



A STUDY ON THE TARGET AUDIENCE
ACCEPTANCE TOWARDS TUN HAJI MOHD FUAD
STEPHENS BORNEO RESEARCH LIBRARY (THMFSBRL)

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“DECLARATION OF ORIGINAL WORK”

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ABSTRACT

According to Sowole (1995), users are described as the reason for existence of the library. However, the existing libraries is meaningless if none of the users patronize the library. Therefore, this study seeks to identify the causes that contribute to the fluctuation number of visitors which could affect the target audience acceptance towards Tun Haji Mohd Fuad Stephens Borneo Research Library (THMFSBRL) which is the first objective for this study. Besides that, it also implement to suggest recommendations to the underlying problems. The literature suggests that the factors that contribute to the acceptance of target audience to come to the library are relevant collections, strategic location, good personnel, suitable ambience and excellent services provided by the library. Participants were respondents from Universiti Teknologi MARA (UiTM) and Universiti Malaysia Sabah (UMS) who completed the 25-item of questionnaire for the collections, location, personnel, ambience and services provided variables. All the data and information gathered were coded, process and analyse by using Statistical Package for Social Science (SPSS) version 20.0 to produce a relevant and accurate result. From findings, descriptive statistics revealed that the personnel was the main contributor for the causes that could affect the target audience acceptance towards THMFSBRL. Correlation statistics in findings revealed that the target audience acceptance was associated significantly and strongly with services provided. Based on the findings, recommendations and suggestions for organization and future research are presented.

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

In this section, will offer a discussion on the background of study, problem statement, an overview of organization, research objectives, and research questions, scope of study, significance of study, limitation of study and definition of terms.

1.1 BACKGROUND OF STUDY

Academic libraries have played an important role in supporting researchers, lecturers and students to provide an available information sources and resources for their research needs. According to Hoare (1997), an academic library is a library that is attached to an academic institution above the secondary level, serving the teaching and research requirements of students and staff. Andaleeb (2011) stated that an academic library encourage information literacy and provide resources to both students and staff and provide various services to visitors, addressing their various needs, characteristics, and interest. However, according to Mason (2010), an academic library has the duty to build and maintain collection that will support and develop the instructional needs of the foundation. Generally, these kinds of libraries serve several purposes such as to support the research of the students, lecturers and researchers, to create an education environment with a selection of library resources and to maintain the