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FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

**FACTORS THAT CONTRIBUTE TO USER SATISFACTION AT PERPUSTAKAAN  
SULTANAH BAHIYYAH, UNIVERSITI UTARA MALAYSIA**

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

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Title of Research : Factors That Contribute To User Satisfaction Toward  
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## ABSTRACT

User satisfaction is an important aspect for the successfulness of the academic library in “Perpustakaan Sultanah Bahiyyah”. The purpose of this study is to examine the relationship between the library services, library collection, library environment, library staff and the user satisfaction towards the academic library in UUM. A survey was conducted at the “Perpustakaan Sultanah Bahiyyah”, Universiti Utara Malaysia (UUM). The data were collected using self-administered questionnaire for 380 respondents by using stratified sampling techniques and systematic sampling technique. However, only 361 responses with 95% response rate were deemed suitable for the further analysis. The result of this study indicates that there is high level of user satisfaction at PSB and the library service is the most influential factors that contribute to the user satisfaction at PSB. This study reveals that all hypotheses on the library services, library collection, library environment, and library staff listed were accepted.

*Keywords: User satisfaction, Library services, Library collection, Library Environment, Library staff, Perpustakaan Sultanah Bahiyyah, Universiti Utara Malaysia (UUM.)*

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