



**REPORT**

**LIBRARY SERVICE QUALITY SURVEY  
FOR  
PUSTAKA MIRI**

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# TABLE OF CONTENTS

CONTENTS	PAGE
Title Page	ii
Letter of Submission	iii
Research Group	iv
Acknowledgements	v
Table of Contents	vi
List of Tables	ix
The Figure	xii
Executive Summary	xiii
<b>Chapter 1: Introduction</b>	<b>1</b>
1.1 Scope of the Project	1
1.2 Significance of the Project	2
1.3 Operational Definitions	3
<b>Chapter 2: Research Foundations</b>	<b>5</b>
2.1 Importance of Service Quality	5
2.2 Service Quality and Customer satisfaction	6
2.2.1 Service Quality	7
2.2.2 Customer Satisfaction	9
2.3 Measuring Library Service Quality	12
2.4 Purposes of Sarawak State Library	17
2.5 Conclusion	18
<b>Chapter 3: Research Design and Methodology</b>	<b>19</b>
3.1 Research Design	19
3.2 Methodology	20
3.3 Sample and Data Collection	20

## EXECUTIVE SUMMARY

A systematic evaluation of service providers is essential in ensuring effective policymaking and operations management. The continuous as well as comprehensive understanding and monitoring of strategic domain, such as service quality, is essential since service providers such as libraries should perform according to changing markets emanating from technological advancements, customer needs and regulatory policy. Rendering consistent excellent service is believed to be one of the keys for survival and success. Pustaka Negeri Sarawak (Kuching) and now Pustaka Miri are among the pioneering state libraries in this region which have successfully undertaken a large-scale exercise employing multiple approaches to improve the quality of its services towards library excellence.

Pustaka Miri, aligned with Pustaka Negeri Sarawak, has been actively performing its role as a state library under the requirements of the Sarawak State Library Ordinance, 1999. Continuous collections development, local contents enrichment, rigorous promotional activities and state library services provision, as well as intensified R&D efforts have been among the strategies employed by Pustaka Miri to help in the improvement of its library service quality. Service performance measurement and management has been stressed.

As Pustaka Miri continues to advance its quest to become a world-class state library service provider, a deeply embedded library service quality pursuit has been identified through this research as one vital alternative. It is against this backdrop that the following research objectives were designed and eventually structured: to assess the

# CHAPTER 1

## INTRODUCTION

This report summarizes the Library Service Quality project for Pustaka Miri. The project led by Dr. Voon Boo Ho (Marketing) of Universiti Teknologi MARA Sarawak officially commenced on 24<sup>th</sup> June 2008. Overall, the project has achieved its objectives and the research team has successfully completed the project as scheduled.

### 1.1 Scope of the Project

The main purpose of this 6-month study is to gauge members' perceptions of the library services, information products (resources), and information system at Pustaka Miri. Specifically, this study aims to address the following objectives:

- To assess the members' perceptions of the services provided by Pustaka Miri on: information products, information system, and library services.
- To assess the members' minimum expectations of the services provided by Pustaka Miri.
- To assess the members' desired expectations of the services provided by Pustaka Miri.
- To identify the adequacy gaps of the services provided by Pustaka Miri.
- To identify the superiority gaps of the services provided by Pustaka Miri.

## CHAPTER 2

### RESEARCH FOUNDATIONS

This chapter provides the background information for the concept and measurement of library service quality. The importance of service quality, concepts of service quality and customer satisfaction as well as library service quality are addressed. A specific measurement model for measuring library service quality is also discussed.

#### **2.1 Importance of Service Quality**

Continually and consistently providing quality service is central for competitive success of an organization (e.g. Sidorko and Woo, 2008; Ladhari and Morales, 2008), may it be in the services or non-services sector. Many experts concur that one of the most powerful competitive tools is service as it can hardly be imitated by rivals. Service quality has certainly been linked to increased profitability, because it provides the service providers with the important competitive advantage via generating repeat sales, positive word-of-mouth feedback, customer loyalty and competitive differentiation. Thus, it is no surprise that numerous organisations are endeavouring to enhance their survival and prosperity by venturing into multifarious approaches to ameliorate the quality of their service. Nevertheless, the return on service quality has to be justifiable through stringent cost effectiveness monitoring systems.

Service quality has been described as one of the most researched area of services marketing, and it has emerged as a key strategic issue on management's agenda (e.g.