran and Diljit, 2012). Kiran and Diljit (2011) mention that users' request derive from the recognition of a need for information and is influenced by some level of expectations from a library's ability to fulfil this need. While Rajesh (2003), and Ganguly and Gupta (2008) inform that customer service entails making every effort in satisfying the request from the users. On the other hand, Shi, Holahan and Jurkat (2004) mentioned that understanding satisfaction formation process among library users has been a concern for researchers and practitioners alike in the field of library and information sciences. All libraries also aim to ensure that services are provided to meet users' needs and requirements. Nevertheless, to ascertain that the needs of users are met well is not an easy business and cannot be held lightly. A great deal of things, library should be noticed that the purpose and objective of the library to supply the best service to users can be implemented as they expected.

Casey and Savastinuk (2006) stress that library these days are switching; funding limits and customers' demands are transforming staffing levels, service models, access to resources, and services to the public. Therefore, every aspect related to users' needs should be inscribed and the library should pay severe deliberation to the implementation of more robust services to users. This includes the academic libraries at universities. Gibbons (2013) stresses that it is important for a library to be more closely align with the unique needs of its parent institution since more and more