

UNIVERSITI TEKNOLOGI MARA  
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES



A STUDY ON THE RELATIONSHIP OF THE SERVQUAL  
DIMENSIONS THAT AFFECTING USERS' SATISFACTION  
AT SUNGAI PETANI PUBLIC LIBRARY

MOHAMAD NORHASWANDI BIN MD NADZIR  
2016598671

NABILA ANIS BINTI NAZUKI  
2016307067

DECEMBER 2018

PERPUSTAKAAN SULIAN BADLISHAH  
UiTM Kampus Merbok  
Cawangan Kedah  
08400 Merbok Kedah.

## CLEARANCE FOR SUBMISSION OF THE RESEARCH BY THE SUPERVISOR

Name of Supervisor : Encik Adnan Aminuddin  
Title of Research Report : A Study on the Relationship of the SERVQUAL  
Dimensions that Affecting Users' Satisfaction  
at Sungai Petani Public Library  
Name of Student 1 : Mohamad Norhaswandi bin Md Nadzir  
Name of Student 2 : Nabila Anis binti Nazuki

I have reviewed the final and complete research and the approve the submission of this report for evaluation.

Signed,

  
.....  
(Encik Adnan Aminuddin)

## ABSTRACT

This research was conducted to study the relationship of the SERVQUAL dimensions that affecting users' satisfaction at Sungai Petani public library. This study conducted in order to determine which factors need to be highlight by public library to ensure that their users give a positive comment and recommendation about their library to others and also to increase their tendency to visit again to those libraries in future. In this study the quantitative research method had been used in which relies on the primary data from a survey which involve the patients in Sungai Petani Public Library. The total sample size for this study is 285 respondents from the population in a month 1088 people. This study had conducted on this amount of sample sizes and the data had been collected within the time period. The analysis on the findings for this study have managed to answers all objective stated. The findings, the researcher has found out there is relationship between the users' satisfaction with all the independent variables. The independent variables show that there is a significant relationship between the variables. Therefore, it could be concluded that there was relationship between SERVQUAL Dimensions toward users' satisfaction in the Sungai Petani Public Library.

*Keywords: Users' Satisfaction, SERVQUAL Dimension, Reliability, Assurance, Tangibility, Empathy, Responsiveness, Sungai Petani Public Library, Kedah*

## TABLE OF CONTENTS

<b>CLEARANCE FOR SUBMISSION</b>	<b>i</b>
<b>DECLARATION</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>ACKNOWLEDGEMENT</b>	<b>iv</b>
<b>TABLE OF CONTENTS</b>	<b>v-vii</b>
<b>LIST OF TABLES</b>	<b>viii</b>
<b>LIST OF FIGURES</b>	<b>ix</b>
<b>Chapter 1: Introduction</b>	
1.1 Introduction	1
1.2 Background of study	1-2
1.3 Problem statement	2-3
1.4 Research question	4
1.5 Research objectives	5
1.6 Scope of the study	6
1.6.1 Level	6
1.6.2 Territory	6
1.6.3 Time	6
1.7 Significance of the study	6-7
1.7.1 To know the factor that can lead to users' satisfaction of library services at public library	6-7
1.7.2 To assist the understanding level of users' satisfaction of library services at public library	7
1.7.3 To contribute body of knowledge in the area service quality	7
1.8 Definition of terms/concepts	7-10
1.8.1 Users satisfaction	7-8
1.8.2 Reliability	8
1.8.3 Assurance	8-9
1.8.4 Tangibility	9
1.8.5 Empathy	9
1.8.6 Responsiveness	9-10
1.9 Conclusion	10
<b>Chapter 2: Literature Review &amp; Conceptual Framework</b>	
2.1 Introduction	11
2.2 User satisfaction in public library	12-13
2.3 Underlying theory	13
2.4 Factors that lead to dependent variable	13-15
2.4.1 Reliability	13-14
2.4.2 Assurance	14
2.4.3 Tangibility	14
2.4.4 Empathy	14
2.4.5 Responsiveness	15
2.4.6 Collection and resources provide by library	15

2.5	Variables related to this study	15-20
2.5.1	Reliability	15-16
2.5.2	Assurance	16-17
2.5.3	Tangibility	17-18
2.5.4	Empathy	18-19
2.5.5	Responsiveness	19-20
2.6	Conceptual Framework	20-24
2.6.1	Users' satisfaction	20-21
2.6.2	Reliability	21
2.6.3	Assurance	22
2.6.4	Tangibility	22-23
2.6.5	Empathy	23
2.6.6	Responsiveness	23-24
2.7	Relationship between independent variables and dependent variables	24-28
2.7.1	The relationship between reliability toward public library and users' satisfaction.	24-25
2.7.2	The relationship between assurance toward public library and users' satisfaction.	25
2.7.3	The relationship between tangibility toward public library and users' satisfaction	26
2.7.4	The relationship between empathy toward public library and users' satisfaction.	26-27
2.7.5	The relationship between responsiveness toward public library and users' satisfaction	27-28
2.8	Conclusion	28
 <b>Chapter 3: Research Method</b>		
3.1	Introduction	29
3.2	Research design	29-30
3.3	Unit of analysis	30
3.4	Sample size	30-31
3.5	Sampling technique	31-32
3.6	Measurement/Instrumentation	32-33
3.6.1	Nominal scale	32
3.6.2	Ordinal scale	32-33
3.6.3	Interval scale	33
3.6.4	Ratio scale	33
3.7	Data collection	33-40
3.8	Data analysis	41-44
3.8.1	Pilot study	41-42
3.8.2	Descriptive analysis	43
3.8.3	Pearson correlation analysis	43-44
3.8.4	Multiple regression analysis	44
3.9	Conclusion	44