

**UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
STUDIES**



**A STUDY ON THE RELATIONSHIP OF THE
LIBQUAL DIMENSIONS THAT AFFECTING USERS'
SATISFACTION TOWARDS ACADEMIC LIBRARY AT
UNIVERSITI UTARA MALAYSIA (UUM) SINTOK, KEDAH**

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Declaration

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we are later found to have plagiarized or to have committed other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's.

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THE ABSTRACT

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The main objective of this research project is to find out the factors of affecting users' satisfaction towards academic library. The five dimensions of LibQUAL model services are tangibility, reliability, responsiveness, assurance and empathy will be discussed further in this research studies. Past researcher's work will helpful in develop the hypothesis in this research project. The research is done through distributing questionnaire to respondents while the target population is all the students in Universiti Utara Malaysia (UUM) Sintok, Kedah. During the process of analysing data, the Statistical Package for Social Science (SPSS) version 25 was used. Respondent's feedback was analysed and presented through the test of Pearson's Correlation Analysis and Multiple Regression Analysis. The research finding tells us that all of these relationships were found to be significant. Based on the findings, it also found most of the users' were satisfied with the services provided by the academic library in Universiti Utara Malaysia (UUM) Sintok, Kedah and the most dominant factor affecting users' satisfaction towards academic library in Universiti Utara Malaysia (UUM) Sintok, Kedah was tangibility. As the finalist of this research study, discussion on major findings, limitation as well as recommendation for future research will be discuss in more detailed.

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