

Service Quality in Kerala University Library: A SERVQUAL Analysis

A. Sofiya¹ and B. Mini Devi²

¹Research Scholar, ²Head of the Department

Department of Library and Information Science, University of Kerala, Thiruvananthapuram, Kerala, India
E-Mail: drminidevi1968@gmail.com, sofiyanazeer@gmail.com

Abstract - The study examines the Service Quality delivering in Kerala University Library System applying SERVQUAL from user's expectations and identifies the dimensions that determine the user's evaluation of Service Quality. As a service oriented institution, library provides various sources, services and products for its academic community and facilitates teaching and learning. The population covered under the study is users including research scholars and students – faculties are excluded. For this purpose, 175 modified SERVQUAL questionnaires were distributed among the research scholars and the students in the Kerala University Library. Out of 175 distributed questionnaires, 154 were returned back and consisted of 88 regular students and 66 research scholars and those were subsequently subjected to data analysis. It was done by SPSS Package and for testing of hypothesis, Mann-Whitney U Test and Chi Squire Test is used. The study revealed that the users desired expectations are not met in the prevailing Service delivery of Kerala University Library.

Keywords: Chi- Squire Test, Kerala University Library, Mann-Whitney U Test, Service Quality, SERVQUAL, SPSS Package

I. INTRODUCTION

Today we are living in digital era, our libraries have to face rapid growth in accordance with growth of Information and Communication Technology. During earlier times, libraries are storehouses for books and journals. Now libraries are transformed into Information Centres and role of librarians changed as Information Managers. Information and Communication Technology had made revolutionary changes in all housekeeping activities and services in our library. Information explosion due to ICT, enabled users to wide choice of information available anywhere in the world. In the present scenario, libraries have to face crisis of survival to competition from publishers, vendors, online services and internet.

University libraries also have to face these threats. Customer satisfaction is the basic goal of any organization. As a service oriented institution, libraries have to satisfy its end users by effective use of resources and services. The present study is confined to Kerala University Library, Palayam. Information and Communication Technology has changed the traditional methods of library activities and services providing new dimensions for teaching learning and research activities. This paper is an attempt to study about how far Kerala University Library can achieve its goal and to determine how far the Kerala University Library has succeeded in delivering such services to end users.

A. Kerala University Library

University Library was established in 1942, maintained by University of Kerala for its academic community. The main function of the Kerala University Library is to facilitate teaching, learning and research activities. The Kerala University Library System consists of the University Central Library Palayam, Campus Library at Karyavattom and 41 department libraries and three study centres. Kerala University Library provides very rich collection of resources such as books, periodicals, journals, thesis and dissertations CD ROMs, Maps etc. Library offers digital information services- UGC INFONET and special collections- Kerala Studies, Women Studies, Government Publications, General Publications, General Biographies, bound volumes of Newspapers, Journals and rare books, UN and World Bank Publications etc. Kerala University Library exists as depository of UN and World Bank Publications in Kerala. Kerala University Library also provides electronic information resources such as bibliographic database, UGC –INFONET e- journals, Open access journals, Gate way Portals etc. In the digital environment and increasing competition are major threats faced by academic libraries. Academic libraries should improve the quality of their services in order to survive (Cullen, 2001). As a service oriented institution, University Library have the responsibility to provide pinpointed, exhaustive and expeditious information to end users and enable them to make the most effective use of resources and services. Users' needs and interests have major role in the activities and development of library services .If the users are not satisfied, it will affects the quality of library products and service. Library Service Quality is the serious issue to the parent body of the organisation.

B. Service Quality

According to Parasuraman, A., Zeithaml and Berry (1985, 1988) service quality is a difference between consumer expectations of 'what they want 'and their perceptions of 'what they get. Lewi (1993) defined Service Quality as a measure of how well the service level delivered matches customer expectations. Delivering quality service means conforming to customers' expectations on a consistent basis. In the view of Sarkar (1995), Quality of a product or service is the ability of the product or service to meet customers' requirements. According to Calvert (2001), Service Quality is "to examine the difference between

customer's expectation and customer's perceived sense to actual performance". To ensure quality to Information services Library and Information Centres assessing their Service Quality with help of multidimensional research instrument called SERVQUAL designed to capture consumer expectations and perceptions of a service along the five dimensions that are believed to represent service quality.

C. SERVQUAL

SERVQUAL is a multiple item scale i.e, questionnaire or measurement scale introduced in 1988 by A. Parasuraman, Valarie A., Zeithaml and Leonard L Berry as an instrument for assessing customer perceptions of service quality in service organization. They mentioned that It is the solution to measure service quality in terms of provider's performance with respect to customers expectation. According to Nitechi (1996), SERVQUAL is a mechanism to shift the assessment of quality of a library from the traditions of measuring collections, size and counting incidents of its users to begin investigating how the provision of services relates to the library user's service quality expectations .SERVQUAL has been used in various service industries including academic, public and special libraries as stated by Hernon in 2002.The SERVQUAL scale constitutes an important landmark in the service quality literature and has been extensively applied in different service settings.

D. The Model of Service Quality

A Parasuraman, Valarie, A., Zeithaml and Lan Berry (1985) a group of American authors developed the model of service quality popularly known as Gaps Model. The Model identifies the principal dimensions or components of service quality and proposes a scale for measuring it (SERVQUAL) and suggests possible causes of service quality problems. The designers of Gap Model initially identified ten dimensions and reduced as five – namely,

1. *Reliability*: Ability to perform the promised service dependably and accurately
2. *Assurance*: The knowledge and courtesy of the employees and their ability to inspire trust and confidence.
3. *Tangible*: The appearance of physical facilities, equipments, personnel and communication materials.
4. *Empathy*: The provision of caring and individualised attention to customers and
5. *Responsiveness*: The willingness to help customers and provide prompt service.

The first letter of each of the five dimensions formed an acronym, RATER which is used as an aid to recall.

The model of service quality is built on the expectancy-confirmation paradigm which suggests that consumer's perceive quality in terms of their perceptions of how well a

given service delivery meets their expectations of that delivery(r). Thus service quality can be conceptualised as $SQ = P - E$

Where, SQ is the Service Quality

P is the individual's perceptions of given service delivery

E is the individual's expectations of a given service delivery

II. OBJECTIVE OF THE STUDY

The main objective of the study is to assess overall service quality of Kerala University Library System using SERVQUAL

III. REVIEW OF LITERATURE

There are many relevant studies have been carried out on Measuring Service Quality among University Libraries using SERVQUAL in India and abroad.

Service quality in Covenant University Lecture Theatre was done by Irohan, and *et al.*, (2017) using the modified version of SERVQUAL. A cross sectional survey was conducted among students, faculties who lecture in the theatre and faculties who have offices in the lecture theatre. The service quality of facilities provided in the lecture theatre of Covenant University, Ota Ogun, state of Nigeria. Findings of the study revealed that all dimensions showed an overall negative average tangible reliability responsiveness, assurance and empathy. This signifies perceptions being below expectations there by placing the end users in an unsatisfactory level.

Malik and Malik (2015) conducted a case study in Public University library of Pakistan. The main aim of the study was to determine the gap between perceived and expected service quality of COMSATS Institute of Information Technology (CIIT) Library. The modified version of SERVQUAL is used to measure perceptions and expectations of library users including faculty members, graduate and undergraduate students of CIIT library. For this purpose, a final sample of 281 respondents was used for analysing the data. The result of the study revealed that there is a disparity between the expectations and perceptions of respondents.

Asogwa, and *et al.*, (2014) assessed the quality of services to users in academic libraries in developing countries using SERVQUAL model. The purpose of the study was to expose the service areas where the desires of library users' are not met, ascertain the causes, and suggest corrective measures. For this purpose, both primary and secondary sources were used for data collection. The SERVQUAL Questionnaire and the websites were used, and the research population was 3,832 library users from four developing countries. The data were analysed and discussed using descriptive statistics, and other illustrations. The study revealed that all the service indicators evaluated were negatively marked and there is a significant difference between the perceptions and expectations of library

users. Lack of modern facilities, poor funding and weak leadership quality of library services are identified problems and not satisfying users expectations.

Another study was conducted by Enayati and *et al.*, (2013) for evaluating service quality in Islamic Azad University of Mazandaran through descriptive survey. For this study, the statistical population consists of all Islamic Azad University students of Mazandaran and 373 students were chosen through stratified random sampling method. The modified SERVQUAL standardized questionnaire used as the tool for gathering data. The study investigated that there is a significant difference between the students' expectations and perceptions in all five dimensions of service quality and in all dimensions, student's expectations had a higher level than that of the perceptions.

The first user survey in University libraries of Srilanka to assess service quality conducted by Somaratna and Peiris (2011). Users of Colombo University Library surveyed by using modified version of SERVQUAL to ascertain the views about service level. They were subjected to measure the actual service delivered by the library and their expectations from the service oriented institution.

The study was carried out by Sahu (2007) to evaluate service quality of Jawaharlal Nehru University (JNU) library using SERVQUAL. The main purpose of the study was to measure the perceptions of the Jawaharlal Nehru University (JNU) library users as they relate to quality service and to determine how far the JNU library has succeeded in delivering such service to its users. The population of the study was students and faculty members of the JNU. All the closed ended structured questions were designed to elicit responses on a five point Likert scale to measure both respondent satisfaction and perception of service quality. The researcher applied chi-square method for analysis of the collected data and findings shows that the JNU library is not lacking in quality of service.

Manjunatha and Shivalingalah (2004) gives information about concept and development of service quality, its dimensions and SERVQUAL through their article "Customer's perception of Service Quality in Libraries." The aim of the study was to investigate the quality of services from customer's perspectives in eight academic libraries in Karnataka. The sample population of the study was faculty members, research scholars and post graduate students and used modified SERVQUAL questionnaire for data collection. The findings of the study revealed that among five dimensions, the reliability ranked as the most important dimension followed by responsiveness.

The similar study was done by using SERVQUAL conducted by Nimsomboon and Nagata (2003) in Thailand. They subjected Thamssat University Library System to examine service quality. The study surveyed undergraduate, graduate students and faculty members

and modified SERVQUAL questionnaire is distributed for collecting data. The concept of Zone of Tolerance was used to observe what are the necessary features or attributes that library should provide resource for good service quality. The study found that all user's desired expectations was not met in the library system and the Zone of Tolerance revealed that each user group was treated differently. The researchers identified three dimensions of service quality by Factor analysis; effect of service -organizational collection and access and effect of service-personal. The researchers suggested useful recommendations to improve service quality of Thamassat University Library System.

IV. SCOPE AND LIMITATION OF THE STUDY

The assessment of Service Quality provides consequential feedback for Kerala University Library System to assess and to become better service provider to end users.

The population of the study is limited to research scholars and students, faculties are excluded.

V. METHODOLOGY

For measuring service quality of Kerala University Library System, a questionnaire based survey was conducted and the framework developed using the variables suggested by Parasuraman and Zeithaml (1988). The modified version of SERVQUAL questionnaires were distributed among the sample population ie, students and research scholars in the Kerala University Library. Among the population, 88 of them are students and 64 are research scholars. A Total of 175 questionnaires were distributed and out of 154 were subjected for data analysis.

Five point Likert Scale is used to indicate attitudes and opinion to series of statements. Analysis of data made by Man Whitney U Test and Chi Squire Test. Probability value helps to determine our study significant or not. The p value indicates strong evidence against null hypothesis; it is a number between 0 and 1.

VI. DATA ANALYSIS AND INTERPRETATION

The present study is an attempt to assess service quality of Kerala University Library System. The statements have included in the SERVQUAL questionnaire based on five dimensions such as Reliability, Assurance, Tangible, Empathy and Responsiveness SERVQUAL Questionnaires were distributed among selected population to gather information on the following points based on five dimensions such as,

1. *Tangible*: The appearance of Physical facilities, equipments, personnel and communication materials in the library.

- 2. *Reliability*: The ability of library personnel to perform the promised service dependably and accurately.
- 3. *Responsiveness*: The willingness of library staff to help customers and provide prompt service.
- 4. *Assurance*: The knowledge and courtesy of the library staff and their ability to inspire trust and confidence among users.
- 5. *Empathy*: The provision of caring and individualized attention to customers.

The data analysis was done using MS Excel and SPSS statistical packages. The analysis of data obtained is given below.

TABLE I GENDER WISE ANALYSIS OF PHYSICAL FACILITIES, EQUIPMENTS, COMMUNICATION MATERIALS AND APPEARANCE OF LIBRARY STAFF

Statements		Male		Female		Z#	P
		Count	Percent	Count	Percent		
Library has adequate space with enough seating capacity	Strongly Disagree	0	0.0	0	0.0	0.21	0.836
	Disagree	11	15.7	9	11.3		
	No opinion	2	2.9	5	6.3		
	Agree	42	60.0	52	65.0		
	Strongly Agree	15	21.4	14	17.5		
Stack room signs are easy to understand	Strongly Disagree	3	4.3	1	1.3	0.83	0.407
	Disagree	11	15.7	10	12.5		
	No opinion	6	8.6	10	12.5		
	Agree	37	52.9	40	50.0		
	Strongly Agree	13	18.6	19	23.8		
Library staffs are smart, neat and good looking appearance	Strongly Disagree	2	2.9	1	1.3	0.57	0.566
	Disagree	6	8.6	4	5.0		
	No opinion	14	20.0	14	17.5		
	Agree	33	47.1	46	57.5		
	Strongly Agree	15	21.4	15	18.8		
Library provides easy access to e-resources by using modern technology	Strongly Disagree	7	10.0	3	3.8	2.67**	0.008
	Disagree	15	21.4	6	7.5		
	No opinion	14	20.0	15	18.8		
	Agree	25	35.7	43	53.8		
	Strongly Agree	9	12.9	13	16.3		
Ventilation and lighting is good	Strongly Disagree	2	2.9	1	1.3	0.26	0.795
	Disagree	5	7.1	8	10.0		
	No opinion	7	10.0	5	6.3		
	Agree	31	44.3	41	51.3		
	Strongly Agree	25	35.7	25	31.3		

Mann-Whitney U Test **: - Significant at 0.01 level

Both male (68) and female (86) users in the library were selected as sample respondents to gather opinion about the physical facilities, equipments, personnel and communication materials. The statements mentioned in the following table 6.1 based on the dimension Tangible. The data from the below table shows, neither male nor female users rated ‘Strongly Disagree’ about the statement Library has adequate space with enough seating capacity. About 15.7% of male users and 11.3% of female users rated ‘Disagree’. Both 2.9% male users and 6.3% female have no opinion about the statement. About 60% of male and 65% female rated ‘Agree’ with the statement Library has adequate space with enough seating capacity.

The statement ‘Stack room signs are easy to understand’ is rated as ‘Disagree’ by only 4.3% male users and 1.3% female users. But, 15.7% male and 12.5% female disagreed. Out of 68 male users 8.6% and 12.5% female out of 86 have ‘No opinion’ about the statement. About 52.9% male and 50% female users agreed that ‘Stack room signs are easy to understand’.

About 20% of male and 17.5% female users have ‘No opinion’ about the statement ‘Library staffs are smart, neat and good looking appearance’. The statement rated as ‘Agree’ by 47.1% male users and 57.5% female users and ‘Disagree’ by 8.6% and 5.0%. Only 2.9% and 1.3% male and female users rated as ‘Strongly Disagree’ to the

statement ‘Library staffs are smart, neat and good looking appearance’.

‘Library provides easy access to e- resources by using modern technology’ was rated as ‘Strongly disagree’ by 10% male and 3.8% female users. The statement was disagreed by 21.4% male and 7.5% female users. About 20% male and 18.8% female users rated as ‘No opinion’. The table I shows p value 0.008, it is more significant and

there is a disparity between the expectations and perceptions of respondents.

‘Ventilation and lighting is good’ rated as ‘Agree’ by 44.3% male and 51.3% female users and ‘No opinion’ by 10% male and 6.3% female respondents. Only 2.9% male respondents and 1.3% female strongly disagreed about the statement. About 35.7% male and 31.3% female respondents rated as ‘Strongly Agree’.

TABLE II GENDER WISE ANALYSIS TO ABILITY OF LIBRARY PROFESSIONALS TO PERFORM THE PROMISED SERVICES DEPENDABLY AND ACCURATELY

Statements		Male		Female		Z#	P
		Count	Percent	Count	Percent		
Library staff making efforts to know customers and their needs	Strongly Disagree	4	5.7	2	2.5	3.3**	0.001
	Disagree	16	22.9	6	7.5		
	No opinion	18	25.7	17	21.3		
	Agree	25	35.7	37	46.3		
	Strongly Agree	7	10.0	18	22.5		
Library staffs have dependability in handling users service problems	Strongly Disagree	5	7.1	3	3.8	2.43*	0.015
	Disagree	12	17.1	7	8.8		
	No opinion	24	34.3	21	26.3		
	Agree	23	32.9	39	48.8		
	Strongly Agree	6	8.6	10	12.5		
Library staff responds clearly and accurately to enquiry of users	Strongly Disagree	2	2.9	3	3.8	0.35	0.723
	Disagree	7	10.0	5	6.3		
	No opinion	9	12.9	13	16.3		
	Agree	34	48.6	42	52.5		
	Strongly Agree	18	25.7	17	21.3		
Some library staffs are impolite	Strongly Disagree	5	7.1	4	5.0	0.35	0.730
	Disagree	17	24.3	20	25.0		
	No opinion	24	34.3	32	40.0		
	Agree	14	20.0	18	22.5		
	Strongly Agree	10	14.3	6	7.5		
There is no interlibrary loan facility	Strongly Disagree	1	1.4	2	2.5	1.41	0.160
	Disagree	1	1.4	11	13.8		
	No opinion	46	65.7	46	57.5		
	Agree	18	25.7	11	13.8		
	Strongly Agree	4	5.7	10	12.5		

‘Library staff making efforts to know customers and their needs’ rated as ‘Strongly Disagree’ by 5.7% male users and 2.7% female users. The statement was disagreed by 22.9% male and 7.5% female users. Out of 68 male users, 25.7% and 21.3% from 86 female respondents have ‘No opinion’ about the statement. About 35.7% male respondents and 46.3% female respondents agreed that Library staff making effort to know customers and their needs. About 10% male respondents and 22.5% female respondents were strongly agreed to the statement. The p value 0.001 in the table II indicates that there is a disparity between desired service expectations and actual service.

The Table II shows that 34.3% male respondents and 26.3% female respondents rated as ‘No Opinion’ to the statement ‘Library staffs have dependability in handling user’s service problems’. Only 7.1% male respondents and 3.8% female respondents were rated as ‘Strongly Disagree’ about the statement and 32.9% male and 48.8% female were agreed. Only 8.6% male users and 12.5% female users were rated as ‘Strongly Agree and ‘Disagree’ by 17.1% male users and 8.8% female users. The p value 0.015 is significant and there is a mismatch between users expectations and service provided by the library.

TABLE III CATEGORY WISE ANALYSIS TO KNOWLEDGE AND COURTESY OF LIBRARY STAFF

Statements		Research scholars		Students		Z#	P
		Count	Percent	Count	Percent		
Library staff use the technology quickly and skilfully	Strongly Disagree	1	1.6	1	1.2	1.88	0.060
	Disagree	7	10.9	11	12.8		
	No opinion	15	23.4	28	32.6		
	Agree	29	45.3	42	48.8		
	Strongly Agree	12	18.8	4	4.7		
Library staff has the knowledge to ask users questions	Strongly Disagree	0	0.0	1	1.2	0.78	0.436
	Disagree	6	9.4	11	12.8		
	No opinion	22	34.4	29	33.7		
	Agree	28	43.8	37	43.0		
	Strongly Agree	8	12.5	8	9.3		
Library staffs are always polite and who instill confidence in users	Strongly Disagree	2	3.1	2	2.3	2.6**	0.009
	Disagree	7	10.9	18	20.9		
	No opinion	14	21.9	27	31.4		
	Agree	27	42.2	32	37.2		
	Strongly Agree	14	21.9	7	8.1		
Library staff assures records of personal information be safe from unauthorized use	Strongly Disagree	1	1.6	1	1.2	0.76	0.447
	Disagree	9	14.1	6	7.0		
	No opinion	24	37.5	37	43.0		
	Agree	21	32.8	27	31.4		
	Strongly Agree	9	14.1	15	17.4		
I feel safe and secure when I enter into the library	Strongly Disagree	1	1.6	2	2.3	0.73	0.467
	Disagree	1	1.6	2	2.3		
	No opinion	5	7.8	10	11.6		
	Agree	23	35.9	30	34.9		
	Strongly Agree	34	53.1	42	48.8		

Mann-Whitney U Test **: - Significant at 0.01 level

A library staff should have technical skill, good communicating skill, the ability to fulfil user’s needs and should maintain trustworthy relationship with them. So there is a need for gathering opinion from two categories of respondents- research scholars and students.

‘In the following table III, the statement Library staff use the technology quickly and skilfully’ were rated as ‘Strongly Disagree’ by 1.6% research scholars and 1.2% students. About 23.4% research scholars and 32.6% students have ‘No opinion’ about it and rated as ‘Agree’ by 45.3% research scholars and 48.8% students.

About 43.8% research scholars and 43.0% students were rated as ‘Agree’ with the statement ‘Library staff has the knowledge to ask user’s questions.’

‘Library staffs are always polite and who instil confidence in users’ rated as ‘Strongly Disagree’ by only 3.1% research

scholars and 2.3% students and ‘Disagree’ by 10.9% research scholars and 20.9% students. There were 21.9% research scholars and 31.4% students, rated as ‘No opinion’ to this statement. From the table III, the p value is 0.009 it is more significant and it is proved that users are not satisfied with service provider.

About 37.5% research scholars and 43% students have no opinion about the statement ‘Library staff assures records of personal information be safe from unauthorised use’. It was rated as ‘Agree’ by 32.8% research scholars and 31.4% students.

‘I feel safe and secure when I enter into the library’ rated as ‘Strongly Agree’ by 53.1% research scholars and 48.8% students. About 7.8% research scholars and 11.6% students have no opinion about this statement.

TABLE IV GENDER WISE ANALYSIS OF CARING AND INDIVIDUALISED ATTENTION BY LIBRARY PROFESSIONALS TO USERS

Statements		Male		Female		Z#	P
		Count	Percent	Count	Percent		
Library staffs who understands the needs of users	Strongly Disagree	3	4.3	0	0.0	3.55**	0.000
	Disagree	12	17.1	6	7.5		
	No opinion	24	34.3	18	22.5		
	Agree	27	38.6	43	53.8		
	Strongly Agree	4	5.7	13	16.3		
Library staffs reminds me about overdue books	Strongly Disagree	8	11.4	15	18.8	0.38	0.704
	Disagree	21	30.0	22	27.5		
	No opinion	28	40.0	14	17.5		
	Agree	9	12.9	22	27.5		
	Strongly Agree	4	5.7	7	8.8		
Library staffs assists me in database searching	Strongly Disagree	6	8.6	3	3.8	1.51	0.132
	Disagree	14	20.0	14	17.5		
	No opinion	20	28.6	19	23.8		
	Agree	22	31.4	32	40.0		
	Strongly Agree	8	11.4	12	15.0		
Library staff provides individual attention to users	Strongly Disagree	8	11.4	3	3.8	3.66**	0.000
	Disagree	24	34.3	15	18.8		
	No opinion	23	32.9	26	32.5		
	Agree	14	20.0	28	35.0		
	Strongly Agree	1	1.4	8	10.0		
Opening hours are more convenient to users	Strongly Disagree	4	5.7	0	0.0	0.85	0.396
	Disagree	8	11.4	0	0.0		
	No opinion	6	8.6	21	26.3		
	Agree	27	38.6	43	53.8		
	Strongly Agree	25	35.7	16	20.0		

Mann-Whitney U Test **: - Significant at 0.01 level

Library professional should have the ability to understand the level and information requirements of end users. In a digital environment, library professionals would have to assist them to retrieve information. It is necessary to find how far users from Kerala University Library are satisfied with their service.

‘Library staffs who understands the needs of users’ rated as ‘Strongly Agree’ by 4.3% male respondents and ‘Disagree’ by 17.1% male respondents and 7.5% female respondents. About 34.3% male users and 22.5% female users rated as ‘No opinion’ and 38.6% male respondents and 53.8% female respondents were agreed with the statement. The p value 0.000 in the table 6.4 indicates strong evidence against null hypothesis. It reveals that there is a difference between customer satisfaction and perceptions of services.

About 40% male respondents and 17.5% female respondents were stated as ‘No opinion’ to the statement ‘Library staff reminds me about overdue books and 30%

male users and 27.5% female users were rated as ‘Disagreed’.

The analysed data in the table 6.4 shows that 8.6% male respondents and 3.8% female respondents were rated as ‘Strongly Disagree’ with the statement ‘Library staffs assists me in database searching.’ It is found that 22 (31.4%) male respondents out of 68 and 32 (40%) female respondents out of 86 were rated as ‘Agree’ with the statement.

‘Library staff provides individual attention to users’ was rated as ‘Disagree’ by 34.3% male respondents and 18.8% female respondents. There were 32.9% male users and 32.5% female users were rated as ‘No opinion’ to the statement. The p value 0.000 is more significant and revealed the disparity between customer satisfaction and perception of services. Majority of the male and female users agreed with the statement ‘Opening hours are more convenient to users’.

TABLE V GENDER WISE ANALYSIS TO WILLINGNESS OF LIBRARY PROFESSIONALS TO HELP USERS AND PROVIDE PROMPT SERVICE

Statements		Male		Female		Z#	P
		Count	Percent	Count	Percent		
Library staff informs me about new services and collections	Strongly Disagree	15	21.4	7	8.8	2.72**	0.006
	Disagree	30	42.9	33	41.3		
	No opinion	16	22.9	14	17.5		
	Agree	8	11.4	23	28.8		
	Strongly Agree	1	1.4	3	3.8		
Library staffs intimates me about availability of reserved books	Strongly Disagree	12	17.1	3	3.8	3.13**	0.002
	Disagree	30	42.9	30	37.5		
	No opinion	17	24.3	19	23.8		
	Agree	9	12.9	23	28.8		
	Strongly Agree	2	2.9	5	6.3		
Library staff have willingness to help users at any time	Strongly Disagree	3	4.3	2	2.5	1	0.317
	Disagree	12	17.1	6	7.5		
	No opinion	11	15.7	13	16.3		
	Agree	32	45.7	48	60.0		
	Strongly Agree	12	17.1	11	13.8		
Library staffs are not ready to respond users enquiries	Strongly Disagree	10	14.3	13	16.3	1.03	0.304
	Disagree	42	60.0	39	48.8		
	No opinion	14	20.0	14	17.5		
	Agree	3	4.3	12	15.0		
	Strongly Agree	1	1.4	2	2.5		
Library staffs seeks users suggestion in the preparation of bibliographies, stack room guides etc.	Strongly Disagree	8	11.4	5	6.3	1.24	0.216
	Disagree	26	37.1	30	37.5		
	No opinion	24	34.3	24	30.0		
	Agree	10	14.3	15	18.8		
	Strongly Agree	2	2.9	6	7.5		

Mann-Whitney U Test **: - Significant at 0.01 level

According to SR Renganathan, librarians should provide right information to right reader at right time. So, it is essential for assessing the willingness of library staff to help customers and their service.

'Library staff informs me about new services and collections' rated as 'Disagree' by 42.9% male respondents and 41.3% female respondents and 22.9% male users and 17.5% female users have 'No opinion' to that. About 11.4% male and 28.8% female respondents are agreed with the statement. The p value 0.006 shows there is a mismatch between user's expectations and promised services.

'Library staffs intimate me about availability of reserved books' rated as 'Disagree' by 30 (42.9%) male users and 37.5% female users. The statement was rated as 'No opinion' by 24.3% male users and 23.8% female users. Only 2.9% male respondents and 6.3% female respondents were rated as 'Strongly Agree'. The p value is 0.002 indicates the disparity between available services and users expectations.

Majority of the respondents, 45.7% male and 60% female respondents rated as 'Agree' with 'Library staff have willingness to help users at any time'. About 60% of the male users and 48.8% female users were rated as 'Disagree' with 'Library staffs are not ready to respond user's enquiries. Most of the users including 37.1% male users and 37.5% female users rated as 'Disagree' with 'Library staffs seeks user's suggestion in the preparation of bibliographies, Stackroomguides etc.

VII. FINDINGS

1. The result found that some attributes of service quality don't meet the user's expectations and attributes related to dimensions.
2. The study shows that majority of users in the Kerala University Library are satisfied with physical facilities (see Table I)
3. Though the library provides e resources, users don't gets convenient accessibility.

4. The study revealed that users in Kerala University Library needs individual attention from library staff (see Table II) and they expect more assistance for their information requirements.
5. It is found that the desired service expectations are lagged behind the actual service perceptions. Majority of the male and female users opined about lack of getting information about new services and collections (see Table V). There are 22.9% male users and 17.5% female have no opinion to that (p value is 0.002). This data revealed that there is a mismatch between promising service and user's expectations.
6. The study also found that 21.9% research scholars and 31.4% students have no opinion to Library Staffs are always polite and who instil confidence in users (table III)
7. The result of the study identified that users of Kerala University Library should not getting individual attention and support from library staffs. The study found that 32.9% male users and 32.5% female users have no opinion about Library Staff provides individual attention to users (see Table IV). The p value is 0.000 and there is strong disparity between services provided by the system and expectations of users. Another important finding is there are 34.3% male users and 22.5% female users have no opinion to Library staffs who understands the needs of users (p value is 0.000). It revealed that the staff attributes of Service Quality don't meet user's expectations.

VII. CONCLUSION

As a service oriented institution, Kerala University Library System must satisfy ever growing needs of its end users and should provide quality products or services. The system facilitates teaching, learning and research, it also provides various sources and services and products. But, the study

reveals that all attributes of service quality don't meet user's expectations. The users including research scholars and students have expectations from library staff, they should be with service mind, and politeness. They also need individual attention and support from them. Kerala University Library should enhance extension activities to aware new services and conduct training sessions for easy accessibility of e-resources.

REFERENCES

- [1] Irohan, C.O. *et al.*, (2017). Service Quality Delivery of facilities in Covenant University Lecture Theatre: Assessing End User's Satisfaction. *Covenant Journal of Research in the Built Environment (CJRBE)*, 5(1).
- [2] Malik, S. A. & Malik, S. A. (2015). SERVQUAL to measure perceptions and expectations of library users: a case study of a Public University Library of Pakistan. [http:// doi. Org/10.1504/IJMIE](http://doi.org/10.1504/IJMIE) 2015 070124
- [3] Asogwa, Brendon, E. (2014). Use of SERVQUAL in the Evaluation of Service Quality of Academic Libraries in Developing Countries. *Library Philosophy and Practice e journal*, 1/46
- [4] Enayati, T. *et al.*, (2013). Measuring Service Quality of Islamic Azad University of Mazandaran using SERVQUAL Model. *Iranian Journal of Management Studies (IJMS)*, 6(1), 99-116.
- [5] Somaratna, D. S. & Peiris, C. N. (2011). Service Quality in University of Colombo Libraries: An assessment. *Annals of Library and Information Studies*, 58, 170-183.
- [6] Sahu, A. K. (2007). Measuring Service Quality in an academic library: An Indian Case Study. *Library Review*, 56(3), 234-243.
- [7] Manjunatha, K. & Shivalingalah, D. (2004). Customer's perception of Service Quality in Libraries. *Annals of Library and Information Studies*, 51(4), 145-151.
- [8] Nimsomboon, N. & Nagata, H. (2003). Assessment of Service Quality at Thammasat University Library System Research Project, University of LIS, Japan.
- [9] Nitech, D. A. (1996). Changing the concept and measure of Service Quality in Academic Libraries. *The Journal of Academic Librarianship*, 22(3), 181-190.
- [10] Parasuraman, A. *et al.*, (1985). A Conceptual model of Service Quality and its implications for Future Research, *Journal of Marketing*, 49, 41-50.