CASE STUDY: STUDENT'S SATISFACTION LEVEL

TOWARDS UiTM SARAWAK LIBRARY'S SERVICES.

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Abstract (Executive Summary)

This paper reports a part of a quantitative study that aims to evaluate the library's performance by measuring the users' satisfaction with library services, infrastructure or place or space and collection or information provided by an academic library in UiTM, Sarawak. A self-developed questionnaire was used to gauge the respondents' opinions on their satisfaction level on the statements regarding the dimensions. The instrument was distributed to a sample of 100 students from differences faculties and also difference gender of the university. The results of the study revealed that the respondents were only quite satisfied with the library services, infrastructure or place or space, and collection or information of the library as a whole. The results also showed significant differences on the satisfaction on services, infrastructure or place or space, and libraries' collection or information among the respondents.

Chapter 1: Introduction

1.1 Background Of Study

The library is the core of a university. As resources it occupies the central and primary place, because it serves all the function of a university teaching and research, the creation of a new knowledge and the transmission to prosperity of the learning and the culture of the present and the past.

Universities libraries are serving more functions than ever, ranging from research hubs to community reading activities. Appealing to today's lifestyle and adapting to evolving technology while continuing enough room for the ever growing collections has made maximizing space a priority for academic libraries. Older facilities, particularly on varsity campuses were designed for book and periodicals based research. Retrofitting libraries to include workstations with internet access, discussion-group and multimedia use often means encroaching on the space for traditional stacks.

The UiTM Sarawak Library started simultaneously with the establishment of ITM (new UiTM) Sarawak Branch Campus in 1973. Situated at Batu Lintang Teachers' Training College, the campus was relocated at Semenggok in 1987 before moving to Samariang in 1989 and finally at the present site at Samarahan in 1997. Starting with a meager collection of 668 books and 100 members the

Chapter 2: Literature Review

2.1 Satisfaction Model and Theory

Satisfaction as a process of evaluation between what was received and what was expected is the most widely adopted description of customer satisfaction in the current literature (Parker & Mathews, 2001). This strand of theory appears to have origins in the discrepancy theory (Porter, 1961; cited in Parker & Mathews, 2001). Over the years, a number of authors have used some form of comparison to model satisfaction and early contributions include Contrast Theory, which states that consumers would exaggerate any contrast between expectation and product evaluation (Cardozo, 1965; Howard & Sheth, 1969: cited in Parker & Mathews, 2001).

The most well known descendent of the discrepancy theory is the expectancy disconfirmation paradigm (Oliver, 1981), which states that, if performance exceeds expectations, customers will be positively disconfirmed (satisfied). On the other hand, if performance fails to meet expectations, customers will be negatively disconfirmed (dissatisfied). Customer expectations are formed on basis of buyers past buying experience, statements made by friends and associates as well as marketer and competitor information and promises (Kotler, et.al., 1996). Oliver (1989) proposed that expectations could be exceeded in two different ways: