

**QUALITY SERVICE PERFORMANCE MODEL IN ACADEMIC LIBRARY: A CASE STUDY  
AT RESEARCH UNIVERSITY (USM)**



**INSTITUT PENGURUSAN PENYELIDIKAN  
UNIVERSITI TEKNOLOGI MARA  
40450 SHAH ALAM, SELANGOR  
MALAYSIA**

**PREPARED BY:**

**JUNAIDA ISMAIL  
MAHADIR LADISMA @ AWIS  
AISHAH MUSA  
SHARUNIZAM SHARI  
ROZIYA ABU**

**DISEMBER 2009**



# UNIVERSITI TEKNOLOGI MARA

Institut Penyelidikan, Pembangunan dan Pengkomersilan (IRDC)

*Institute of Research, Development and Commercialisation (IRDC)*

*(Sebelum ini dikenali sebagai IIRA Penyelidikan dan Perundingan)*

40450 Shah Alam, Malaysia

Website : <http://www.irdc.uitm.edu.my>

Surat Kami : 600-IRDC 5/1  
Tarikh : 29 Mei 2008

En. Sharunizam Shari  
Pensyarah  
UiTM Cawangan Kedah  
Kampus Sungai Petani  
Peti Surat 187  
08400 Merbok  
KEDAH

Pn. Junaida Ismail  
Pensyarah  
UiTM Cawangan Kedah  
Kampus Sungai Petani  
Peti Surat 187  
08400 Merbok  
KEDAH

Tuan/Puan,

## PERTANDINGAN TAJUK/ABSTRAK TERBAIK

Mesyuarat penyelidikan Dana Kecemerlangan Bil. 2/2008 bertarikh 9 Mei 2008 adalah dirujuk.

Tahniah diucapkan kerana tuan/puan telah terpilih sebagai pemenang pertandingan tajuk dan abstrak terbaik pada 17 Februari 2008 bersempena Hari Bertemu Pelanggan IRDC.

Tuan/Puan diminta untuk menyerahkan kertas cadangan penyelidikan dengan menggunakan Borang Permohonan Projek Penyelidikan dan Bprang Perjanjian bagi tajuk diatas. Tuan/Puan boleh muat turun Borang tersebut dari laman web IRDC. Syarat-syarat kelulusan projek adalah seperti berikut :-

- i. Tempoh projek penyelidikan ini ialah 1 tahun.
- ii. Kos yang diluluskan sebanyak **RM5,000.00** sahaja.
- iii. Semua pembelian bahan/peralatan adalah diminta agar tuan/puan mematuhi prosedur perbendaharaan di mana pembelian melebihi RM500.00 hendaklah mengemukakan sebutharga dan borang analisa harga.
- iv. Pihak Tuan/Puan dikehendaki mengemukakan laporan prestasi secara ringkas pada bulan Disember 2008 sepanjang penyelidikan Tuan/Puan berjalan.

## INSTITUT PENYELIDIKAN, PEMBANGUNAN DAN PENGKOMERSILAN LANDASAN KEWIBAWAAN DAN KECEMERLANGAN

Naib Canselor (Penyelidikan) : 03-5544 2094/5  
Penyelidikan (Sains Sosial dan Pengurusan) : 03-5544 2097  
Penyelidikan (Sains dan Teknologi) : 03-5544 2091  
Penyelidikan (Kewangan) : 03-5544 2753

Ketua INFOREC : 03-5544 3097  
Ketua Perundingan : 03-5544 2100  
Ketua Pengkomersilan : 03-5544 2750  
Penolong Pendaftar : 03-5544 2090

Pegawai Sains : 03-5544 2098  
Pejabat Aun : 03-5544 2093/2101/2057  
Fax : 03-5544 2096/2767  
Unit Kewangan Zon 17 : 03-5544 3440



## TABLE OF CONTENT

<b>ACKNOWLEDGEMENT</b>	iv
<b>TABLE OF CONTENT</b>	v
<b>LIST OF FIGURE</b>	viii
<b>LIST OF DIAGRAM</b>	ix
<b>LIST OF TABLE</b>	x
<b>ABSTRACT</b>	xi
<b>CHAPTER I : INTRODUCTION</b>	
1.0 BACKGROUND OF THE STUDY	1
1.1 PROBLEM STATEMENT	4
1.2 SIGNIFICANCE OF THE STUDY	6
1.3 OBJECTIVES OF THE STUDY	6
1.4 RESEARCH QUESTIONS	7
1.5 DEFINITIONS OF TERMS / CONCEPTS	7
1.5.1 Service Quality	7
1.5.2 Library as a Place	7
1.5.3 Collection	8
1.5.4 Access	8
1.5.5 Reliability	8
1.5.6 Empathy	9
1.5.7 Library	9
1.5.8 Library User	9
1.5.9 Research University : USM	10
1.5.10 Universiti Sains Malaysia (USM)	10
1.5.11 Quality of Libraries	10
1.6 HYPOTHESES	
1.6.1 Hipotesis 1	11
1.6.2 Hipotesis 2	11
1.6.3 Hipotesis 3	12
1.6.4 Hipotesis 4	12
1.6.5 Hipotesis 5	13
1.7 SCOPE OF PROJECT / LIMITATIONS	
1.7.1 Sample	13
1.7.2 Budget	13
1.7.3 Time	13
1.8 CONCLUSION	14
<b>CHAPTER II : LITERATURE REVIEW</b>	
2.0 INTRODUCTION	15

2.1	TANGIBLES DIMENSION	16
2.2	COLLECTION DIMENSION	17
2.3	ACCESS DIMENSION	18
2.4	RELIABILITY & EMPATHY DIMENSION	24
2.5	SERVQUAL & LIBRARY USERS SATISFACTIONS	26
2.6	CONCLUSION	36

### **CHAPTER III : RESEARCH METHODOLOGY**

3.0	INTRODUCTION	37
3.1	RESEARCH DESIGN	37
3.1.1	Purpose of research	37
3.1.2	Types of Investigation	38
3.1.3	Researcher Influences	38
3.1.4	Scope of Study	38
3.1.5	Unit of Analysis	38
3.1.6	Time Horizon	38
3.2	POPULATION AND SAMPLING	39
3.3	SAMPLING TECHNIQUES	39
3.4	MEASUREMENT / INSTRUMENT OF STUDY	40
3.5	OPERATIONAL DEFINITION	40
3.5.1	DIMENSION LIBRARY AS A PLACE	41
3.5.2	COLLECTION DIMENSION	42
3.5.3	ACCESS DIMENSION	42
3.5.4	RELIABILITY DIMENSION	43
3.5.5	EMPATHY DIMENSION	43
3.5.6	RESEARCH UNIVERSITY (USM) LIBRARY PERFORMANCE	44
3.6	DATA ANALYSIS	44
3.7	CONCLUSION	45

### **CHAPTER IV : FINDINGS**

4.1	INTRODUCTION	46
4.2	RELIABILITY TEST	46
4.3	DESCRIPTIVE ANALYSIS	47
4.3.1	Gender	47
4.3.2	Mode of Study	47
4.3.3	Level of Study	48
4.3.4	School	48
4.3.5	Year of Study	49
4.3.6	Frequency of Library Visits	50
4.3.7	Library as a Place	51
4.3.8	Collection	51
4.3.9	Access	52
4.3.10	Reliability	53
4.3.11	Empathy	53
4.3.12	Service Quality Performance in USM Library	54

## ABSTRACT

*This study in particular scrutinizes the quality service in academic library. The reason for choosing academic libraries at Research University (USM) is because this university by virtue provides service par excellence. Thus, the implementation of quality service could be a guideline or standards to others. The objectives of this study are i) to determine whether there exists a relationship between the five dimensions and the service quality of an academic library at Research University (USM); ii) to determine the elements in each dimension that contributed to the service performance of an academic library at Research University (USM) and iii) to evaluate the most dominant dimension that influences the services quality performance in an academic library at the research University (USM). This study will employ the basic SERVQUAL model by Parasuraman (1996). Five determinant of quality service has been pre-identified which are Library as a Place (Tangible), Collections, Access, Reliability and Empathy. The sampling technique that had been used in this research was the Stratified Random Sampling. There are 377 respondents of academic libraries at research university (USM) involved. A set of questionnaire were developed to collect the data. The findings of this study may give a useful insight to the quality services provided to the user.*

Key Words: Research University Library, Universiti Sains Malaysia (USM), Service quality,