Social Media Contributions Toward Service Quality of the Academic Libraries

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Abstract. This paper is discussing on the social media contributions toward service quality of the academic libraries. Everyone aware that social media has become an operative information distribution tool which involves minimal effort in order to be operated by libraries for marketing their informational resources and cultural efforts. Social media is now considered as an emerging occurrence in giving overview about a product. Not only to business, but librarians nowadays recognized the significance of social media in the libraries and information centres. Despite of lack of allocation on budget and resources, librarians still need to strive to meet up with the anticipation of their users in terms of providing their ever-changing needs. With the fact that there are abundances of information which is easily accessible on the internet, libraries should optimize the power of social media in order to give room for interactive communication with the library users and public in an online environment. Furthermore, social media has the potential of improving the image of the library and improving the users experience. The use of social media in library address greater library promotion programs, engaging and increased involvement of the users in library activities besides enhancing the library community building. The objective of this study is mainly to determine the reliability of social media toward service quality in libraries. A quantitative approach was employed in both data collection and data analysis. The study population is made up of the students of the Universiti Teknologi MARA (UiTM) Selangor.
Keywords: Social media, service quality, academic library, library management, information management.

1 Introduction

Social media these days has turn into an essential part of everyone's life not merely for daily life practice but also for education and business tools. Roberts and Kraynak (2008) mentions that the advent of social media has shattered and become a category of online discussion where people generate content, share it, bookmark it and network at a fast rate. All types of social media offer an opportunity to share someone's products to communities and individuals that may be interested. While Xiang and Gretzel (2010) say that, this content generated by social media is a type of newly generated resource for online information that is created, spread, and used by customers yearning to educate each other about products, brands, services, and problems. The online information credibility of users will then be used to describe what kind of elements used by them when they search for information through online (Hussin, et. al., 2020).

In fact, non-organization profits such as libraries embrace technologies to assist users with library collection, information resources and services. The development of technology can be considered as the easiest way to share programs, exhibitions, and it also can be used as a collaborative feedback platform. Social media has turn into an operative information distribution tool which involves minimal exertion in order to be employed by libraries for marketing their informational resources and cultural exertions. Social media is now an emerging occurrence in giving indication about a product. Not only to business, but librarians these days recognized the significance of social media. According to Nadaraja & Yazdanifard (2013), librarians have taking place to feat prospect and are starting to appreciate the use of social media as an element in their marketing strategies and campaigns to reach out to customers. Modules such as promotions, public relations, social communications, and product and customer management are the usage of social media approach (Tanuri, 2010).

Furthermore, social media has the potential of improving the image of the library and improving the user experience. The use of social media in libraries addresses greater library promotions programs, engaging and increased involvement of the users in library activities and enhances the library community building.

2 Literature Review

Social Media in Library

In the field of information providers such as libraries, universities and colleges, are the most suitable platforms for individuals to interact, disseminate and share information among the communities (Sahu, 2013). In fact, it is agreed that libraries disseminate information such as library orientation, new arrival, reference services and library services in general. Khan and Bhatti (2012) also reported that social media play an essential role to seek and capture the attention of online users and help them to share knowledge. Furthermore, despite of library budget constraint, Palmer (2014) has reported that social media advertised effectively in promoting the library at minimal financial cost and its use complements their current marketing efforts significant-

ly. Literature from Alkindi and Al-suqri (2013) reported that most public libraries use Facebook as a place for marketing themselves besides promoting their collections and services. According to Akporhonor and Olise (2015) and Anunobi and Ogbonna (2012), some issues such as poor awareness, poor infrastructure, low bandwidth are the reasons for the limitations to effective use of social media in the library environment, particularly in developing countries.

Gikas and Grant (2013) examined perception of student toward social media learning usage on mobile devices. Result of their study discovered that students recognize mobile social learning could support them in terms of accessing information quickly, improve communication between classmates and instructors, as well as offer situated and contextualized learning. Ahenkorah-Maefo and Akussah (2016) inform that majority of academic librarians used social media for both personal and work-related purposes.

As in academic library they used for reference and user services. The results reveal that there is a lack of skill required among librarians in using social media. Amuda and Adeyinka (2017) investigate that the application of social media used for innovative library services by university library staff in South-Western Nigeria. The findings of the study discovered that social media application to library services is now noticeable among university library staff in South-Western Nigeria. Social media applications such as Facebook, Twitter, Blog, YouTube, LinkedIn, Delicious, MySpace and Flickr were among the social media being used by the library staff. In addition, the study stated that certain libraries were using social media mostly to communicate with their users, provide reference services, and disseminate information as well as news on library services.

3   Methodology

This study used a quantitative research approach. Quantitative research is a research method that involves explanation of an issue of a phenomenon through gathering data or numbered data and can be analysed with the aid of mathematical methods in particular statistics (Aliaga, and Gunderson, 2003). A set of questionnaires were distributed as the data collection method because it covers a broad range of topics whilst being simple to understand. The format is familiar to most people and can be completed at the respondent's convenience (Bryman, 2008). Next, through this method the reliability of the study was achieved because of the endured uniformity.

Population and Sampling

The aim of this study is to determine the contribution of social media towards academic libraries. Therefore, the target population were the students from Universiti Teknologi MARA (UiTM), Sungai Buloh Campus. The users derived from the population registered as library membership and it represents the population as a whole. The library and its faculty operate as a self-contained unit and so results were applicable to the users' population of the library rather than the university.

Data Collection Instruments

The research instruments used were questionnaires. According to, questionnare is a list of standard questions prepared to fit a certain Mugenda and Mugenda (2003) inquiry. To obtain data from the group members, questionnaires were distributed to different groups at different times and collected them after they are responded to. The questionnaire consisted of four sections which each section addressing the four study variables.

4   Analysis and Findings

Reliability Analysis

Using Cronbach's Alpha, the reliability of each variable is measured. The Alpha Coefficient Size Rules of thumbs used by the Cronbach in representing the results of the Cronbach's Alpha are as follows:

Table 1: Cronbach's Alpha Coefficient Size

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionnaire
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unaccepted

Source: Mohsen Tavakol and Reg Dennick. Making Sense of Cronbach's Alpha. International Journal of Medical Education. 2011; 2:53-55 Editorial

Table 2: Summary on the Cronbach's alpha, according to the component of the questionnaire:

Components	Number of items	Cronbach's Alpha
Reliability of social media	5	0.891
Accessibility of Social Media	5	0.752
Immediacy of social media	5	0.819
Capability of social media	5	0.872

Reliability is test for every section in the questionnaire except section A and B. The Cronbach's alpha for section C, Reliability, Immediacy and Capability of social media are 0.891, 0.819 and 0.872 respectively which consider good. Next, Cronbach's alpha for Accessibility of Social Media is 0.752 which consider acceptable. Hence, based on the Cronbach's Alpha table the questionnaire is good in term of internal consistency.

5   Exploratory Data Analysis (EDA)

Table 3: Descriptive table for demographic profile, N=140

Variables	n	%
Gender		
Male	53	37.9
Female	87	62.1
Age		
18-24 Years old	37	26.4
25-30 Years old	57	40.7
31-35 Years old	21	15.0
Above 36 Years old	25	17.9
Faculty		
Faculty of Medicine	75	53.6
Faculty of Dentistry	65	46.4
Level of Education		
Diploma	30	21.4
Bachelor's Degree	74	52.9
Master	20	14.3
Doctorate	16	11.4

Table 3 shows the demographic profile that have answered the questionnaire. Based on the result, there are 140 total number of respondents with most of the respondents are female with 62.1%, whereas male is 37.9% of the total respondent. Besides, majority of the respondents' age are between 25 to 30 years old with 40.7%, followed by 18 to 24 years old, above 36 years old and 31 to 35 years old with 26.4%, 17.9% and 15.0% respectively. Next, faculty of Medicine is the highest response with 53.6%, followed by faculty of Dentistry with 46.4% of the total respondents. Last but not least, most of the respondents' education is from Bachelor's Degree with 52.9%, followed by Diploma, Master and Doctorate with 21.4%, 14.3% and 11.4% respectively.

Table 4: Descriptive table for section B, N=140

Variables	n	%
Awareness about library social media		
No	18	12.9
Yes	122	87.1
Frequency of using PTAR media channel		
Never	8	5.7
Rarely	47	33.6
Once	17	12.1
Twice	20	14.3
Frequently	48	34.3
Contacted PTAR through social media		
Rarely	65	46.4
Frequently	75	53.6

Table 4 shows that section B that have answered the questionnaire. Based on the result, there are 140 total number of respondents with most of the respondents are aware about library social media with 87.1%, whereas only 12.9% are not aware about library social media. On top of that, majority of the respondents are frequently used PTAR media channel with 34.3% and only 5.7% respondents never used PTAR media social. Last but not least, when the respondent contacted PTAR, UiTM Sungai Buloh through social media, Twitter/Facebook, their query was attended quickly with 53.6% and only 46.4% respondents were not attended quickly.

Table 5: Statistic of question 1

1. Social media is relevant to be used for educational purpose

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	1.4	1.4	1.4
	Neutral	20	14.3	14.3	15.7
	Agree	67	47.9	47.9	63.6
	Strongly agree	51	36.4	36.4	100.0
	Total	140	100.0	100.0	

Hence it can be concluded that question 1 statement which "Social media is relevant to be used for educational purpose" is the contribution of social media usage.

Table 6: Statistic of question 1

1. Social media are easy to access and retrieve information by using any technology devices (ie smartphone, tablets, laptops) at anytime and anywhere.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	10	7.1	7.1	7.1
	Agree	64	45.7	45.7	52.9
	Strongly agree	66	47.1	47.1	100.0
	Total	140	100.0	100.0	

Hence, it can be concluded that question 1 which "Social media are easy to access and retrieve information by using any technology devices (ie smartphone, tablets, laptops) at anytime and anywhere" is the contribution of accessibility of social media.

Table 7: Statistic of question 1

1. Social media enables faster delivery of information to their users. Library social media site easy to access at anywhere and anytime

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	11	7.9	7.9	7.9
	Agree	68	48.6	48.6	56.4
	Strongly agree	61	43.6	43.6	100.0
	Total	140	100.0	100.0	

It can be concluded that question 1 which "Social media enables faster delivery of information to their users. Library social media site easy to access at anywhere and anytime" is the contribution of immediacy of social media.

Table 8: Statistic of question 1

1. Social media is used for advertising and promotion of library 's product and services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	2.1	2.1	2.1
	Neutral	10	7.1	7.1	9.3
	Agree	67	47.9	47.9	57.1
	Strongly agree	60	42.9	42.9	100.0
	Total	140	100.0	100.0	

It can be concluded that question 1 which "Social media is used for advertising and promotion of library's product and services" is the contribution of capabilities of social media.

Table 9: The overall mean for each of the independent variable

SECTION	Independent Variable	Overall Mean
a)	Social media is relevant to be used for educational purpose.	4.19
b)	Social media gives easy access and retrieve to information by using any technology devices (ie smartphone, tablets, laptops) at anytime and anywhere.	4.40
c)	Social media enables faster delivery of information to their users. Library social media site easy to access at anywhere and anytime.	4.36
d)	Social media is used for advertising and promotion of library's product and services.	4.31

6   Discussion

Social media is relevant to be used for educational purpose among student in UiTM Sungai Buloh. Today, social media have become an indispensable part of our lives. Every individual who is above 13 years old can have their account on any of the popular social media network such as Facebook, SnapChat, Instagram, TikTok, etc. WhatsApp has raised the minimum age of 16 years old (Willbold, 2019). The biggest significant of social media is to create a better communication approach among society. A student can connect with anyone at any point in time via gadget application. They can use such platforms via their smartphone, tablet, computer, and learner can exchange questions, make phone calls and video calls. Social media is relevant to be used for educational purpose because it promotes learning by offering support with sharing documents as well as via Google Drive Box, Google Docs and so forth. Social media network also provides plenty of information that can be helpful to students. Students may find information and related websites they want to follow via social media news feeds, in order to be kept in the loop be up to date at all times. Students may find answers to their questions, based on their interests. Some website such as Medline will provide inspiration for medical students for their projects or realistic problem solving. The educational advantages of social networking sites are also those that help students plan with great efficiency for substantial lessons and master certain concepts. Social networking websites will provide the latest updates on different school issues, so students have the ability to survey and discuss what is new.

a) Reliability - Social media is relevant to be used for educational purpose

Social media is relevant to be used for educational purpose among student in UiTM Sungai Buloh. Today, social media have become an indispensable part of our lives. Every individual who is above 13 years old can have their account on any of the popular social media network such as Facebook, SnapChat, Instagram, TikTok, etc. WhatsApp has raised the minimum age of 16 years old (Willbold, 2019). The biggest significant of social media is to create a better communication approach among society. A student can connect with anyone at any point in time via gadget application. They can use such platforms via their smartphone, tablet, computer, and learner can exchange questions, make phone calls and video calls. Social media is relevant to be used for educational purpose because it promotes learning by offering support with sharing documents as well as via Google Drive Box, Google Docs and so forth. Social media network also provides plenty of information that can be helpful to students. Students may find information and related websites they want to follow via social media news feeds, in order to be kept in the loop be up to date at all times. Students may find answers to their questions, based on their interests. Some website such as Medline will provide inspiration for medical students for their projects or realistic problem solving. The educational advantages of social networking sites are also those that help students plan with great efficiency for substantial lessons and master certain concepts. Social networking websites will provide the latest updates on different school issues, so students have the ability to survey and discuss what is new.

b) Accessibility - Social media are easy to access and retrieve information by using any

technology devices (ie smartphone, tablets, laptops) at anytime and anywhere

Among five questions on this section, social media making the access and retrieval information easier has highest score. This is because, social media are flexible in retrieving information. The accessibility of information is one of the most significant consequences of the use of social media; student may get information about their future knowledge through interactions on social media platforms. Likewise, they can also directly and easily obtain information about their rivals and the industry through social media. (Farzana, et al., 2015). This variable summarized that social media allows dynamic teaching and learning methodologies. Social media makes it possible to incorporate more modern teaching and learning methodologies, such as the use of dynamic content and experiential learning, more effectively in the learning environment (Ansari and Khan, 2020). This all-round flexibility, wherever and anytime, academic library ensures that learning is not limited to a physical place or at a particular time only. Instead, at a pace that works for them, students will learn on the go too. This results in students engaging voluntarily on their own terms, which ensures that instead of just being another day in school, they feel motivated by the learning process.

c) Immediacy - Social media enables faster delivery of information to their users

From this section, respondents agree that social media enables faster delivery of information to them. The role of social media in facilitating enhanced access to and use of academic library resources are discussed. Social media has enable communicators to expand their network globally. Within seconds and with only the push of a button, an individual or organization can reach thousands of people all over the world. Therefore, social media in library can increase immediacy of information delivery and can be a terrific way to share information with users, provide them with crucial support and otherwise communicate with them (Mayfield, 2008). Social networking used in academic library helps them to directly engage with the user group (du Toit and Mulatiningsih 2013). While Mathews (2007) informs that Facebook groups, for example, can be developed and used as a forum for users and non-users to connect and sell library resources and fasten the delivery of information all over the world.

d) Capabilities - Social media is used for advertising and promotion of library's product and services

From this section, students mostly agree that social media contribute to promote library's resources and services. A survey of academic libraries in Pakistan was conducted by Khan and Bhatti (2012) and concluded that libraries can use social media to catch library users' interest and to promote better access to and use of library resources. The significance of social media in promoting library's products and activities is to expand their community. Not only does social media meet the existing users' requirements, but it encourages potential new patrons to visit the library and use the services. By bringing meaning to the social culture, this is achieved. Next, by advertising on social networks, it can be a cost-effective way to advertise academic librar-

ies, and the libraries should have a platform such as Facebook page with a wide number of fans that is helpful to the marketing campaign of an academic library.

7 Conclusion

In build learning centres, a cooperative partnership between libraries and social media is needed to provide the best of the physical and digital environment together. Social media delivers an alteration on how people search, read and exchange news, data and content. Vigorous contact between libraries and users adds value to the provision of library resources, while new possibilities and the value of using social networks provide directly to cultivating library exposure in the digital world. Social media solicitations help the library professionals to enjoy interconnections among the library members and remix the library services and resources to market them visible in a broader way. To build a good connection with social networking, an Internet service should be implemented in the library. In this regard, librarians should be appropriately trained in order to solve all the problems due to the increasing popularity of social media locally and internationally. Therefore, librarians and libraries may expand their services to internet users who are reluctant and unwilling to physically visit the library by the use of social media. It is presently detected that printed documents play a key role, but social media offers a substitute direction to the attainment of the content.

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