

Service Quality vs. Customer Satisfaction: Perspectives of Visitors to a Public University Library

Abstract

This study proposes a conceptual model and empirically tests the relationships between customers and librarians (i.e. tangibles, responsiveness, assurance, reliability and empathy) with a dependent variable (customer satisfaction) regarding library services. The SERVQUAL instrument was administered to 100 respondents which comprises of staff and students at a public higher learning institution in the Federal Territory of Labuan, Malaysia. They were public university library users. Results revealed that all service quality dimensions tested were significant and influenced customer satisfaction of visitors to a public university library. Assurance is the most important factor that influences customer satisfaction with the services rendered by the librarian. It is imperative for the library management to take note that the top five service attributes that gained greatest attention from library visitors' perspective includes employee willingness to help customers, availability of customer representatives online for response to queries, library staff actively and promptly provide services, signs in the building are clear and library staff are friendly and courteous. This study provides valuable results concerning the determinants of the service quality and customer satisfaction of public university library services from the users' perspective