



UNIVERSITI
TEKNOLOGI
MARA

**Proceeding of the 1st Library and
Information Professional Seminar (2020)**

LibPro 2020

LIBRARY AND INFORMATION PROFESSIONAL SEMINAR
**"Innovative Information Management : Towards a
Reading Nation"**

eISBN 978-983-42183-1-7



9 789834 218317



10 NOVEMBER 2020
SHAH ALAM

PERPUSTAKAAN TUN ABDUL RAZAK
Universiti Teknologi MARA, Malaysia



Norhazlan Bin Nordin
Zalifah Binti Awang Zakaria, (PhD.)
Asmah Binti Sabtu
Mohd Ismail Bin Abidin
Nor Sabariah Binti Mansor
Syaakirah Binti Abd Khalid
Masnida Hanim Binti Che Mahmood
Nor Hafizah Binti Md Hanafiah
Md Haizar Bin Jamain
Eza Eliana Binti Abdul Wahid
Noor Azureen Binti Abd. Aziz
Wan Noor Sazidah Binti Wan Fauzi
Muhammad Asyraf Bin Mohd Hata
Nurul Nadiah Binti Harun

Innovative Information Management: Towards a Reading Nation

Proceeding of the 1st Library and Information Professional Seminar
(LIBPRO 2020) Shah Alam, Malaysia, 10 November 2020

Organized by
Perpustakaan Tun Abdul Razak
Universiti Teknologi MARA (UiTM)
Shah Alam, Selangor Darul Ehsan, Malaysia.

All Right Reserved © Perpustakaan Tun Abdul Razak

Suggested Cataloguing in Publication Data

Library and Information Professional Seminar (1st: 2020: Shah Alam Selangor, Malaysia)

Innovative Information Management: Towards a Reading Nation: Proceeding of the 1st Library and Information Professional Seminar, LIBPRO 2020, Shah Alam Selangor, Malaysia / Norhazlan Bin Nordin and 13 others; organized by the Perpustakaan Tun Abdul Razak, Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia, 2020.

eISBN: 978-983-42183-1-7

1. Libraries and society - Congresses. 2. Library science – Malaysia - Congresses. 3. Information science - Malaysia - Congresses. I. Norhazlan Bin Nordin. II. Universiti Teknologi MARA. Perpustakaan Tun Abdul Razak.

Z716.4

TABLE OF CONTENTS

Keynote Speaker - Mrs. Iris Hsu

Title: A.I and Library: Level Up Research Support

Institutional Repository Access Policy in Public University Libraries in Central Java, Indonesia <i>MZ Eko Handoyo & Atin Istiarni</i>	1-12
Bibliometric Review of Malaysian Journal of Library and Information Science 1996-2019 <i>Muslim Ismail@Ahmad, Roslina Othman & Mohd Nasir Ismail</i>	13-19
State-Of-The-Art Bibliometric Review of Library Research 2018-2020 In Scopus Database <i>Muslim Ismail@Ahmad, Noor Rahmawati Alias, Rosmariyati Ab Rahman & Alina Hussin@Hussein</i>	20-26
Success Factor of Web Integrated Library System and Job Satisfaction in Academic Libraries <i>Mawar Noor Binti Abdullah</i>	27-40
Evaluation Of Utilization Of Digital Library Applications Universitas Muhammadiyah Sumatera Utara <i>Muhammad Arifin & Isva Affannura Khairi</i>	41-47
Customer Driven Approach In An Organizational Learning: A Case Information Agency <i>Shahidatul Akhmam Rambeli & Alwi Mohd Yunus</i>	48-58
IFLA WLIC 2018 Volunteers: Sharing Experience from Social Media Assistant Team <i>Nurul Diana Jasni, Mohd Ikhwan Ismail, Amirul Firdaus Zilah & Mohd Faizal Hamzah</i>	59-72
A Bright Future For The Library And Library Professional <i>Nur Afeqah Abdullah & Nur Syafiqah Hassan</i>	73-84
From Damansara To Gombak: Experience Of Dar Al-Hikmah Library Moving A Law Library <i>Irni Izwah Abu Bakar</i>	85-96
Declining Number of Books Borrowing at An Academic Library in Johor <i>Nur Azleen Binti Hasan, Mawar Noor Binti Abdullah & Noor Hasanah Binti Mohd Hanafi</i>	97

READ@USM: #readuniusm #jombacausm #usmmembaca #malaysiamembaca #dekadmembaca <i>Nor Azan Ibrahim et. Al</i>	98
Scavenger Hunt: Latihan Kemahiran Literasi Maklumat Dikalangan Pelajar Interim UiTM Johor Kampus Segamat <i>Ts. Dr. Syamsul Hendra Bin Mahmud, Mawar Noor Binti Abdullah & Siti Rozana Binti Mat Sanat</i>	99
IMU Central Digital Repository (CDR) <i>Norzilamazni Saniman & Zuhanariah Mohd Nordin</i>	100
The Challenges Of Establishing Digital Library Services In An Open Distance Learning (ODL) <i>Zubaydah Binti Zamri & Norazleen Binti Mohamad Noor</i>	101
An Innovative Library Programme To Promote Reading Culture <i>Hasniza Amno, Lizawati Muhammadan, Muhamad Amin Azmi, Mohamed Hafiz Mansor & Bakiah Shahrudin</i>	102
Request Book And Article System (RBAS): Tools, Techniques And Outcomes <i>Hasniza Amno, Rugayah Ali, Nur Hanida Abd Rahim, Zulkifli Zainol, Waheeda Mat Nashir, Nurul Huda Abd Jais & Hafiz M Zin</i>	103
Reading For All: A Story From Chow Kit <i>Nurfarawahidah Badruesham</i>	104
Committee Members	105-109
Author Index	110

Customer Driven Approach In An Organizational Learning: A Case of Information Agency

Shahidatul Akhmam Rambeli¹ and Alwi Mohd Yunus²

¹Perpustakaan Tun Abdul Razak,
MARA University of Technology (UiTM),
Shah Alam, Selangor, Malaysia

²Faculty of Information Management,
MARA University of Technology (UiTM),
Shah Alam, Selangor, Malaysia

Email: ¹shahidatul@salam.uitm.edu.my, ²alwiyunus@salam.uitm.edu.my

ABSTRACT

In the era of industrial revolution 4.0, many organizations face challenges to survive in delivering product and services. Hence, there is a need for organization to equip them with knowledge and learn something new or learn from past experience in order to maintain its continuity. As such, information agency also faces a constant struggle in making their role and responsibility fully functional, easily accessible and are operating to the best of their abilities to fully aid in helping their users. This study aims is to investigate how customer driven will affect organizational learning (OL) in the information agency. OL involves individual who have to learn and those who make the shift from traditional organization to learning organizations. It specifically focuses on information professionals in information agency who play their role to ensure that they are still relevant and align with the current needs of user. The study is based on data obtained from survey questionnaires distributed to information professionals in one of the selected information agency in higher learning institution on the aspect of fulfilment of customer expectation and needs through learning in organization for their future roles. The data was analysed to evaluate and determine the relationship of customer driven needs with OL capabilities. The study suggested shared vision & mission, dialogue/communication and ICT are the main contribution on the customer driven services in information agency. It is hoped that the study can contribute to information professionals to improve their services and ensure it is still relevant and at par with the changes that take place.

Keywords: *information agency, customer driven, organizational learning, information professionals*

1.0 INTRODUCTION

The new era of industrial revolution 4.0, has brought a lot of challenges. One of it is to survive in market product and deliver services to customers. Hence, to maintain organizational continuity, it must equip itself with knowledge and learn something new or learned from the past. Esen, Aşık Dizdar, & Ege (2017) expressed that organizations have been forced to create their own action in order to survive and remain competitive. Such is where organization adapts and learns, which is called as learning organization (LO), a solution for organizations to survive in today's fast changing environment (Khaled Ateik Saeed Abdullah & Norliya Ahmad Kassim, 2010).

Gherardi (2015) defined that organizational learning (OL) is a combination of learning which covers three components; namely knowledge, skills and expertise. It is an exploration of organization by using knowledge and experiences. While Argote (2012) indicated that OL is a process through which an organization creates, maintain and transfer knowledge to correct errors and improve them continuously. Many successful organizations such as Google, Amazon.com, Allianz Insurance, Edward John and others organization learn and change their business effectively by using current technology changes (Sarder, 2016). The highly sought-after organizations need to equip with knowledge and adapt itself with sophisticated environment (Sarder, 2016) in order to serve customers of diverse needs and requirement and at the same time have to compete for business intensively (Pynnonen, Hallikas, & Ritala, 2012), in this case is library institution. On the other hand, Kloda, Koufogiannakis, & Brettle (2015) stated in order to reach maximum library performance it is important to fulfil the patrons needs.

Academic libraries that apply OL will increase innovation (Islam, Agarwal, & Ikeda, 2014) and drive optimize effectiveness (Chidambaranathan & Swarooprani, 2015). Saadat & Saadat (2016) mentioned that OL is capable to build flexible dynamic learning organization and as a key success factor to enhance efficiency. This task is possible with information professional of people-focused roles to manage learning resources while keeping the library users' needs in mind. According to Youssef, Ramirez, & Dolci, (2012) information professionals need to acquire, create, store, share and utilize knowledge to make it as a central productive and strategic asset for the user and library. Information professional are trained to be experts in information searching, selecting, acquiring, organizing, preserving, repackaging, disseminating and serving the knowledge assets in the library. As a good knowledge worker, information professional is key factor in improving compatibility (Edwards, Bell, Winfred Arthur, & Decuir, 2008).

2.0 PROBLEM STATEMENT

Academic libraries have long enjoyed their status as the “heart of the university.” However, in recent decades, higher education environment have changed and information professional no longer can rely on their stakeholders if they unable to perform their job and to show how important are they towards university (Oakleaf, 2010). Nowadays students prefer to searching and finding information electronically through smartphones because of faster and easily retrieve information makes they no longer visit the library (Nor Azma Laila, 2019). Report by UiTM library, amount of library visitors had decline in 2018 as compared to in year 2017. There are 3,563,185 of library visitor in 2018 while in 2017 there are 3,606,627 visitor, the amount decrease 1.2% (Perpustakaan Tun Abdul Razak, 2019).

It is proven that OL are well performed (Battor & Battour, 2013; Hussein, Mohamad, Noordin, & Ishak, 2014; Jiménez-Jiménez & Sanz-Valle, 2011; Mohd Shamsul Mohd Shoid, Norliya Ahmad Kassim, & Mohd Idzwan Mohd Salleh, 2011; Shoid et al., 2011) and survive in today's challenging environment (Bertram-Elliott, 2015; Limwichitr et al., 2015). However, many studies focus on organization rather than customer driven whereas the purpose of libraries is to fulfil and provide space and services to their customer (Nor Azma Laila, 2019).

The purpose of this study is to investigate how customer driven will affect OL in library. Focusing of this study is in information professional because their role of is to meet the need of teaching, learning and research in the university. The aim of the library is to ensure that the university student will become knowledgeable person and excel in achievement. LO in academic library act as group of people working together to enhance library capacities in order to create the best results for their sustainability. OL involves individual who have to learn and those who make the shift from traditional organization to learning organizations and would be

able to think critically and creatively (Yadav & Agarwal, 2016a).

3.0 RESEARCH OBJECTIVE AND QUESTION

To study the relationship of OL element with customer expectation and needs

To identify OL capabilities with customer expectation and needs

To examine the most significant OL capabilities that drive customer needs

4.0 SIGNIFICANT OF RESEARCH

The finding of this quantitative study will drive towards the relationship of OL with customer driven in the library services. In addition, this study aims to discover customer driven that can contribute information or knowledge for the OL in library. As an OL, library will facilitate with all members in organization to transform itself. Hence, the achievement and success of the organization come from the effective and efficient of leader, staff, resources, technology and customers. Therefore, this study tries to find out the relationship of customer driven towards OL. It is important for the library to continue their role and still relevant in many years.

This study is significant because it provides accurate portrayal of OL towards customer driven approach (expectation and needs). In addition, it identifies the highest factors that reflect customer driven approach in order to make successful of OL. This study discovers the important of OL in order to fulfil the customer needs for continuity purposes and competitive advantage in the challenging era. That's why, OL is suggested to foster information professional in their task capability. This research aimed to test whether there is a relationship between OL and customer driven.

5.0 LITERATURE REVIEW

Staley & Malenfant (2010) explained information professional must adapt their libraries to the current changes. They have to predict the future so that they can start to take appropriate action from now. From OL, libraries will be able to learn and organize the library wisely to meet the needs of their customers. Schwab (2017) declared fourth industrial revolution will be powerful and impactful to many organizations, if the organization unable to consistent and positively take the opportunities and challenges of this revolution then it will fail. Sarder (2016) gave an example of one of the huge companies like Blockbuster which ran out of their business in September 2010 because it failed to keep up with the changes in technology and gave customer options to accessed entertainment. Technology is changing so rapidly and the academic library as well as the information professional itself has to take fast action to keep up and stay ahead in providing their services for the university and it will happen from OL.

Organizational Learning (OL) is referred to as organizational learning capability to practice appropriate and accurate management structure with learning encouragement (Shoid et al., 2011), while Gherardi (2015) as metaphor of the combination of organization and learning which enables organization to deal with knowledge and experiences. While, Haley (2010) stated that LO must adapt and response with the current changes in order to continually survive and grow. Ang & Joseph (1996) distinguishes between OL and LO as a process versus structure.

Academic library plays as a heart of the university to support and promote teaching, learning and research for institution users. To ensure library aligning with the needs of users, libraries need to collect information from users and investigate the information to demonstrate the library's value and provide the collection for continuing improvements (Oakleaf & ACRL, 2010). Senge (1990) listed five disciplines in OL which are: personal mastery, mental models, team learning, shared vision and system thinking. While Hishamudin et al., (2010) come out with OL capabilities as: shared vision and mission, organizational culture, teamwork cooperation, transfer of knowledge and information communication technology. Another OL framework develop by Khalib et al., (2015) introduced four component: organizational culture, leadership, dialogue and participative decision making.

Theoretical Framework

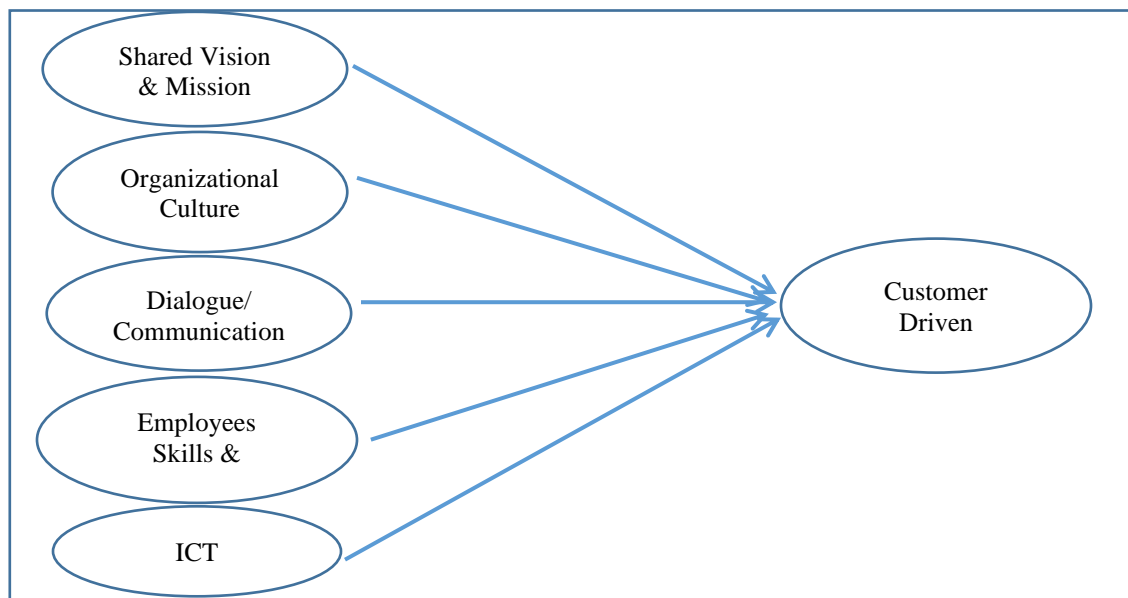


Figure 1: Theoretical framework of Customer Driven Approach in OL

6.0 RESEARCH METHODOLOGY

This study applied quantitative method to identify the relationship of OL element with customer driven needs that contributes to knowledge needed by the library. It is also to examine the most significant OL capabilities that drive customer needs in order to increase organizational performance. Survey design through survey questionnaire is used to obtain information on beliefs, attitudes, and opinions. Data were collected at a single point in time, analyses made on participants responses as a single group, and draws conclusions from statistical result (Cresswell, 2008). The questionnaire is developed for measuring each variable using corresponding Likert scale anchored as 1 for “Strongly Disagree”; 2 for “Disagree”; 3 for “Neither Agree Nor Disagree”; 4 for “Agree” and 5 for “Strongly Agree”. According to Creswell (2014) a survey design is a quantitative research of trends, attitudes, or opinions of a population by studying a sample of that population. It is to test the impact of a treatment (or an intervention) on an outcome, controlling for all other factors that might influence that outcome. Questionnaire will create in google form which it is not involving any cost, convenience, confidential and easy. User familiar by using internet survey (Sue & Ritter, 2012).

The population of this study was the middle management in UiTM Libraries; librarians and senior librarians. Total amount of respondents was 92.

Table 1: Population size by branch

PTAR UiTM Branch	No. of Librarian
Shah Alam	34
Selangor	13
Perlis	2
Kedah	3
Pulau Pinang	4
Perak	3
Negeri Sembilan	5
Melaka	7
Johor	2
Pahang	5
Terengganu	4
Kelantan	4
Sabah	3
Sarawak	3
Total of population	92

The main instrument for data collection in this study was a questionnaire and the analysis were essentially quantitative. The self-administered questionnaires, after collection, data were checked for completeness, comprehensibility, consistency and reliability, a step referred to as cleaning the data. Analysis of data was made using Statistical Package for Social Science software version 25. Based on the data collected, hypotheses were tested to indicate the relationship between independent and dependent variables. It also analysed the validity and reliability result, analysis respondent's demographic profile, descriptive result, hypothesis testing, regression analysis and the significant of OL capabilities towards customer driven.

6.1 RESEARCH HYPOTHESIS

- H1. There is a significant relationship between organizational cultures with customer driven
- H2. There is a significant relationship between shared vision & mission with customer driven
- H3. There is a significant relationship between dialogues with customer driven
- H4. There is a significant relationship between employees' skills & competencies with customer driven
- H5. There is a significant relationship between ICT with customer driven

6.2 VALIDITY TEST

The *Sphericity Barlett and Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MSA)* were used to test the correlation between the variables to evaluate the suitable data for factor analysis. The test indicated that it was significant of the correlation between variables and the factor analysis was appropriate. Table below shows the test result for *Sphericity Barlett and Kaiser-Meyer-Olkin (KMO)* is 0.856 exceed 0.6.

Table 2: Sphericity Barlett and Kaiser-Meyer-Olkin (KMO) test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.856
Bartlett's Test of Sphericity	Approx. Chi-Square	4217.110
	df	1176
	Sig.	.000

6.3 RELIABILITY TEST

From the test, the reliability analysis is accurate and consistent with the result more than 0.7. The highest *Cronbach Alpha* is 0.953 for the 'Organizational culture' while the lowest is 0.906 refer to 'Organizational vision and mission'.

Table 3: Alpha Cronbach Reliability test

Factor	<i>Cronbach's Alpha</i>	N of Items
Organizational vision and mission	.906	6
Organizational culture	.953	11
Dialogue / communication	.939	8
Skills & competencies	.932	9
Information Communication Technology (ICT)	.919	6
DV - User expectation	.938	9

6.4 CORRELATION

- H1. There is a significant relationship between organizational cultures with customer driven. Correlation between organizational cultures with customer driven is 0.784.
- H2. There is a significant relationship between shared vision & mission with customer driven. Correlation between shared vision & mission with customer driven 0.755.
- H3. There is a significant relationship between dialogues with customer driven. Correlation between dialogues with customer driven 0.784.
- H4. There is a significant relationship between employees' skills & competencies with customer driven. Correlation between employees' skills & competencies with customer driven 0.742.
- H5. There is a significant relationship between ICT with customer driven. Correlation between ICT with customer driven 0.804.

Based on this finding, all variables have positive value and very strong correlation with dependent variable. The hypotheses were accepted with the correlation value above 0.5.

Table 4: Correlation

		Correlations					
		Customer_ expectatio n_ driven	Share_visi on_mision	Organizati onal_cultu re	Dialogue_ communic ation	Skills_ competenc ies	ICT
Pearson Correlation	Customer_expectati on_driven	1.000	.755	.784	.784	.742	.804
	Share_vision_misio n	.755	1.000	.693	.693	.817	.694
	Organizational_cult ure	.784	.693	1.000	1.000	.704	.761
	Dialogue_communi cation	.784	.693	1.000	1.000	.704	.761
	Skills_competencie s	.742	.817	.704	.704	1.000	.704
	ICT	.804	.694	.761	.761	.704	1.000
Sig. (1-tailed)	Customer_expectati on_driven	.	.000	.000	.000	.000	.000
	Share_vision_misio n	.000	.	.000	.000	.000	.000
	Organizational_cult ure	.000	.000	.	.000	.000	.000
	Dialogue_communi cation	.000	.000	.000	.	.000	.000
	Skills_competencie s	.000	.000	.000	.000	.	.000
	ICT	.000	.000	.000	.000	.000	.
N	Customer_expectati on_driven	75	75	75	75	75	75
	Share_vision_misio n	75	75	75	75	75	75
	Organizational_cult ure	75	75	75	75	75	75
	Dialogue_communi cation	75	75	75	75	75	75
	Skills_competencie s	75	75	75	75	75	75
	ICT	75	75	75	75	75	75

The significant value showed the value 0.000 which is smaller than the value of p (p-value) at significant level of 0.01 (1-tailed), the proposed hypotheses were then accepted.

6.5 REGRESSION

Regression analysis was made to identify the best predictor or the dominant evaluation criteria that influence customer driven. It also identified the relationship between combinations of all evaluation criteria. Regression analysis sought to model the dependent variable on one or more explanatory independent variables. It is a mathematical model developed explaining how variation in an independent variable alters the value of the dependent variables when all independent variables are fixed.

Table 5: Regression analysis

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.870 ^a	.758	.744	.23449	.758	54.739	4	70	.000

a. Predictors: (Constant), ICT, Share_vision_mision, Dialogue_communication, Skills_competencies

b. Dependent Variable: Customer_expectation_driven

The result of regression analysis on the table above showed predictors (constant): ICT, share vision mission, dialogue/communication, skills competencies influenced the customer driven needs. The R Square value 75.8% indicated it was relevance with the value of F 54.739. To conclude, 75.8% influenced customer driven needs. It remaining ($100 - 75.8 = 24.2$) 24.2% was influenced by other predictors.

6.6 ANOVA

Analysis of variance (ANOVA) is a statistical test to understand whether the differences between the means scores of several groups within a sample is statically significant.

Table 6: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.040	4	3.010	54.739	.000 ^b
	Residual	3.849	70	.055		
	Total	15.889	74			

a. Dependent Variable: Customer_expectation_driven

b. Predictors: (Constant), ICT, Share_vision_mision, Dialogue_communication, Skills_competencies

Anova analysis show a significant value is 0.000. For dependent variable: customer expectation/driven, predictor independent variable, it was 0.000 mean, indicating the overall framework is accepted. Based on this finding, the study listed five criteria of customer driven approach in organizational learning at PTAR UiTM. However, only four criteria were significant on customer driven in PTAR as organizational learning.

6.7 COEFFICIENTS

Table 7: Coefficients

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.494	.259		1.910	.060					
	Share_vision_mision	.210	.102	.221	2.044	.045	.755	.237	.120	.296	3.383
	Dialogue_communication	.237	.085	.277	2.803	.007	.784	.318	.165	.355	2.816
	Skills_competencies	.106	.104	.112	1.019	.312	.742	.121	.060	.285	3.515
	ICT	.315	.086	.361	3.652	.000	.804	.400	.215	.354	2.824

a. Dependent Variable: Customer_expectation_driven

The result of Standardized Coefficients Beta has been calculated as below:

Customer Driven = B1 (Organizational share vision & mission) + B2 (Dialogue/Communication) + B3 (Skills and competencies) + B4 (ICT)

Customer Driven = 2.21 (Organizational share vision & mission) + 2.77 (Dialogue/Communication) + 1.12 (Skills and competencies) + 3.61 (ICT)

Finding for t=value and significant for each independent variable are: Organizational share vision & mission: t = 2.044, 0.045 < 0.05; Dialogue/Communication: t = 2.803, 0.007 < 0.05; Skills and competencies: t = 1.019, 3.12 > 0.05; ICT: t = 3.652, 0.00 < 0.05.

To conclude, Organization share vision & mission, Dialogue/Communication and ICT were the most and strongest factors contributed to customer driven with p – value < 0.05.

7.0 SUMMARY

The quantitative exploratory analysis included validity test, reliability test, demographic analysis, descriptive statistical analysis, correlation and regression analysis, with ANOVA analysis and the last test was coefficients. The result of the tested showed on the table below covering the entire research objective, research question, hypothesis and the result.

Table 8: Result of the study

Research Objective	Research Question	Hypotheses	P-Value	Result
RO1. To study the relationship of OL element with customer driven	RQ1. What is the relationship of OL element with customer driven?	H2. There is a significant relationship between shared vision & mission with customer driven	0.045	Support
RO2. To identify the aspect of OL capabilities with the customer driven	RQ2. Are there any most significant OL capabilities that drive customer needs?	H3. There is a significant relationship between dialogues with customer driven	0.007	Support
RO3. To examine the most significant OL capabilities that drive customer needs	RQ3. Which OL capabilities that drive customer needs?	H5. There is a significant relationship between ICT with customer driven	0.000	Support
		H4. There is a significant relationship between employees' skills & competencies with customer driven	3.12	Not Support
		H1. There is a significant relationship between organizational cultures with customer driven	No value (excluded variable)	Not Support

8.0 RECOMMENDATION & CONCLUSION

This study resulted from five variables with five hypotheses to discover but only three variables were accepted with strong significant value. There were shared vision & mission, dialogue/communication and ICT. These three components contributed strongly on customer driven towards OL in information agency. Limwichitr, Broady-Preston, & Ellis, (2015) mentioned that libraries have to adapt with rapid changes in environment through OL for improvement and increase their performance (Haley, 2010; Shoid, Kassim, & Salleh, 2011).

Vision and mission in the organization must be reliable, can be achievable and directed to be ultimate target. Vision statement aspires for future achievement and what organization wants to be while mission statement focuses on today and what the organization does. This aspiration must be shared and understood by staff and the outcome is shown to customers. From the vision and mission, information agency is directed to prepare the best services for customers. Shared vision means shared 'pictures of the futures' of the organization to show its commitment Senge (1990).

Dialogue or communication is an important channel to deliver or gain any information to information agency in terms of improving their services. Information agency have all means to deliver and channel all information through Facebook, Instagram, twitter, chat with information

professional, customer feedback system, customer feedback complaints and others channel that information agency provide to their customer. All feedbacks should be taken into consideration as to provide the best services to customers. Internal communication applied in information agency such as meeting, discussion, email, talk, sharing session and other channels must be used to make things work. Effective communication in OL will give effect on organization's success

Accommodating customers with ICT is most pivotal for librarians. It can help not only customer but information agency itself in daily transaction. Nowadays, many people access the information agency collection thru internet and they need the information in full text, easy to reach and accessibility anytime and anywhere. In delivering product and services, information agency have to update with current technologies (Mohd Shamsul Mohd Shoid et al., 2011).

The major contribution of this study is OL as the customer driven approach in information agency. The finding of this study is important for information agency to enhance and improve their services toward customer driven needs. In order to survive, information agency as OL must keep learning to compete with other organization, improving services and ensure it is still relevant facing environmental changes.

Further studies are proposed to discover another framework to understand more element influencing customer driven toward OL. The study can be extended to other service-based organization, public and private library for comparison. Benchmarking against customer expectations are required to measure standard of the organization.

In conclusion, the finding of the study is important especially to the information professionals and information agency to take further action in achieving the OL's goals and survive in a competitive environment. OL would survive if mistakes are learnt, initiative and effective action from experience are taken to fulfil customer expectation and need to ensure that library still relevant in many more years to support teaching, learning and research in the university.

COMMITTEE MEMBERS

Patron	: Ts. Noor Hidayat Bin Adnan Chief Librarian
Advisor	: Mr. Jamalludin Bin Sulaiman Senior Deputy Chief Librarian
Chairperson	: Mr. Norhazlan Bin Nordin Deputy Chief Librarian
Vice Chairperson	: Mr. Mohd Alfarabie Bin Mohd Nasir Senior Librarian
Secretary	: Miss Nordiana Binti Tukijo Senior Librarian
Treasurer	: Mrs. Hanani Binti Rojikin Senior Librarian
Protocol Committee	: Mrs. Hani Liza Binti Norfin (Head) Senior Deputy Chief Librarian Mrs. Norazlin Binti Mohd. Yusof Senior Librarian Mrs. Azniza Binti Hj. Mohamad Nor Archive Officer Mrs. Seri Ida Idayu Binti Sarffuddin Assistant Librarian Mrs. Nur Lian Binti Abd Halid Assistant Librarian Mrs. Zuraidah Binti Md Hassan Assistant Librarian

Invitation Committee	<p data-bbox="711 197 1300 296">: Mrs. Aznur Umiza Binti Abu Kasim @ Abu Kassim (Head) Deputy Chief Librarian</p> <p data-bbox="751 331 1174 394">Mrs. Nor Azwani Binti Mohamad Senior Librarian</p> <p data-bbox="751 430 1096 493">Mrs. Adlina Binti Abdullah Senior Librarian</p> <p data-bbox="751 529 1117 592">Mr. Ahmad Nazri Bin Jaafar Senior Librarian</p> <p data-bbox="751 630 1224 693">Mr. Abdul Razak Bin Abdul Rahman Senior Librarian</p> <p data-bbox="751 728 1169 791">Mrs. Rizana Binti Mohd Radwan Senior Librarian</p> <p data-bbox="751 827 1081 890">Mrs. Noredayu Binti Rosli Senior Librarian</p> <p data-bbox="751 926 1081 989">Mrs. Murni Binti Othman Assistant Librarian</p>
Paperwork and Documentation Committee	<p data-bbox="711 1104 1320 1167">: Dr. Hjh. Zalifah Binti Awang Zakaria (Head) Deputy Chief Librarian</p> <p data-bbox="751 1203 1169 1266">Miss Syaakirah Binti Abd Khalid Senior Librarian</p> <p data-bbox="751 1302 1281 1365">Mrs. Masnida Hanim Binti Che Mahmood Senior Librarian</p> <p data-bbox="751 1400 1055 1463">Mrs. Asmah Binti Sabtu Senior Librarian</p> <p data-bbox="751 1499 1218 1562">Mrs. Nor Hafizah Binti Md Hanafiah Senior Librarian</p> <p data-bbox="751 1598 1105 1661">Mr. Md Haizar Bin Jamain Senior Conservation Assistant</p>

Event Management Committee : **Mr. Ahmad Amiri Bin Mohamad (Head)**
Deputy Chief Librarian

Mr. Bahroni Bin Moojee
Senior Librarian

Mrs. Jaz Norfazuna Binti Jaafar
Senior Librarian

Mrs. Siti Rohayu Binti Mohamad Yusof
Senior Librarian

ICT and Technical Committee : **Mr. Mohd Izwan Bin Salim (Head)**
Senior Librarian

Mr. Abdul Rahman Bin Kamarun
Information Technology Assistant Officer

Mr. Mohd Faizal Bin Sawardi Lukman
Information Technology Assistant Officer

Publicity and Promotion Committee : **Mr. Mohd Alfarabie Bin Mohd Nasir (Head)**
Senior Librarian

Mr. Haji Ahmad Faizar Bin Jaafar
Senior Librarian

Mr. Mohd Syazwan Bin Hamzah
Assistant Librarian

Mr. Mohd Azrry Bin Zakaria
Assistant Librarian

Publication Committee	:	Mr. Mohd Ismail Abidin (Head) Deputy Chief Librarian
		Miss Nor Sabariah Binti Mansor Librarian
		Mrs. Eza Eliana Binti Abdul Wahid Senior Librarian
		Mrs. Noor Azureen Binti Abd. Aziz Publishing Assistant
		Miss Wan Noor Sazidah Binti Wan Fauzi Assistant Librarian
		Mr. Muhammad Asyraf Bin Mohd Hata Archive Assistant
Logistic and Transportation Committee		Miss Nurul Nadiah Binti Harun Assistant Librarian
	:	Mr. Muhammad Zaidie Bin Bardan (Head) Senior Librarian
		Mr. Mohamad 'Ammar Arsyad Bin Zainal Abidin Executive Officer
Accommodation and Food Committee		Mr. Muhammad Firdaus Bin Mat Zainal Driver
	:	Mr. Ahamad Zuber Bin Mohamed (Head) Senior Deputy Chief Librarian
		Mr. Mohd Hazrul Mohd Hussin Senior Librarian

Gift and Souvenirs Committee : **Mrs. Siti Salwa Binti A. Rahman (Head)**
Senior Librarian

Mrs. Wan Izzatul Fahrah Binti Wan Ishak
Senior Information Technology Officer

Mrs. Juliana Binti Hamdan
Assistant Librarian

Miss Noorbaizura Binti Mazlan
Assistant Librarian

Sponsorship Committee : **Mrs. Azura Binti Mohamad Hashim (Head)**
Deputy Chief Librarian

Mrs. Noor Hayati Abu Kassim
Senior Librarian

Mrs. Siti Aishah Binti Sadan
Senior Librarian

Mrs. Anis Fadilah Binti Zulkifli
Assistant Librarian

Mrs. Zayani Binti Zakaria
Assistant Librarian

Mr. Mohd Khairul Idzwan Bin Mohd Saad
Senior Assistant Librarian

Mrs. Rozita Binti Sharudin
Assistant Librarian

Author Index

<i>Alina Hussin@Hussein</i>	20
<i>Alwi Mohd Yunus</i>	48
<i>Amirul Firdaus Zilah</i>	59
<i>Atin Istiarni</i>	1
<i>Bakiah Shaharuddin</i>	102
<i>Hafiz M Zin</i>	103
<i>Hasniza Amno</i>	102, 103
<i>Irni Izwah Abu Bakar</i>	85
<i>Isva Affannura Khairi</i>	41
<i>Lizawati Muhammadan</i>	103
<i>Mawar Noor Binti Abdullah</i>	27, 97, 99
<i>Mohamed Hafiz Mansor</i>	102
<i>Mohd Faizal Hamzah</i>	59
<i>Mohd Ikhwan Ismail</i>	59
<i>Mohd Nasir Ismail</i>	13
<i>Muhamad Amin Azmi</i>	102
<i>Muhammad Arifin</i>	41
<i>Muslim Ismail@Ahmad</i>	13, 20
<i>MZ Eko Handoyo</i>	1
<i>Noor Hasanah Binti Mohd Hanafi</i>	97
<i>Noor Rahmawati Alias</i>	20
<i>Nor Azan Ibrahim et. Al</i>	98
<i>Norazleen Binti Mohamad Noor</i>	101
<i>Norzilamazni Saniman</i>	100
<i>Nurfarawahidah Badruesham</i>	104
<i>Nur Afeqah Abdullah</i>	73
<i>Nur Azleen Binti Hasan</i>	97
<i>Nur Hanida Abd Rahim</i>	103
<i>Nur Syafiqah Hassan</i>	73
<i>Nurul Diana Jasni</i>	59
<i>Nurul Huda Abd Jais</i>	103
<i>Roslina Othman</i>	13
<i>Rugayah Ali</i>	103
<i>Shahidatul Akhmam Rambeli</i>	48
<i>Siti Rozana Binti Mat Sanat</i>	99
<i>Syamsul Hendra Bin Mahmud</i>	99
<i>Waheeda Mat Nashir</i>	103
<i>Zubaydah Binti Zamri</i>	101
<i>Zuhanariah Mohd Nordin</i>	100
<i>Zulkifli Zainol</i>	103

Perpustakaan Tun Abdul Razak
Universiti Teknologi MARA
40450 Shah Alam
Selangor Darul Ehsan

eISBN 978-983-42183-1-7



9 789834 218317