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Research paper

The Analysis of Library Collection, Electronic Resources, and Librarian Services Quality on The Student's Satisfaction

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Abstract

The studies on library user satisfaction have become a topic of recent debate. the aimed of this paper is to analyze the effects of library collection, e-resources, and librarian service quality towards student satisfaction in the sultanah bahiyah library of uum. a sample of 80 were employees based on probability sampling technique adopted. the data were obtained from the respondents using a questionnaire.the study used ibm spss statistics 24 application software foranalysis, descriptive analysis, reliability analysis, regression analysis, and hypothesis testing results using. the results and findings shown that the library collection, e-resources, and librarian service quality are significantly related to the student satisfaction in the sulthanah bahiyah library of uum. therefore, the result of this study found that the best services, physically and technically, provided by the sultanah bahiyah libraryhas been satisfying the customers, which are students of universiti utara malaysia generally, and especially the students who visit the library. hence, this paper recommended that sulthanah bahiyah library uum to improve their performance in order to meet the visitor's satisfaction, especially in the area of quality of librarian services.the future researchers employ other factors besides of library collection, e-resources, and librarian service quality towards the student satisfaction.

***Keywords**: Student Satisfaction, Library Collection, Electronic Resources, Service Quality*

1. Introduction

In this globalisation era, education is a crucial thing, because education is the root of civilisation of a nation. Education makes aptitudes and procures learning that fills in as an interest in the profitability of the individual as an economic creation considers (Robeyns, 2005). Nowadays, education has become a must-have staple every person in order to answer the challenges of life. Many ways that can be achieved in order to obtain an education. Education can produce knowledge which is human sensing or knows something results against objects through the senses.Science is knowledge composed frame and tested the truth through scientific methods. Science affected not just unequivocal lessons about the way of science, additionally molded a certain educational modules concerning the way of logical learning (Brickhouse, 1990). The knowledge term can be defined as the impression that arises in the mind of the human senses. This statements give meaning that science and knowledge have relationship as composed and righteousness tested that comes from the human mind.

individual which have adequate science(Klain, 1971). Books, journals, and articles can be the resources to increase the knowledge and capability of understanding about something. Those resources can be reached not only through internets but also institutions such as book store and library.In this modern technology and information era, the need of society of information and media education are crucial and becomes a challenge for service providers of information and education.

In educational environment, library is the best choice to add more knowledge and there are a lots of books, journals, and articles which can be reached free of charge with the certain terms and conditions(Vijeyaluxmy, 2015). The visitors of library can come from among the employees, lecturers and students. Most of students like to go to library with some reasons such as to read and borrow the various books, to search the title of thesis references and do some homework and tasks.The student satisfaction on this library can be affected by some inside factors such as library collection, electronic resources, and librarian services quality. These factors have become as interested issue by researchers which be traced further of conducting this research.

This aims of this paper is to investigate the analysis of library collection, electronic resources, and librarian services quality on the student satisfaction of the Universiti Utara Malaysia. This paper is structure into; introduction, literature reviews, methodology, discussion, conclusion, and recommendations.

2. Literature Review

1) Library Collections and Student Satisfaction

Community Library Establishment Project 2017- Library collection is one of the most important things to support the establishment of a library. Library is important, from library student can get many information and important knowledge which they cannot probably get from class because the limited time during teaching progress. Therefore, library has its own function and important role as knowledge resources for student. An institution library is expected to help student and lecturers in solving any problems in teaching process. That's why every institution library must be able to support any academic activities.

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In order to support any academic activities institution library has to do the improvement of library collection based on the newest curriculum and the need of visitors.

The school library was established to support the achievement of the objectives of the institution, namely education and instruction as outlined in the school curriculum. The role of the school library is extremely important in improving the quality of education, where education should prepare students to become lifelong learners. Institution library in conducting the procurement activities of the book should be adapted to the current curriculum (Office, 2017).

the collections contained in the syllabus of the subjects, either in the form of a package of books from the Ministry of education, as well as collections that are considered relevant.Therefore, this study proposed the following hypothesis:

H1: There is Significant Relationship between Library Collections and Student Satisfaction in Universiti Utara Malaysia

2) Electronic Resourcesand Student Satisfaction

Currently, development and advancement of information and communication technology has developed rapidly. Various conveniences in obtaining information from various parts of the world can be obtained in a matter of seconds. Tremendous progress in various fields of science have resulted in an abundance of information in this world, so that the information is not possible at this time will be accommodated in a library or any information and documentation center (Cragun, Edward Sumerau, Winston, & Skaife, 2017). Problems that arise is how to store the information there, then how to find it again quickly and precisely (Clear, 2017). Especially for technology development in the field of electronics and telecommunications that are in line with the growth of information has helped solve this problem (Patil, 2017).

The digital library is basically just the same as a regular library; it's using computer-based work procedures and digital resources (Allen, 2010). . Students canuse these information sources without having to be tied to operating hour's library such as hours of library opening. The term that is used for the digital library is electronic library (e-library). The advantages of digital library are save room, multiple accesses, not limited by space and time; the collections may take the form of multimedia, and cheaper cost. (Digital Library - Definition, 2017). Therefore, this study proposed the following hypothesis:

H2: There is Significant Relationship between Electronic Resources and Student Satisfaction in Universiti Utara Malaysia

3) Librarian Service Quality and Student Satisfaction

The library is an important component in education which cannot be separated its existence as a manifestation of the efforts of the intellectual life of the nation. In order to support growing important role education nation then required the existence of a superior library. A superior library is the library that can find out the needs and satisfy its users. User satisfaction being the ultimate goal of all activities of the library and is also a target of the end of an information services Library.

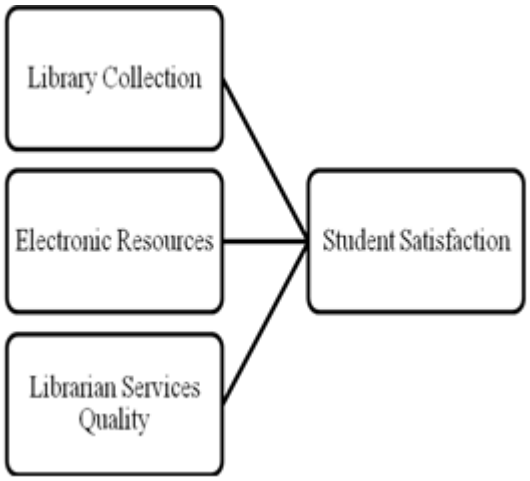
Services provided by a library in general include the ministry of administrative, procurement services library and the service utilization (Davidson, 2017). Based on the type of service the user provided a library, then the quality of service being the size of benefit whether a library for users. Definition of the service quality according to Kotler in Tjiptono (2001: 6), service is defined as any actions that can be offered by another party of an essentially intangible (physical intangible) and does not produce ownership of something (Tjiptono & Gregorus, 2005). As explained above, the library services does not oriented to physical results nevertheless remained librarian to be creative in packaging and presenting the information provided to the users. According to this definition it can be concluded that service is any action or activity that is essentially intangible physical offered from one party to the other party so as to bring benefit or satisfaction. Understanding the intended service is service to the general public or the user services library. The ministry has a universal trait, meaning that it applies to anyone who wanted it. Therefore, satisfying service users play an important role so that the library can exist.Therefore, this study proposed the following hypothesis:

H3: There is Significant Relationship between Librarian Service Quality and Student Satisfaction in Universiti Utara Malaysia

B. Theoretical framework

Theories behind the framework of study chosen was SERVQUAL theory, which is a multi-item scale developed to assess customer perceptions of service quality in service and retail businesses (A. Parasuraman & Berry, 1988). The scale decomposes the notion of service quality into five constructs as follows:Tangibles - physical facilities, equipment, staff appearance, etc, Reliability - ability to perform service dependably and accurately, Responsiveness - willingness to help and respond to customer need, Assurance - ability of staff to inspire confidence and trust, and Empathy - the extent to which caring individualized service is given.

Researchers took Student satisfaction as the dependent variables which are affect by three factors of independent variables which are Library collection, Electronic resources, and the Librarian services quality.



3. Material and Method

This study was followed a quantitative research approach, an exploratory study. Sekaran (2003:119), stated that an exploratory study is undertake once not much is acknowledged about the condition at hand, or no information is available on how comparable problems or research issues have been solved in the past (Sekaran, 2003). The study was taken place at SultanahBahiyah Library of Northern University of Malaysia (UUM).

This research population consisted of all students from Universiti Utara Malaysia (UUM) in any age, gender, and major of study who visit and utilize the facility and services provided by SultanahBahiyah Library in their student life in 2015, which are 3,641 students (Library Statistics, 2016). The study sample size is determined following a statistical rule, the needed ratio of sample size to construct numbers should be 20:1, according to the lecturer notes quoted from Hair, Anderson, Tatham and Black 1998, which means the number of research variables multiply by 20. so the result is 80 minimum sample size used for this study as the number of respondents to be 80 students. The study unit of analysis is

individual, which is the students, because it suitable with the purpose of this research; analyzing the students' satisfaction on the library based on their own personal experience, opinion and behavior.

The data used in this study were analysed using multiple regreession analysis.

A. Results

The analyzing of data collected used computer software called Statistical Package for Social Sciences (SPSS). SPSS is a widely used program for statistical analysis in social science. It is also used by market researchers, health researchers, survey companies, government, education researchers, marketing organizations, data miners, and others. It is commonly used by researchers that analyzed data using statistics. To interpret the data, graphs and tables are used, after analyzed by quantitative analysis approach. (SPSS Statistics).

4. Discussion and Findings

From the sample we used 80 samples and there are 42 males and 38 females. The 42 males are equal to 52.5% from the total sample while the others 38 females are equal to 47.5% from the total sample. Therefore, we found that most of our respondents are male than female.

From the 80 samples, this consists of 38 respondents who are in range of 18 to 21 years old that equal to 47.5%. Then, 40 respondents from the total sample are in range 21 to 24 years old that equal to 50.0%. Meanwhile, the rest 2 respondents are in range of 24 to 27 and 27-30 years old that equal to 1.3% each. Thus, we found that most of our respondents are in range of 21 to 24 years old which is half of the sample comparing to the other ages. Descriptive statistics analysis is used in order to describe the basic features of the data in a research. The table represented the central tendency of data which are mean; the mean of student satisfaction is 3.9938, library collection is 3.7250, e-resources 3.8300, and service quality is 3.7800. Then, it represented the dispersion (variability) of data, which are the standard deviation and variances, for student satisfaction the standard deviation is 0.56251 and the variance is 0.316, and for the library collection is 0.70181 and 0.493, and the e-resources are 0.54107 and 0.293, and last is service quality are 0.59839 and 0.358. Third is the skew (symmetry) of data about how concentrated data are at the low or high end of the scale, and either the kurtosis (peakedness) of data, such as how concentrated data are around a single value. According to the table, student satisfaction is the highest means, and library collection is the highest standard deviation and variance.

B.

C. Goodness of measures (reliability analysis)

1) Cronbach's Alpha Reliability Test

Cronbach's alpha is a measure used to test or analyze the reliability, or internal consistency, of a set of scale or test items. In other words, the reliability refers to the extent to the consistent measure of a model, and Cronbach's alpha is one way of measuring the level of that consistency.

Accordingly, the value represented on Reliability statistic's table shown is 0.900 which indicates a high level of internal consistency or excellently reliable.

Descriptive statistics table shows the means of student satisfaction, library collection, e-resources, and librarian service quality respectively are 3.9938, 3.7250, 3.8300, and 3.7800 from 80 respondents of research. In table either represented the standard deviation for each variable are, student satisfaction is 0.56251, library collection is 0.70181, e-resources is 0.54107, and service quality is 0.59839.

Correlation analysis table, it represents the correlation between the independent variables (library collection, e-resources and librarian service quality) and the dependent variable (student satisfaction). The correlation between student satisfaction and library collection is 0.525, the correlation between student satisfaction and e-resources is 0.541, and the correlation between student satisfaction and the service quality is 0.545, which overall is included in 0.5 – 0.75 group, which is the correlation is moderate positive. Besides, the table either shows the correlation among the independent variables. The correlation between library collection and e-resources is 0.543, between library collection and service quality is 0.538, and between e-resources and library service quality is 0.634, which are the correlation is either moderate positive.

2) Regression Analysis

The above table provides the R and R2 values. The R value represents the simple correlation and is 0.635, which indicates a high degree of correlation. The R2 (R square) value indicates how much of the total variation in the dependent variable, student satisfaction can be explained by the independent variables (library collection, e-resources, and service quality). In this case, 0.404 or 40.4% can be explained, which is substantial, because it's more than 0.26 (Cohen J, 1988).

From the analysis of variance (ANOVA) table, represents the F value as 17.148 which is more than 1.96 and the p-value is less than 0.05, those indicates that, overall, the regression model statistically significant. Accordingly, the relationship between dependent variable which is student satisfaction and the independent variables which are library collection, e-resources, and services quality is significant. Therefore, we reject the null hypothesis (H0) and we accept the alternative hypothesis (HA).

The coefficient table shows the t-value of the library collection is 2.328 and the p-value is 0.023, which is significant because $t > 1.96$ and $p > 0.05$. Either the t-value of e-resources is 1.995 and the p-value is 0.05, and t-value of the librarian service collection is 2.119 and the p-value is 0.037. Therefore, the students are satisfied with the library. Means that we accept the alternative hypothesis, which is library collection, e-resources, and service quality, are significantly affect the student satisfaction on SulthanahBahiyah Library UUM.

D. Discussion

This study has been conducted in purpose of analyzing and determines the student satisfaction on the library collection, electronic resources, and librarian services quality in SultanahBahiyah Library, Universiti Utara Malaysia. From the result, we found that 42.5% of 80 students frequently visit the library several times in a week, and 42.5% visit the library in several times in a month, while the rest 15% are visiting in once a month or less. This frequency represents that mostly students love to visit UUM Library in order to do assignment, and to read the textbooks. Therefore, this can be evidence that supporting research hypothesis.

Library collection affects the student satisfaction with coefficient value of 0.206 or 20.6%. E-resources have the most dominant influence towards the student satisfaction in SulthanahBahiyah Library of UUM which is proved by the coefficient value of 0.250 of the coefficients table of regression analysis. As found by a recent study at Texas A&M (Melgoza, Mennel, & Gyeszly, 2002) that undergraduate students primarily prefer to use Internet services, in example is to access e-resources. And the service quality variable coefficient value is 0.239. The reliability of a set of scale or test items of this research is a high level of internal consistency or excellently reliable ($\alpha = 0.900$) which means that this data research is reliable (from the result of the Cronbach's Alpha Reliability Test).

The result of this exploratory study found that the good services,

physically and technically, provided by SultanahBahiyah Library has been satisfied the customers, which are students of Universiti Utara Malaysia. As either studied by Griselda &Panjaitan (2007) about the customer satisfaction, they found that the main factors affecting the satisfaction are the expectation and what customer received in services. This research finding also supported the theory of SERVQUAL, which is services such as tangibles (physical facilities, equipment, and staff appearance), reliability (ability to perform service dependably and accurately), responsiveness (willingness to help and respond to customer need), assurance and empathy will construct the satisfaction (A. Parasuraman & Berry, 1988). Therefore, the result of this research with high level of internal consistency and supporting the research hypotheses, which is we found that library collection, the e-resources and the librarian services quality are significantly affecting the student satisfaction on SulthanahBahiyah Library of UUM.

5. Research Implications

The implications from the analysis respond to the study's research questions and help to achieve its goals, which are to analyze the effects of library collection, e-resources, and librarian service quality towards student satisfaction in SulthanahBahiyah Library of UUM. These findings have some significant implications for the UUM Library itself for the purposes of improvement the library's performance.

6. Recommendations

Researchers would like to recommend Sulthanah Bahiyah Library UUM to improve their performance in purpose for achieving their organization goals and meet the visitor's satisfaction that is important for their own interest. The quality of librarian services can give effects towards the student satisfaction of the library. It is recommended that the librarian should doing service better in giving service to the visitors of the library.

student satisfaction of library collection, e-resources, and librarian service quality.
H.

7. Limitations

This research still has some limitations. With these limitations, are expected to do the repair for the research to come. As for the limitations in this research are; the number of respondents was still not able to describe the real conditions. This research used 80 minimum sample sizes as the number of respondents to be 80 students, and the survey part of the questionnaire is still not completed. There is still other information which does not cover so that the results are not quite as indicates the actual condition.

8. Conclusions

This research found that, students who visit Sultanah Bahiyah Library are satisfied with the good services, physically or technically, which provided by the library. The results of this research have a high level of internal consistency and supporting the research hypotheses.As our research objectives are to analyze the student satisfaction on library collection, the e-resources and the librarian services quality, this study found that those factors are significantly affecting the student satisfaction on Sulthanah Bahiyah Library of UUM.

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