Full Length Research

A study on the level of satisfaction of the Library Users of IIM, Lucknow

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A library being a service organization, its prime objective is to provide the right documents, information and services to its users. So, libraries need continuous improvement in its quality services by application of quality management. The very existences of libraries are dependable on users' satisfaction. Users are getting satisfied when the library is able to rise to his or her expectations or meet the actual needs. A quality service is said to be one, which is able to satisfy the users' expectations resulting into a good experience. Hence, the present study is undertaken to identify the factors capable of influencing the library users level of satisfaction as well as attempted to measure the satisfaction level of the library users of IIM, Lucknow.

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INTRODUCTION

In the improvement of quality of higher education, libraries have a vital role to play. Library is the vital agent in dissemination of information and knowledge to the right persons, in the right manner and at the right time in this era of 'knowledge and information'. The libraries have transformed drastically from storehouses for books and journals to the powerhouses of knowledge and information since the middle of the 20th century. The information and communication technology is responsible for this revolution. The process of transformation of this state of libraries to the present one of the quality management of the libraries witnessed that (Abraham and Kennedy, 2012):
•   The library users in course of time turned

demanding and more demanding,
•   The number of libraries increased which created competition among the library managers,
•   The type of literature and the information to be served to users has varied in more dimensions,
•   The use of the libraries by the users has increased enormously, and
•   The improved library management and technology has changed the scenario of library management drastically.
Owing to above changes the problem of today's libraries lies with the organization of resources, insufficient skilled professionals, accumulation of multiple resources, multidimensional requirements of the readers due to

multidisciplinary research, availability of e-resources etc (Brophy, 1996).

It is in light of the above that the present study is undertaken to study the satisfaction of the users in relation to the efficacy in providing quality information services in the library of IIM, Lucknow.

OBJECTIVES OF THE STUDY

The study aims to examine the efficacy level of the service provided by the library of IIM, Lucknow has the following objectives:

1.   To find out the factors determining the efficacy in providing quality information services in the libraries.
2.   To measure the satisfaction of the users in relation to the efficacy in providing quality information services in the library of IIM, Lucknow.

METHODOLOGY OF THE STUDY

The study is mainly based on primary data and the primary data was collected through a structured questionnaire. However, existing literature on the said issue was put to use mainly to identify the factors through which the library managers try to provide library services. The factors used to find the efficacy were related to the five laws of Library Science given by S.R. Ranganathan. The level of the satisfaction of the library users was noted down on a five point scale over the below mentioned eleven (11) factors. The list of the eleven factors is delineated hereunder:

1.   Information about the resources to the user
2.   User orientation and training for utilizing library resources
3.   Information about new service(s) and/or study material
4.   Extra-ordinary and/or advance services
5.   Availability of requisite equipment and functional Computer lab along with the needed e-services
6.   Library services capable of attracting and motivating the users
7.   Factors relating to Building and its location
8.   Use of gadgets in library
9.   Factor relating to ambience and comfort inside the library
10.   Availability of specialized services
11.   Maintenance of an Institutional Repository
12.
The population of the study was the students (900+) of IIM, Lucknow. Owing to paucity of time approximately 10 percent of the population could only be picked up as sample.The task of getting the questionnaires filled up

was carried on in the months of October & November, 2014. The total number of questionnaires distributed was 120 among which 90 of them responded by returning the questionnaire and 10 students did not respond. So it was 10 percent of the total population. The method of sampling which was used for the distribution of questionnaires is Simple random sampling.
In the present study the collected data are tabulated and analysis of data is made by using the tools such as frequency, percentage and weighted average.

DELIMITATIONS OF THE STUDY

•   The study is based on the perceptions of only one set of stakeholder of the library service i.e. the students of IIM Lucknow.
•   The findings of this study, therefore, may not be fully applicable on those libraries of the institutions of higher learning which are not in a position to provide the facilities which are being provided by IIM, Lucknow.
•   The findings of this study may also not be fully applicable to those libraries of the institutions of higher learning which admit such students whose exposure to library services and/or library requirements are substantially different from those of the students of IIM, Lucknow.
•   The findings of this study are naturally confined to the eleven selected factors.

REVIEW OF LITERATURE

Literature review is a summary and synopsis of a particular area of research, allowing us to study the paper to establish a link between the previous and current research work. It gives an overview of what has been said, who the key authors are, what are the prevailing theories and hypotheses, what questions are being asked, and what methods and methodologies are appropriate and useful.

Thanuskodi (2012) conducted a study to find out the efficacy of the services of district central libraries of in Tamil Nadu. The study revealed that among 580 respondents 43.79% were partially satisfied with the information provided in the library, whereas, 10.68% were not all satisfied with the information provided in the library. (Cook and Heath, 2001) conducted a study at the university library of Tehran to investigate the service quality aspects from the users' point of view. It was seen that the efforts for providing user satisfaction has failed to a great extent. (Ganguly, 2007) attempted to investigate the relationship between library customer loyalty and other latent constructs, namely service quality and users satisfaction in a university service in Indonesia. Study reveals that service quality has a direct effect on

Table 1. Response Rate

No of Questionnaire Distributed	No of Questionnaire Received	No of Questionnaire Not Received	Percentage of Response (%)
120	90	30	75.0

user satisfaction. (Chandel and Thabah, 2007) tried to know the service quality expectations of trainers from government Administrative Training Institutes Libraries in India. It was seen that environment aspect is given 1st priority to the service quality of the library. A study conducted by Pedramnia, Modiramani and Ghanbarabadi (2011) aimed to assess quality services provided by MUMS libraries in Iran. The satisfaction and expectation has been measured using 22 items of 2004 version of LibQUAL scale. The highest average score found was "service affect" with 6.39 and the lowest score 5.75 which belonged to "Library as place." A significant outcome is in the "information control" dimension and appropriate working hours. This study identifies strengths and weaknesses of MUMS schools and hospitals libraries for improving decisions. Albu, Cristian and Pistol (2011) aimed to study the quality of services in the Central library of a university in Bucharest as an indicator of quality improvement in the educational process. They revealed that assessment criteria, within the excellence models, provide a basis for the organization to compare its own performances against the performance of other similar organizations. A study in the Colombo university library was made by Somaratna and Peiris (2011) to ascertain the views of the users about the service level of the library system. Exploratory factor analysis with Varimax rotation was employed to identify underlying dimensions of service quality of the library and the best predictor was regression analysis and found the factor "Collection and Access" as the best predictor. Khan and (Barman and Thakuria, 2010) had discussed the success factors of TQM in Higher Education sector of developing countries. They identified the critical success factors of TQM in Pakistani universities. The findings revealed that 'leadership', 'vision', 'measurement and analysis', 'process control and evaluation', 'programs design and resources allocation' and 'stakeholder focus' emerge as the critical success factors of TQM in Higher Education. Huang and Wong (2006) found out how technical services can play an important role in user services in terms of cataloging Oklahoma University libraries. It has been identified that online catalog becomes first point of access in a library. The report showed that the cataloging department plays a very crucial role in enhancing and achieving high of user services. Nimsomboon and Nagata (2003) tried to assess the library service quality at the Thammasat University by examining it from the user's

perspective, as well as identifies that determine the users' evaluation of service quality. The study revealed that the insufficient and outdated collections including inaccurate accessibility are among the main problems faced by users. Manjunatha and Shivalingaih (2004) explained the concept of service quality and tried to trace its development and highlighted some of the results of an empirical study on service quality in academic libraries. The ranking of relative importance of SERVQUAL Dimensions found out are reliability as 29 percent, responsiveness as 21 percent, tangibles as 20 per, assurance as 17 per followed by empathy as 13 percent. The above review of literature made the basis for selection of factors in the present study.

DATA ANALYSIS AND INTERPRETATIONS

A total of 120 questionnaires were distributed to the students of IIM-L among which 90 questionnaires were received. The response rate which was found out 75%. (Table 1 and Figure 1)

Level of Satisfaction of the Library Users of IIM, Lucknow

The presentation, analysis and the interpretation for all these eleven factors has been done one by one in the following pages.

Table 2 exhibits the level of satisfaction of the respondents on the count of availability of information about the resources in the library. One can see in the table that almost one fourth i.e., 24.44% (22) respondents were 'fully satisfied' from the efficacy aspect of the library management over the count of availability of information about the resources and 42.22% (38) respondents were 'partly satisfied'. Jointly the lot of satisfied ones, one can see in the table, constitutes two third i.e., 66.67% (60) of the total respondents. Further one finds that 27.78% (25) respondents declared that they are neither satisfied nor, at same time, dissatisfied over this count of the library management of IIM, Lucknow. Coming to ones who were dissatisfied, it is found in the table that only 4.44% (4) were partly dissatisfied and a very negligible percentage of them i.e., 1.11% (1) were 'fully dissatisfied' over this
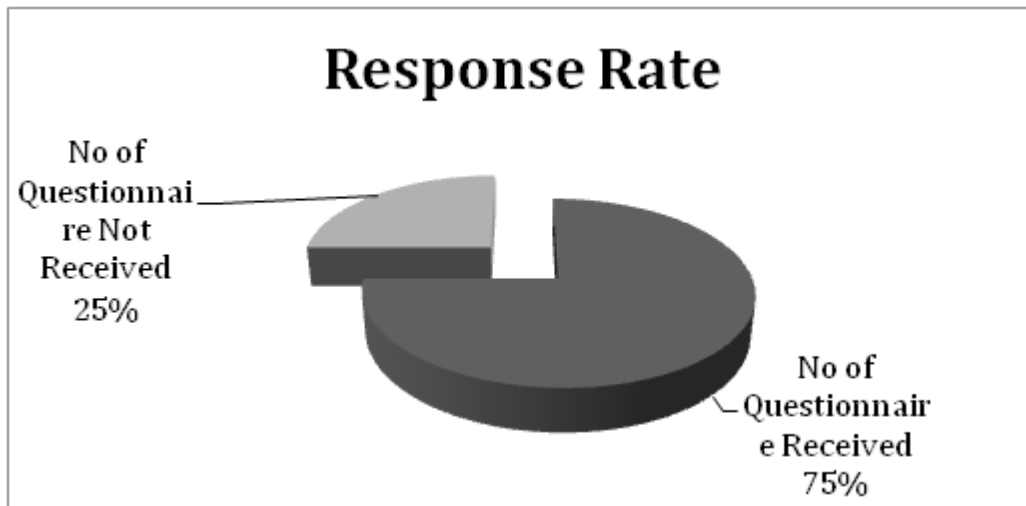
Figure 1. Response Rate

Table 2. The level of satisfaction of the library users on the count of information about the resources available in the library

Level of Satisfaction	Number of Respondents	Percentage of Respondents
Fully Satisfied	22	24.44
Partly Satisfied	38	42.22
Neither Satisfied Nor Dissatisfied	25	27.78
Partly Dissatisfied	4	4.44
Fully Dissatisfied	1	1.11

Source: Field Survey

Table 3. The level of satisfaction of the library users about user orientation and training for utilizing library resources

Level of Satisfaction	Number of Respondents	Percentage of Respondents
Fully Satisfied	11	12.22
Partly Satisfied	36	40.00
Neither Satisfied Nor Dissatisfied	32	35.56
Partly Dissatisfied	11	12.22
Fully Dissatisfied	0	0.00

Source: Field survey

count of library management.

Table 3 reveals that on the count of user orientation and training for utilizing the library resource the lot of 'fully satisfied' constituted only 12.22% (11) of the total number of respondents but the ones who felt 'partly satisfied' on this count were substantial i.e., 40% (36). If added the two it is found that the ones who did derive satisfaction of certain quantity from the library functioning over this

count were more than half of them i.e.., 52.22% (47). Those who did not feel either satisfied or dissatisfied constituted a significant size of the respondents i.e., 35.56% (32). When it comes to analyse the dissatisfaction, it is difficult to say that the ones 'partly dissatisfied' i.e., 12.22% (11) were insignificant in number and percentage. What may provide a solace to library management of IIM, Lucknow is that none was 'fully

Table 4. The level of satisfaction of the library users on the count of information about new service(s) and/or study material

Level of Satisfaction	Number of Respondents	Percentage of Respondents
Fully Satisfied	10	11.11
Partly Satisfied	30	33.33
Neither Satisfied Nor Dissatisfied	33	36.67
Partly Dissatisfied	14	15.56
Fully Dissatisfied	3	3.33

Source: Field Survey

Table 5. The level of satisfaction of the library users on the count of extra-ordinary and advanced services

Level of Satisfaction	Number of Respondents	Percentage of Respondents
Fully Satisfied	10	11.11
Partly Satisfied	26	28.89
Neither Satisfied Nor Dissatisfied	23	25.56
Partly Dissatisfied	23	25.56
Fully Dissatisfied	8	8.89

Source: Field survey

dissatisfied' over the performance of library management on this count.

Table 4 portrays that on the count of information about new service(s) and/or study material only 11.11% (10) respondents were 'fully satisfied' with the performance of the library management of IIM, Lucknow and another 33.33% (30) respondents were 'partly satisfied'. It is one such count over which the satisfaction level of the library users is capable of disturbing the mental peace of the library managers as even the combination of 'fully satisfied' and 'partly satisfied' users is less than half of the total respondents i.e., 44.44% (40). The spillover effect of the satisfaction of a comparatively poor percentage of users naturally got represented in the percentage of the respondents belonging to remaining three categories. The major chunk of them fell in the category of the ones who were 'neither satisfied nor dissatisfied' which is 36.67 (33). The size of the respondents who put themselves in the category of 'partly dissatisfied' was unfortunately not as poor, since it was15.56% (14). The ones 'fully dissatisfied' on this count of course were such in percentage i.e., 3.33% (3) which is not that much a challenge for the library management of IIM, Lucknow.

When consulted the degree of satisfaction had by the respondents over the count extra-ordinary and/or advance services Table 5 reveals that only 11.11% (10) respondents were 'fully satisfied' with the performance of

the library management of IIM, Lucknow and another 28.89% (26) respondents were 'partly satisfied' on this count. It is one such count over which the satisfaction level of the library users is substantially poor and, therefore, is capable of worrying the library managers as even the combination of 'fully satisfied' and 'partly satisfied' users is less than half of the total respondents i.e., 44.44% (40). Since the percentage of the respondents who were either 'fully satisfied' or 'partly satisfied' was less than half the percentage of the total respondents the remaining respondents naturally registered their opinion over the choices left. The table exhibits that the ones who were 'neither satisfied nor dissatisfied' were 25.56% (23) of the lot. The size of the respondents who put themselves in the category of 'partly dissatisfied' was equal to those of the ones who were 'neither satisfied nor dissatisfied' i.e., 25.56% (23). A total of the two makes more than half of the respondents i.e., 51.12% (46). The ones 'fully dissatisfied' on this count also were such in percentage i.e., 8.89% (8) which is capable of disturbing the library management of IIM, Lucknow

Table 6 depicts that an equal percentage i.e., 36.67% (33) of the respondents were 'fully satisfied' and 'partly satisfied' on the count of availability of requisite equipment and functional computer lab along with the needed e-service. When added the two it is found that the ones who did derive satisfaction of certain quantity

Table 6. The level of satisfaction of the library users on the count of availability of requisite equipment and functional computer lab along with the needed e-services

Level of Satisfaction	Number of Respondents	Percentage of Respondents
Fully Satisfied	33	36.67
Partly Satisfied	33	36.67
Neither Satisfied Nor Dissatisfied	13	14.44
Partly Dissatisfied	8	8.89
Fully Dissatisfied	3	3.33

Source: Field survey

Table 7. The level of satisfaction of the library users on the count of library services' capability of attracting and motivating users

Level of Satisfaction	Number of Respondents	Percentage of Respondents
Fully Satisfied	32	35.56
Partly Satisfied	20	22.22
Neither Satisfied Nor Dissatisfied	27	30.00
Partly Dissatisfied	9	10.00
Fully Dissatisfied	2	2.22

Source: field survey

Table 8. The level of satisfaction of the library users on the count of the factors relating to building and its location

Level of Satisfaction	Number of Respondents	Percentage of Respondents
Fully Satisfied	48	53.33
Partly Satisfied	24	26.67
Neither Satisfied Nor Dissatisfied	13	14.44
Partly Dissatisfied	4	4.44
Fully Dissatisfied	1	1.11

Source: field survey

from the library functioning over this count were more than two third of the total respondents i.e.., 73.33% (66). The ones who did not feel either satisfied or dissatisfied constituted a small size of respondents i.e., 14.44% (13). When it comes to analyse the dissatisfaction, it is difficult to say that the ones 'partly dissatisfied' i.e., 8.89% (8) were greatly significant in number and percentage. Library management of IIM, Lucknow may afford to look into the reasons at a convenient time behind this dissatisfaction as the percentage of respondents who were fully dissatisfied was only 3.33 (3) on this count.

Table 7 exhibits the level of satisfaction of the respondents on the count of the library services' capability of attracting and motivating the users. One can see in the table that more than one third i.e., 35.56% (32)

respondents were 'fully satisfied' and 22.22% (20) respondents were 'partly satisfied' from the efficacy aspect of the library services' capability of attracting and motivating the users. Jointly the lot of the satisfied ones, one can see in the table constitutes more than half i.e., 57.78% (52) of the respondents. Further one finds that close to one third i.e., 30% (27) respondents preferred to sit on the fence by communicating that they are 'neither satisfied nor dissatisfied' over this count of the library management of IIM, Lucknow. Coming to ones who were dissatisfied, it is found in the table that only 10% (9) were partly dissatisfied and a very negligible percentage of them i.e., 2.22% (2) were 'fully dissatisfied' over this count of library management.

Table 8 exhibits the level of satisfaction of the

Table 9. The level of satisfaction of the library users on the count of use of gadgets in library

Level of Satisfaction	Number of Respondents	Percentage of Respondents
Fully Satisfied	30	33.33
Partly Satisfied	29	32.22
Neither Satisfied Nor Dissatisfied	19	21.11
Partly Dissatisfied	10	11.11
Fully Dissatisfied	2	2.22

Source: field survey

Table 10. The level of satisfaction of the library users on the count of ambience and comfort inside the library

Level of Satisfaction	Number of Respondents	Percentage of Respondents
Fully Satisfied	50	55.56
Partly Satisfied	28	31.11
Neither Satisfied Nor Dissatisfied	6	6.67
Partly Dissatisfied	4	4.44
Fully Dissatisfied	2	2.22

Source: field survey

respondents on the count of the factors relating to building and its location. Table delineates that more than half of the respondents i.e., 53.33% (48) were 'fully satisfied' and more than one fourth of them i.e., 26.67% (24) respondents were 'partly satisfied' from the efficacy of the library management over the count of the factors relating to building and its location. Jointly the lot of the satisfied ones, one can see in the table constitutes more than three fourth i.e., 80% (72) of the respondents. Further one finds that the ones who were neutral in their response were meager in percentage i.e., 14.44% (13). They communicated that they are 'neither satisfied nor dissatisfied' over this count of the library functioning of IIM, Lucknow. Coming to ones who were dissatisfied, it is found in the table that only 4.44% (4) were partly dissatisfied and a very negligible percentage of them i.e., 1.11% (1) were 'fully dissatisfied' over this count of library management.

The Table 9 exhibits the level of satisfaction of the respondents on the count of the factors relating to use of gadgets in the library. Table delineates that one third of the respondents i.e., 33.33% (30) were 'fully satisfied' and almost in the same proportion i.e., one third of them i.e., 32.22% (29) were 'partly satisfied' from the efficacy aspect of the library management over the count of the factors relating to use of gadgets in the library. Jointly the lot of the satisfied ones constitutes more than half of the respondents i.e., 65.65% (59). Further one finds that the ones who were neutral in their response were substantial

in percentage i.e., 21.11% (19) as they communicated that they are 'neither satisfied nor dissatisfied' over this count of the library functioning of IIM, Lucknow. Coming to ones who were dissatisfied, it is found in the table that 11.11% (10) were partly dissatisfied and a very negligible percentage of them i.e., 2.22% (2) were 'fully dissatisfied' over this count of library management.

Table 10 exhibits the level of satisfaction of the respondents on the count of ambience and comfort inside the library. The table delineates that more than half of the respondents i.e., 55.56% (50) were 'fully satisfied' and little less than one third of them i.e., 31.11% (28) respondents were 'partly satisfied' from the efficacy aspect of the library management over the count of the factors relating to ambience and comfort inside the library. Jointly the lot of the satisfied ones constitutes almost a sweeping majority of the respondents i.e., 86.67% (78). Further one finds that the ones who were neutral in their response were ignorable in percentage i.e., 6.67% (6) as they communicated that they are 'neither satisfied nor dissatisfied' over this count of the library functioning of IIM, Lucknow. Coming to ones who were dissatisfied, it is found in the table that 4.44% (4) were partly dissatisfied and a very negligible percentage of them i.e., 2.22% (2) were 'fully dissatisfied' over this count of library management.

Table 11 exhibits the level of satisfaction of the respondents on the count of availability of specialized services. The table shows that only a small percentage of

Table 11. The level of satisfaction of the library users on the count of availability of specialized services

Level of Satisfaction	Number of Respondents	Percentage of Respondents
Fully Satisfied	12	13.33
Partly Satisfied	36	40.00
Neither Satisfied Nor Dissatisfied	31	34.44
Partly Dissatisfied	8	8.89
Fully Dissatisfied	3	3.33

Source: field survey

Table 12. The level of satisfaction of the library users on the count of maintenance of an Institutional Repository

Level of Satisfaction	Number of Respondents	Percentage of Respondents
Fully Satisfied	15	16.67
Partly Satisfied	31	34.44
Neither Satisfied Nor Dissatisfied	31	34.44
Partly Dissatisfied	13	14.44
Fully Dissatisfied	0	0.00

Source: field survey

the respondents i.e., 13.33% (12) preferred to put themselves in the category of 'fully satisfied' whereas two third of the total respondents i.e., 40.00% (36) were 'partly satisfied' from the efficacy aspect of the library management over the count of the factors relating to availability of specialized services. On this count jointly the lot of the satisfied ones could constitute only little more than half of the respondents i.e., 53.33% (48). Further one finds that the ones who were neutral in their response were slightly more than one third of the respondents i.e., 34.44% (31) as they communicated that they are 'neither satisfied nor dissatisfied' over this count of the library functioning of IIM, Lucknow. Coming to ones who were dissatisfied, it is found in the table that 8.89% (8) were partly dissatisfied and a very negligible percentage of them i.e., 3.33% (3) were 'fully dissatisfied' over this count of library management.

Table 12 delineates the level of satisfaction of the respondents on the count of maintenance of an Institutional Repository. The table shows that only a small percentage of respondents i.e., 16.67% (15) preferred to put them in the category of 'fully satisfied' whereas little more than one third of them i.e., 34.44% (31) were 'partly satisfied' from the efficacy aspect of the library management over the count of the factors relating to maintenance of an Institutional Repository. On this count jointly the lot of the satisfied ones could constitute only little more than half of the respondents i.e., 51.11% (46).

Further one finds that the ones who were neutral in their response and registered themselves as 'neither satisfied nor satisfied' also were in the same strength i.e., 34.44% (31) as they were in case of 'partly satisfied' on this count of the library functioning of IIM, Lucknow. Coming to ones who were dissatisfied in one or the other degree, it is found in the table that 14.44% (13) were 'partly dissatisfied' and none was 'fully dissatisfied' over this count of the library management.

The Table 13 entails in it the weighted average score of the satisfaction of library users over the factors along with the ranks of these factors. The ranks have been derived on the basis of the above said weighted average scores of satisfaction and put in ascending order. The higher the value of the weighted average score the higher is the rank.

CONCLUSION

User satisfaction can be said to be the most important factor and reason for the quality improvement of any library. Quality has been and will continue to be an issue of strategic importance for the libraries. It has been found out that physical factors relating to the ambience and comfort including the location has been rated best by the students but services like orientation and initiatives such as display of new arrivals by the library could not satisfy

Table 13. The Weighted Average Score (WAS) of the Level of Satisfaction of Library Users

Factors	WAS of Satisfaction	Rank
Factor relating to ambience and comfort inside the library	4.33	1st
Factors relating to Building and its location	4.27	2nd
Availability of requisite equipment and functional Computer lab along with the needed e-services	3.94	3rd
Information about the resources to the user	3.84	4th
Use of gadgets in library	3.83	5th
Library services capable of attracting and motivating the users	3.79	6th
Maintenance of an Institutional Repository	3.53	7th
User orientation and training for utilizing library resources	3.52	8th
Availability of specialized services	3.51	9th
Information about new service(s) and/or study material	3.33	10th
Extra-ordinary and/or advance services	3.08	11th

Source: Field Survey

the students highly. While the use of Gadgets and maintenance of an IR was moderate in terms of satisfaction. The requirements of the students should be given prime focus and keep their needs in mind before developing any future project and undertake any new initiative.

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