

The Relationship Between Social Media Marketing and Academic Library Service Quality

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Abstract. This paper presents the study on the relationship between social media marketing and service quality of international private college libraries in Selangor. The study hypothesized three dimensions that posited to influence the service quality of the college's library namely perceived usefulness, perceived ease of use and technology features. The quantitative research method via survey is opted where questionnaires were distributed to a total of 252 respondents. Findings indicated that the majority of the respondents were coming from non-technical programs and exists a significant and high positive correlation between service quality and the posited three service quality dimensions: perceived usefulness ($r=0.731$, $p=0.000$), perceived ease of use ($r=0.766$, $p=0.000$) and technology features ($r=0.795$, $p=0.000$). Findings indicated that academic library social media marketing activities may help students more to fulfil their study needs however it also found that they also face challenges, less anticipation through social media and did not receive a response (to get help) through library social media platforms as quickly as they expect. The study suggests that the library management should be aware of the current students' needs/issues/behaviour towards the trend of using social media technology as to ensure the service quality of the academic library meets their expectations.

Keywords: Social media marketing, library management, service quality.

1 Introduction

Social Media has become widely important in this era. In the current world, all ages are using social media platforms. Social media such as Facebook, Twitter and Instagram are used to search for the latest update and news. Social media, which empowers

libraries to connect with and engage its diverse stakeholder groups, has a vital role to play in moving academic libraries beyond their traditional borders and helping them engage new stakeholder groups. (Harrison et al., 2017). It allows two-way connections between libraries and their users through public participation and liaison work with user groups, by enabling libraries to communicate their collection policies and services, as well as allowing their users to convey needs and provide feedback (by Cheng, Lam & Chiu, 2020). Every academic institution provides its own social media platform to engage with their user via digital libraries activities. The academic library has its own social media platforms including Facebook, Instagram and YouTube as extra channels to support/promote the library services and activities. Through social media platforms, users can expect faster and more accurate feedback with respect to their search, enquiries and so forth. Moreover, a library should know how to promote library social media, since the promotion of social media tools with library service depends on library effort (Zhu, 2016). The quality-of-service requirements of library service combined with improvements in the provision of library, required a new method to determine the quality of library service (Ahmad & Abawajy, 2014).

The trend to use digital technology to provide content, connect learners, and engage in learning anytime, anywhere is increasing however it is also challenging to engage students in technology-mediated learning (Henrie, Halverson & Graham., 2015). The problem is from external and internal of the institution. As stated by Anwar & Zhiwei (2020) in some cases, even with the potential positive impact, libraries are facing too many problems in using social media to market their sources and services, such as lack of proper budget, lack of skills and knowledge and lack of interest from library staff. Other than that, there is also a lack of authoritative guidelines or criteria to help library professionals define how the quality of an academic library's performance (Babalha-vaeeji, Isfandyari-Moghaddam, Vahid-Aqili & Shakooi, 2010). In order to fill this gap, the aim of the study is to examine the relationship between social media marketing and digital library quality services. The overarching of the study is to examine those factors affecting the library's service quality in engaging students through social media for academic library marketing.

The remainder of the paper is organized as follows. The subsequent section presents the past works related to social media marketing, followed by the method applied in the study. Next the study framework, as well as the findings and the discussion. Finally, the conclusion is given in the final section.

2 Literature Review

Social media has become a ubiquitous means of communication (Enis, 2017). A study by Nijssen & Ordanini (2020) shows the importance of developing and implementing a social strategy pays off which will help the company to expose to new challenges in their new Research and Development (R&D). The findings of this conclude that social media effectiveness is highly integrated with traditional internal ones. It is also indicating that the firms or organizations may learn better manage these social media and become more proficient in aligning external and internal resources.

The research entitled “Social media as a platform in academic library marketing: A comparative study” done by Cheng, Lam & Chiu (2020) aims to evaluate the effectiveness of using social media as a platform in marketing. The findings of this study showed the need to increase the effectiveness of library marketing, avoiding unnecessary content, using causal language and streaming videos of popular events. Most importantly it should take advantage of the engagement features by interacting with people through broadcasting live videos with the help of tools like Periscope, Facebook Live, and YouTube. The report on social media usage and user engagement in the academic library Montréal by Winn, Rivosecchi, Bjerke & Groenendyk (2017) showed that most strategies and best practices for maintaining engaging social media accounts include the recommendation to post regularly (at least once a day). Other than that, the results of this study recommend that every academic library must determine its own success indicators, because only they know how much effort and time they have invested in maintaining and expanding the influence of social media. It is crucial for the library to know how to maintain its user engagement.

The impact on library service quality also should be taken as an indicator to succeed in using social media as marketing information in libraries. Research done by Ahmad & Abawajy (2014) showed that quality of service (QoS) has become of paramount importance for evaluating the performance of digital library service provisioning. The model of service quality will enhance the understanding of the features that contribute to the quality of services in the digital library. The tremendous progress in education technology, especially library services, is changing the trend of users using libraries and service quality, perceived usefulness and perceived ease of use are significantly important (Rafique, Almagrabi, Shamin, Anwar & Bashir, 2020).

3 Method

The study opts for a random sampling method where a survey method was conducted with a questionnaire as the instrument for data collection. The questionnaire was developed and used as a research instrument in data collection for this research. The questionnaire was distributed to all postgraduate and undergraduate selected faculty students. The questionnaire is inclusive of open and close-ended questions. Likert scale based on agreement questions is used with a scale from 1 “strongly disagree” to 5 “strongly agree”. The total number of respondents was 252 participants and the analytics tool used for this study is SPSS. Through descriptive and inferential analysis i.e., the correlation method, the findings of this study are presented in the finding and discussion section.

3.1 Study Framework

The study framework is used to guide empirically on the accomplishment of the study objectives. The conceptual framework consists of three independent variables and one dependent variable involved in this study and presented in Figure 1. The framework is developed and grounded by various theories discussed in the literature review.

Independent Variables

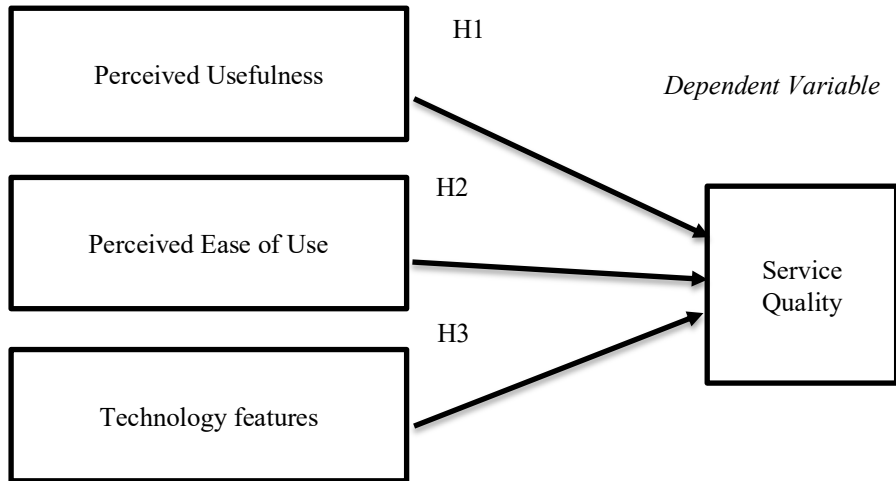


Figure 1: Conceptual framework of the study

Based on the conceptual framework developed as shown in Figure 1, the hypotheses generated are as follows:

H1: There is a positive significant relationship between perceived usefulness in social media adoption for marketing and service quality

H2: There is a positive significant relationship between perceived ease of use in social media adoption for marketing and service quality

H3: There is a positive significant relationship between technology features in social media adoption for marketing and service quality

4 Findings and Discussion

The following sub-sections present the study analysis findings.

4.1 Reliability analysis

A pilot study was conducted and 30 respondents' data was used to identify the reliability of the items in the instrument. In this case, the items were tested using Cronbach's alpha to determine the reliability of the instrument produced. As stated by Heir et al. (2006) cronbach's alpha is a test to measure internal reliability in multi-item scales and turns to its consistency. Based on previous works, it was highly recommended to accept the items with > 0.6 due to the reason that the score below it is considered unreliable. Table 1 shows the reliability index results for each of the items in

the dimension of the study and all the values are reliable. No further adjustments are needed to the items to increase the Cronbach alpha score.

Table 1: Reliability indexes of internal consistency of the response rates

Dimension	Cronbach's Alpha	Total items
Perceived Usefulness	0.892	5
Perceived Ease of Use	0.889	5
Technology Features	0.778	5
Service Quality	0.931	10

4.2 Respondent demographic profiles

Table 2 displays the distribution of respondents' profiles by gender, age, faculty and level of education. All the actual names of the faculties are renamed to secure the information confidentiality aspect. Majority of them are female (63%), who are doing their degree program (35%), age group of 18-24 years (64%), and from F3 (non-technical program) with 35%.

Table 2: Distribution of respondent's demographic profiles

Profiles	Category	Fre- quency	%
Gender	Female	159	63.1
	Male	93	36.9
Age	18-24	161	63.9
	25-30	56	22.2
	30 and above	35	13.9
Faculty	F1	5	2.0
	F2	42	16.7
	F3	89	35.3
	F4)	29	11.5
	F5)	1	.4
	F6	49	19.4
	F7	24	9.5
	F8	13	5.2
Level of ed- ucation	Bachelor Degree	87	34.5
	Certificate	18	7.1
	Diploma	108	42.9
	Master	39	15.5

4.3 Summary statistics

Descriptive analysis was conducted to summarize and describe all data measures of the four dimensions proposed in the study. Table 3 below showed that the mean score for Perceived Ease of Use is relatively very high from other variables. Moreover, the overall mean for all the variables is 4.015. A study by Moidunny (2009) indicated that the range of mean scores between 3.21 and 4.20 can be considered high. Thus, the overall mean for all the variables indicates high skewness to the positive agreement of the items measured in the survey

Table 3: Summary statistic for the dimensions of the study

Dimensions	Total	Mean	Std. Deviation
Perceived Usefulness	252	3.8762	0.93684
Perceived Ease of Use	252	4.2286	0.67921
Technology features	252	3.9492	0.76181
Service quality	252	4.0063	0.72351

In Table 4, the summary statistics of items for each dimension are presented in detail. As indicated by the overall means of the respective dimensions as shown in Table 3, most results gathered are skewed to positive agreements. It is noted that some library activities through social media marketing received lower response rate for example support received (mean = 3.81), book / information searching (mean = 3.887) and library using social media for communication like asking question (mean = 3.440).

Table 4: Summary statistic for the variables of each dimension

Dimension	Items	Mean	SD
Perceived Usefulness	Awareness on library social media sites	3.758	1.188
	Receive faster response when contacting college's library through social media such as Instagram (IG) / Facebook (FB) / WhatsApp	3.810	1.069
	I find the information in the social media easy to use.	4.147	0.909
	I find it is easy for me to find the information through college social media	3.790	1.129
	College's social media improves my performance in book searching and finding information	3.877	1.043
Perceived Ease of Use	The information in the social media is clear	4.127	0.813
	Learning to use social media has been easy for me	4.274	0.768
	It is easy to become skillful at using social media to find information	4.234	0.796

	I believe finding information using social media is easy	4.302	0.755
	My interaction with social media would be clear & understandable	4.206	0.792
Technology features	The social media app is interesting	4.226	0.778
	The interface in library's website is helpful	4.016	0.957
	I spent <2 min to find answers on what I'm looking for	3.770	1.015
	I use social media frequently	4.294	0.884
	I frequently use library's social media to ask question	3.440	1.306
Service quality	The library service is reliable and useful for my study.	4.040	0.935
	I can distinguish between trustworthy and untrustworthy information	4.079	0.876
	I feel confident on my searching for study material when use library service.	4.071	0.987
	My academic performance is improved because I managed to find accurate information.	4.040	0.989
	I am satisfied with the library services	4.028	0.912
	I am happy with the library services.	4.111	0.881
	Using social media to find academic information is not very challenging.	3.429	1.233
	I manage to find correct information using social media	4.052	0.907
	Social media indeed helps me throughout my study journey	4.135	0.878
	Social media gives me current information of library and its services	4.079	0.894

Items marked with blue and red boxes in Table 4 exhibit the top two highest and lowest means, respectively. Drilling down the red box items, the distribution of response rates received for each item is as given in Table 5. The results indicate that students are still less communicating through library social media apps (25%) and also there are some students still struggling in using them for their studies (23%), with 25% and 20.6 % giving neutral answers respectively.

Table 5: Distribution of the lowest and highest means of response rates

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I frequently use college library's social media to ask question (mean = 3.440)	9.5%	15.5%	25.0%	21.4%	28.6%
Using social media to find academic information is not very challenging (mean = 3.429)	10.3%	12.7%	20.6%	36.5%	19.8%
I think finding information using social media is easy (mean = 4.302)	0.4%	1.6%	10.7%	42.1%	45.2%
I use social media frequently (mean = 4.294)	2.4%	0.4%	13.1%	33.7%	50.4%

The last two rows in Table 5 show the highest mean items which obviously the majority of students' dependency on using social media platforms. More than 80% of them frequently attach to social media and about 87% agreed using social media is easy. Nevertheless, apart from the convenience of using social media, they do face challenges to search for information, books, or any other academic related.

4.4 The correlation between the studied variables

Correlation analysis is a term used to denote the association or relationship between two (or more) quantitative variables. This analysis is fundamentally based on the assumption of a straight line or linear relationship between quantitative variables. It measures the "strength" (magnitude) of an association between the variables and also its "direction" (positive or negative). However, the correlation index (from -1 to +1) only measures *association* and not *causal* relationships.

The hypotheses generated based on the study framework are all supported by the results shown by the correlation analysis. The correlation coefficients are used to assess the strength and the magnitude of the linear relationships between two variables (bivariate relationship). Table 6 exhibits the full correlation indexes performed led by the hypotheses of H1, H2 and H3 (as presented in Figure 1).

Table 6: Correlation coefficients of each dimension and Service Quality

Dimension	Correlation Coefficient	Correlation Size/Magnitude
Perceived Usefulness	0.731	High positive
Perceived Ease of use	0.766	High positive
Technology Features	0.795	High positive

In Tables 6 and 7, all of the correlation coefficients are showing a strong positive association between the hypothesized relationships. The strongest positive relationship is shown by H3 which is between service quality and technology features. This preliminary finding may indicate the influence of the posited dimensions exist but further analysis for e.g., regression or structural model may show stronger empirical evidence of such relationships.

Table 7: Summary of hypotheses tested

Hypothesis	Result	Remark
H1: There is positive significant relationship between perceived usefulness in social media adoption for marketing and service quality	$r=0.731$, $p=0.000$	Accepted
H2: There is positive significant relationship between perceived ease of use in social media adoption for marketing and service quality	$r=0.766$, $p=0.000$	Accepted

H3: There is positive significant relationship between technology features in social media adoption for marketing and service quality	$r=0.795$, $p=0.000$	Accepted
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5 Conclusions

The research aims to analyze the relationship between social media marketing and the service quality of an academic library of an international college in Selangor. Findings have shown empirical evidence of the significant correlation between dependent and independent variables. The results show that technological features, perceived ease of use and perceived usefulness of the library's social networks play an important role in shaping the library's quality of service. The look and feel of UI/UX is very much talked about research since 2009 or 2010. Yu et al. (2020) clarified that the UI/UX special interest group (SIG) in Australia is setting a goal to build a pipeline inside information science to nurture this new and important field to grow it to the next level, in industry and as well as in academia. Thus, not just the academic information matters but the way it is presented through social media also provides an impact on users. Moreover, clear navigation and guidance would make the students feel at ease to find the related information. The study was conducted to analyze the relationship between social media marketing and the service quality of an international college in Subang, Selangor. Although the study is successfully conducted, however, limitations are still present. Among to be highlighted in this paper are the college consists of international students who might not be aware of social media library services and due to pandemic reasons, the way the survey was conducted was such in a limited setting, especially with regard to timeline and sample space. Among recommendations that can be put forward is the library management should be aware of the current students' behaviour towards the trend of using social media technology as to ensure the service quality of the academic library meets their expectations. Social media marketing should drive more initiatives for students' anticipation and engagement via the college library's social media apps. Apart from that, a librarian may conduct survey studies for e.g., quarterly or half yearly to capture the most current user behaviour that can assist the library management to strategize their moving forward plans accordingly and for future research, to identify what creative content/trending that social media marketing can offer for the academic library that can attract/beneficial to students in their study journey.

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