



**USER SATISFACTION WITH SERVICE QUALITY AT PERPUSTAKAAN SULTAN
BADLISHAH, UiTM KEDAH**

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ABSTRACT

Service quality refers to an organization's ability to consistently meet the needs and expectations of customers. In the library, service quality is related to the library itself and the services provided. Service quality in an academic library is about satisfying users' needs, requests and desires for information and services that are supposed to be serving to them. This study seeks users' perceptions of the service quality in a library. To evaluate this matter several factors are chosen as the independent variables. There are three independent variables that are staffs skills, library marketing and user's expectation. This study will analyse the correlation between the independent variables and the dependent variable that is service quality. The location for this study is in Perpustakaan Sultan Badlishah, UiTM Kedah. The respondents for this study are students of UiTM Kedah from every faculty except students from the law faculty. Students that used the library's services are chosen to be the respondents for this study. Questionnaires will be distributed to students randomly. Data collected will be analysed using the by using the Statistical Package for the Social Science (SPSS). The findings of this study will show the relationship between the dependent variable and independent variables. Based on the findings, conclusions and recommendations will be made to improve the customer service in the library

KEYWORDS: *academic library, library marketing, library services, service quality, staffs skills, user expectation, user perception*