

USER SATISFACTION: WHERE DO LIBRARIES STAND

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Outline

- **What is User Satisfaction?**
- **Why User Satisfaction?**
- **User Satisfaction in Libraries**
- **Strategies**
- **Satisfying User**
- **Conclusion**

What is User Satisfaction?

Expectation

Perception

Emotional
Experience

Expectation

- **“Library needs to ensure that their services both meet customer needs and customer expectations to the highest degree.”**
 - **Altman and Hernon, 1998.**

Perception

- **Kotler, 1996, “the customer motives, perception, learning, believes and attitude are the main factors that influence buying behaviors of consumers”.**
- **“customers are willing to recommend the firm services provided if their perception of both their satisfaction is positive with the service quality of the lodging experience: -
Getty, et.al 1994-**

Emotional experience

- **“A satisfactory and positive personal experience with a sales transaction may lead to repeat purchases from the same vendor”.**
-Mckenzie, 2000
- **Experiences are personal, unique involvement of cognitive and emotion of multi sensory and differentiated *moment-of-truth* of events.** –kufedjian, 2003-

Why User Satisfaction?

- **Satisfaction re-enforces positive attitude towards the brands, leading to a greater likelihood that the same brand will be purchase again and able to tell others about their favorable experiences. – Assael, 1987.**
- **“A significant association between customer satisfaction and accounting return on assets” (Anderson et al., 1994)**
- **“Customer satisfaction is strongly correlated with repurchase intentions, the willingness to recommend the company, and to improve cross buying” (Parasuraman et al., 1988 & Zeithmal et al., 1996)**

Elements of User Satisfaction in Libraries

Electronic Resources

- Library Web
- Online Catalogue
- Database Search System

Printed Publication

- Book
- Journals & Magazines

Other Services

- Reference
- Inter-Library Loan

Elements of User Satisfaction in Libraries

Technical Facilities

- Computers
- Photocopy Machines
- Printers

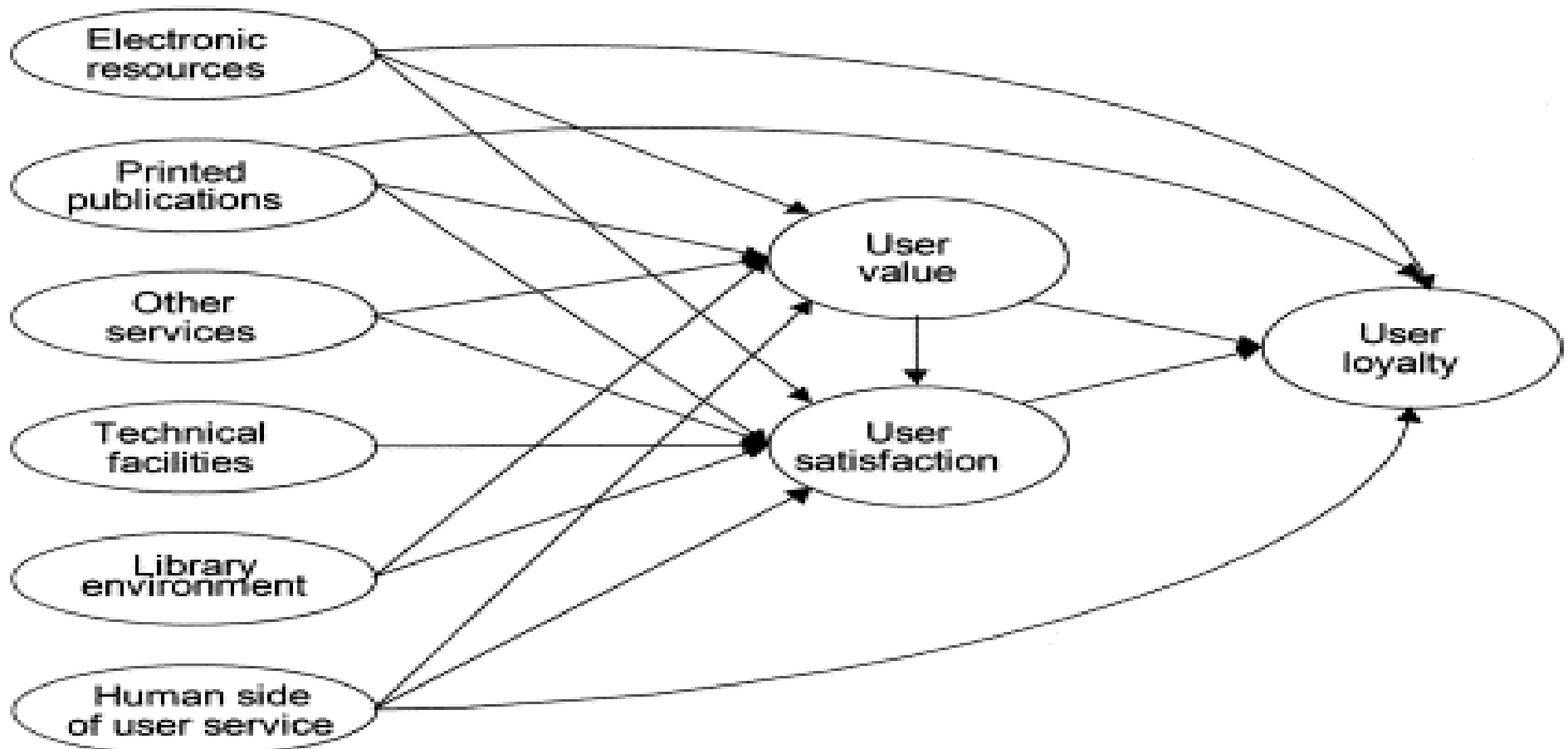
Library Environment

- Atmosphere
- Reading Area
- Opening Hours

Human Resource

- Knowledgeable
- Friendly
- Approachable

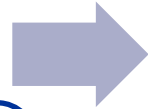
Martensen and Gronholdt (2003) – User Satisfaction and Loyalty Model



Strategies....

Resource Strategy

- Variety
- Easy Access (e-books?)
- Adequate



Partnership

- Academic Community
- User Group
- Libraries
- Organization



Human

- Staff Attitude
- Efficiency
- Promptness
- Competency
- Responsiveness

Satisfying user...

- **“the incorporation of users’ personal needs and expectations into the development of programs and service”**
- **“the continued success of a service organization such as an academic library depends on the organization’s ability to adjust its products and services to correspond to user needs.” (Millson-Martula and Menon, 1995)**

Conclusion

- **“A lot of people are afraid to say what they want. That’s why they don’t get what they want.” -Madonna**
- **“You will have everything in life you want, if you will just help other people get what they want.” – Zig Ziglar**

“Nothing sickening more than a closed door of a library” – Barbara W. Tuchman

Thank you....