EFFECT OF LIBRARY SERVICES ON THE USER SATISFACTION AT PWANI UNIVERSITY LIBRARY

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ABSTRACT

This study aimed at investigating the Effect of Library Services on the User Satisfaction at Pwani University Library. This research was guided by the value expectancy theory (VET) that was proposed by Martin Fishbein in 1970. The research design employed in this study was mixed methods. The key informants for the study were the library staff. The population of this study comprised of lecturers and students of Pwani University. This study used both probability and non-probability sampling techniques namely stratified sampling, simple random sampling, purposive as well as convenience sampling. The study sample comprised of 265 study participants. Data was collected using questionnaires and interview schedule. Data was analyzed descriptively using Statistical Package Social Sciences version 22. Qualitative data was analyzed and presented thematically. The study findings indicated that all services offered at Pwani Library had positive effect on user satisfaction. Using regression analysis, the coefficient of determination, the R^2, was 0.400 indicating a 40% of variance attributed to effect of services offered and user satisfaction at Pwani University Library. The study therefore concluded that library should always focus on user satisfaction, have all essential services under respective sections and departments, understand the need of its users and measure their level of satisfaction and have quality and adequate information materials both in print and soft. The study further concluded that libraries should always provide strategies and way forward to improve its services at all time and make sure that the users are satisfied. The study recommended the following that Library should develop an information marketing strategy to create awareness about library resources and services among students and research scholars, Infrastructure resources should be enhanced for proper utilization of e-resources and services in the library, that management of Pwani University library should seek audience with the academic staff on what the library should provide and that Pwani University library management should organize in-house training for staff to further improve the quality of their services.

Key terms: *Acquisition of Information Materials, Information Materials, Library User Satisfaction*

INTRODUCTION

Starr (2006) refers to a library product as anything that can be offered by a library to satisfy users' need. Cullen (2009) asserts that, the library's product can be arranged within three dimensions structure of the product mix; product line and product item. For example, in the library situation, books, periodicals, films records, CDs, pamphlets, circulation, interlibrary loan, online searches, film series user care are all classified as "product mixed" whereas the programmes of the library are referred to as "product line". In this category, a product item would consist of bibliographic instructions and lectures.

Quality service is a competitive necessity for businesses and service organizations. Assessing service quality is therefore the first step in retaining users in today's competitive environment. When library users can choose from a variety of alternative channels of information delivery, many of which are more convenient and can compete on cost, libraries need to re-examine the range and quality of services they provide and develop systems for consultation and cooperation with their user needs and user expectations to the highest degree. Simmonds and Andaleeb (2005) stated several factors that can influence users' satisfaction; these factors include responsiveness, competence and assurances, tangibles and resources. Academic libraries should strive to survive and grow their user base focusing on meeting their users' expectations. Jayasundara (2008) in his paper notes that user perceptions and expectation studies have become one of the most popular studies in the area of service quality in many academic libraries. The user expectations and satisfaction has been used to determine the service quality which is seen as critical for service organizations to position themselves strongly in a competitive environment. Maceviciute, Borg, Kuzminiene and Konrad (2014) reviewed literature and surveyed focus groups indicating that key determinant for library service quality were: electronic resources, collections of printed publications, technical facilities, library environment and human side of user service.

For libraries to be functional in achieving the objectives of tertiary education, they need to ensure they collect information materials that are pertinent to the pedagogy and research needs of the academic staff on one hand and the learning objectives of students on the other (Martin, 2013). How they perform as libraries is determined by the quality of information they can collect, timely acquisition of information and through the application of effective acquisition processes. Libraries have to improve the quality of their services which will enable them to meet user expectation in this era of information explosion (Adeniran, 2011). When libraries exceed user expectations, the likelihood of achieving high degrees of user satisfaction becomes feasible (Hiller, 2001).

Simmonds and Andaleeb (2001) posited that by providing quality services and satisfaction to users, academic and research libraries can distinguish their services through friendly, helpful and knowledgeable advice and the best technological resources available. Because academic libraries users have varying needs and expectations, it is the responsibility of the library staff to know these needs and expectations and strive to meet them. Simmonds and Andaleeb (2001) stated that the effectiveness of libraries has often been measured by the volume of library materials available to clients, the amount of use of services and resources, and the apparent or quantified satisfaction of clients.

Some libraries in Africa have relied heavily on grants and donations which makes it difficult to acquire information materials in their absence (Walters, 2013). Secondly, some of the libraries are dependent on the institutions for funding which has been limited by lack of diversifying their sources of fund. Financial resources is a critical element that enables a library to fulfill its mandate of collecting, preserving and ensuring the information materials are accessible to users. The sustainability of library functioning is

heavily reliant on the financial resources available to the libraries, which will be affected by issues such as rate of growth of student population, university expansion, quantity and quality of the research materials and teaching information that makes the university meet their academic objectives. For example lack of funding can impede on the lease accessibility of a library to online copywriter information sources thus affecting the credibility of a library, or shortage of funds may make the university libraries have difficulties in acquiring enough for its users.

Pwani University is a public university in the Kilifi County in Kenya, located 60 km north of Mombasa in the resort town of Kilifi, within the larger Kilifi County. Prior to the award of a charter, the university was a constituent college of Kenyatta University. The college, formerly the Kilifi Institute of Agriculture, was established on 23 August 2007 by an order signed by H.E President Mwai Kibaki. The university is positioned close to the Kilifi bay along the Mombasa-Malindi highway. It occupies approximately 239 hectares of land, giving room for future expansion. Pwani University was founded on 23 August 2007. The first group of around 200 students was registered on 20 October 2007, mainly in the field of Education (Science) and Education (Arts) (Pwani University Website).

Pwani University Library has a history of collection building and sharing collection materials with the broader scholarly community since inception in 1987 as Kilifi institute of Agriculture. The library plays an integral part in the achievement of the University's mission and vision. The vision of the university is "To be a world-class university in social-economic and technological advancement"; while its Mission is "To generate, disseminate and apply knowledge while sustaining excellence in teaching, learning and research". Pwani University Library plays a central role in teaching, learning, research, and community service activities of the University; and its mandate is to acquire, organize, and preserve materials in all

formats and provide instruction in their use (Pwani University Website).

Pwani University modern library can accommodate over 1500 sitting capacity, the library is well equipped with printing press facilities, digital lab, full wi-fi coverage and also subscribes to a number of worldwide electronic sources, which give access to thousands of e-journals, e-books, Open access, Maps, Open Courseware and other Intranet Services. The main objective of PU Library is to ensure that users get the right information and also have access to various information materials available both print and electronic, so as to enable them achieve their goals. It is committed to supporting both students and staff in achieving the Mission and Vision of the University, through provision of efficient and effective quality information services. The vision of the library is to be a world class University library in providing information services advancing research, education and innovation. Its mission statement is to provide the highest level of service in responding to the information needs of Pwani University Community and beyond (Pwani University Website).

Currently the library has about 51,000 volumes of books comprising of about 18,000 book titles, subscribed and access to thousands of refereed e-journals through Kenya Library and Information Services Consortium. This collection is organized using the Library of Congress Classification Scheme and the Anglo, American Cataloguing Rules. The library also has two laptops and one projector for information literacy training. It is fully networked, and has 24 hours' Internet connectivity through structured and wireless connections. It is connected to the Campus wide LAN and users can access the library OPAC from offices or computer labs. PU Library is installed with CCTV and motion detectors for the security of the information materials and other equipment in the library.

Operations are automated using KOHA Library management system. Cataloguing and Circulation services are automated, and users can access the

library databases through the Online Public Access Catalog. The library has adequate furniture and equipment for convenient use by all clients. Services offered in the library include; circulation services, reference services and referral services, Internet services, periodicals and special collection services, archives and audio visual services photocopying and printing services and bindery services (Pwani University Website).

The provision of library services in Kenyan public universities is characterized by inadequate resources in terms of funds, information materials, equipment and staff (Kavulya, 2003). Private university libraries experience these problems albeit to a lesser degree (Ouda, 2015). Although there is widespread opinion among students, lecturers as well as university administrators that university libraries play a critical role in the teaching, research, and learning activities, there is also awareness that university libraries in Kenya, especially those in public universities are not effectively providing services which has limited their role in research and learning in the university (Kavulya, 2003).

The quality of information resources have influence on the use of library services. The quality of a library's information resources has been identified as one of the yardsticks for measuring the library users' satisfaction of library services. Maigari (2005) describes poor library services as a problem in Kenya, which he attributes to lack of quality information sources. Kolo (2004) reinforced this view when he revealed that library services in Nigeria have been of poor quality, which he attributed to acute shortage of quality information resources for an effective academic and other educational activities in the country.

Universities in Kenya have tried to implement a number of strategies to improve on service delivery in their libraries. For example, employing latest digital technology in library operations, regular training of library staff to improve their skills as well as to keep them abreast of the latest technological advancement

in the area, having information literacy programs like library open days and exhibitions to show case library services to the users. However, there is minimal research that has been conducted to assess if these strategies have an impact on user satisfaction in the library (Kavulya, 2003).

Library users' frustration, low patronage of university library information resources are some of the factors that affect information service delivery and as a consequent user satisfaction (Phiri, 2006). In Pwani university, the university management have made several efforts to upgrade and equip the library with ICT services, computers, digital library, provision of current books and other reference materials to improve the level of user satisfaction. The library staffs have been on the forefront to assist the library users whenever they needed help, carry out orientation programmes as well as library open day. However, a significant number of library users in Pwani university still complain of dissatisfaction with the current status of the library services. The question arising from these is; how can university libraries' information resources yield satisfaction to library users? Based on the above premise therefore, this study sought to investigate the effect of library services on user satisfaction at Pwani University Library.

RELATED LITERATURE
Theoretical Framework
Value Expectancy Theory

This research was guided by the value expectancy theory (VET) that was proposed by Martin Fishbein in 1970 after refining the gratification theory (Watkinson, Dwyer and Nielsen, 2005). The theory postulates that behavior is a function of the expectancies that an individual has and the value of the goal towards which they are working to fulfill. The theory states that when a particular behavior is exhibit and chosen, then it has the largest combination of expected success and value. In this case when library users exhibit library usage behavior,

they do so with the expectations of value they will get from its usage and the culminating success thereafter.

The value expectancy theory posits that individuals are goal oriented and that goal is the aim that makes them pick up a particular behavior. This behavior is premised on the beliefs, and the beliefs are a function of the behaviours they exhibit with the purpose of achieving a certain outcome. The feeling of gratification in the outcome of achieving a specific need through indulgence in a particular behavior is the manifestation of the users' satisfaction with library services, hence the provision of library services impacts on the users utilization of library services (Watkinson, Dwyer and Nielsen, 2005). This can be perceived in the context of the psychological, social and academic needs of users who utilize library services to meet their objectives in academics, entertainment and social value. When users feel that they have got value from the use of the library, then there is a positive outcome in the feeling of being gratified and hence user satisfaction is realized. If the value is not commensurate with their expectations before they use the services, then dissatisfaction is realized.

Assimilation-Contrast Theory

The study will be guided by assimilation-contrast theory. Assimilation-contrast theory was introduced by Anderson (2003) in the context of post-exposure product/service performance based on Sherif & Hovland's (2001 as cited by Anderson ,2003) discussion of assimilation and contrast effect. Assimilation-contrast theory suggests that if performance is within a user's latitude (range) of acceptance, even though it may fall short of expectation, the discrepancy will be disregarded – assimilation will operate and the performance will be deemed as acceptable. If performance falls within the latitude of rejection, contrast will prevail and the difference will be exaggerated, the produce/service deemed unacceptable.

The assimilation-contrast theory has been proposed as yet another way to explain the relationships among the variables in the disconfirmation model. This theory is a combination of both the assimilation and the contrast theories. This paradigm posits that satisfaction is a function of the magnitude of the discrepancy between expected and perceived performance. As with assimilation theory, the consumers will tend to assimilate or adjust differences in perceptions about product performance to bring it in line with prior expectations but only if the discrepancy is relatively small.

Assimilation-contrast theory illustrates that both the assimilation and the contrast theory paradigms have applicability in the study of user satisfaction. Particularly for this study, assimilation-Contrast theory suggests that if the performance of the library is within the users' range of acceptance, even though it may fall short of expectation the discrepancy will be disregarded. However, if the library performance falls within the latitude of rejection no matter how close to expectation, contrast will prevail and the difference will be exaggerated, the services will be deemed unacceptable by the users.

Conceptual Framework
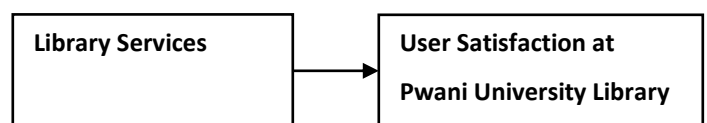
Independent Variable   Dependent Variable

Figure 1: Conceptual Framework

Library Services

ICTs have had a far reaching impact on library and information institutions and services worldwide (Abdelrahman, 2009). A study by Haneefa (2007) indicated that libraries and information centres have been employing ICT and electronic information resources and services to satisfy the diverse information needs of their users. Intense efforts have been made by various libraries in employing ICTs in

their various operations with information retrieval systems are being designed to suit the needs of end users as well as to simplify the process. The ICTs as used in academic libraries attempts to deliver numerous applications such as wide-area network applications, local area networks, online information services (the Internet), online databases, library databases, CD-ROMs, online access catalogues, retrieval networks, digital online archives, mainframe computers, microcomputer labs, and other digital content services (Ghuloum and Ahmed, 2011).

With the advent of computers and telecommunications technologies, libraries and information services can now provide access to these resources through workstations such as personal computers (PCs) and terminals that are in patrons 'offices, as well as in the library building. Another emerging trend is that of libraries acquiring electronic resources management systems. The management of electronic resources relies increasingly on the effective uses of technology to integrate the processes involved and standardize the ways in which they are performed. The number of electronic resources available on the Internet is growing at a phenomenal rate. One of the major search engines Alta Vista has reported in 2008 that it has indexed 60 million Web pages. By 2012 the number of Web pages indexed by this search engine has leaped to more than 100 million (Ghuloum and Ahmed, 2011).

Technology has resulted in convergence of two movements in the libraries affecting information access, namely: New forms of information; and new technologies that have transformed library holdings. New forms of information have implications on transformation of library holdings. Abdelrahman (2009) points out that ICTs have transformed the way library holdings provide endless possibilities of going over the same material in a variety of formats. For example one can find in literature a piece of work in monograph/hard copy, on a CD-ROM as text, on a video tape or DVD as a play being acted. These are some of the benefits that arise from use of information technology in academic libraries. New technologies have also impacted on library holdings. The impact of automated technology is evident in various online services, especially the value of remote access to electronic resources.

User Satisfaction

It is imperative that libraries undertake surveys to determine their user satisfaction with availability of information materials and other resources (Onifade et al., 2013). While studies look at user satisfaction with availability of information materials, few of these studies connect the acquisition strategies that universities have of acquiring information materials with the end user's satisfaction. There is need to connect utilization of library resources, access to the available information with the acquisition strategies they employ. While this has been done in some Nigerian universities, a literature search indicates this has not yet been done in public universities libraries in Kenya. User studies is considered an authentic tool for libraries to know how they are rated in the provision of their services to their clients (Onifade et al., 2013).

Librarians need to carry out assessment of their resources and services from time to time to ensure continual relevance to their parent organizations. It appears that service quality is not a new concept; however, measuring and managing service quality from the consumers' point of view is still a developing and challenging issue. Both from the academic community point of view, and in business practice, it is well established that measurement of service quality is an important procedure for improving the performance of the overall service quality (Jayawardhena, 2004; Tih, 2004). Nwalo (2007) defines library evaluation as the quantification and comparison with laid down standards of library provisions and services. In simple terms, library evaluation is carried out to check and balance library activities with its mandate. This helps to see how the library is meeting its users' needs and also what

decision to take and those to be revised. This is why library evaluation has been referred to by some scholars as a management activity. Libraries are service oriented organizations established for the provision of relevant information resources and quality services to meet their users' information needs. Meeting the information needs of users requires the provision of the actual information resources and services that will satisfy the needs of users. Simmonds and Andaleeb (2001) stated several factors that can influence user's satisfaction; these factors include responsiveness, competence and assurances, tangibles and resources.

RESEARCH METHODOLOGY

A research design is a plan indicating how the problem of the study will be solved (Orodho and Kombo, 2003). The research design employed in this study was mixed methods. Mixed methods involved both qualitative and quantitative research designs. The size of the target population for the study included 2560 regular library users. Ten percent of the target population was considered as a sample size for the study. Thus, the desired sample size comprised of 265 respondents. The study used

regression analysis to determine the relation between the independent variable and the dependent variable. The regression equation was

$Y = \beta_0 + \beta_1 X_1 + Ɛ.$

Where Y = User satisfaction (dependent variable)

$\beta_0 =$ Constant of Regression

$\beta =$ The Beta coefficients for the corresponding X (independent) terms, representing the net effect the variable has on the dependent variable, as X's in the equation remain constant.

$X_1 =$ services offered

$Ɛ =$ Error of term

RESEARCH FINDINGS

Respondents were requested to indicate services offered by Pwani University library in a Likert scale. The range was 'strongly disagree (1)' to 'strongly agree' (5). The scores of strongly disagree and disagree have been taken to represent a variable which had a mean score of 0 to 2.5 on the continuous likert scale. The scores of 'neutral' was taken to represent a variable with a mean score of 2.5 to 3.4 on the continuous and the score of both strongly agreed and agreed were taken to represent a variable which had a mean score of 3.5 to 5.0 on a continuous.

Table 1: Services offered

	N	Minimum	Maximum	Mean	Std. Deviation
reference services	191	3	5	3.57	.547
Circulation services	191	2	5	4.20	.734
Acquisitions services	191	2	5	4.01	.923
General Reading services	191	2	5	4.00	.808
Reprographic	191	3	5	4.09	.679
Technical services	191	2	4	3.97	.673
Multimedia services/E -resources	191	1	5	2.98	.982
Valid N (listwise)	191				

From Table 1 the results obtained from the respondents to find out services offered by Pwani University library to its users indicated that reference services, circulation services, acquisitions services, General Reading services, reprographic services and Technical services were mostly offered services by

the university library with a mean average of 3.97. This implied that the mentioned services were frequently offered to the respondents in the library. However respondents indicated that the multimedia services were not commonly offered by the university with a mean of 2.98. Respondnets gave neutral

response to this service due to the fact that the services were not more frequently offered by the library.

The study indicated that acquisition of information resources was a core function that must be undertaken by any university library as discussed by (Adesanya, 2015) According Wanyenda (2013) many campuses of public universities had a serious challenge in acquisition of printed information materials and access to online platforms yet manage to achieve their core mandate of teaching and undertaking research as depicted by the findings on services offered at Pwani University.

However a study by Haneefa (2007) indicated that libraries and information centres have been employing ICT and electronic information resources and services to satisfy the diverse information needs of their users. Intense efforts have been made by various libraries in employing ICTs in their various operations with information retrieval systems are being designed to suit the needs of end users as well as to simplify the process and offer a variety of information services.

Conclusions

From the summary of findings, the study concluded that the library should always focus on user satisfaction while offering information services to the users. Libraries should have all essential services under respective sections and departments to meet the needs of a user. The library should understand the need of its users and measure their level of satisfaction in order to provide custom made services.

Availability of quality and adequate information materials both in print and soft should be given priority in order to meet users demand. The library should always provide strategies and way forward to improve its services at all time and make sure that the users are satisfied.

Recommendations

The user community should be adequately informed of what materials were available on the library website and other online forums e.g. emails. The management of Pwani University library should endeavor to seek the opinion of users as to how the library services could further be improved. The management of the library should intensify effort in enhancing the internet access in the virtual library. The Pwani University library management should organize in-house training for staff to further improve the quality of their services. Students should be sensitized to the importance and type of materials in the library during library orientation and how they can use the materials for assignment and research work.

Suggestion for further research

The study sought to investigate the effect of provision of information services on the user satisfaction at Pwani University Library. The study was carried out at Pwani University and further research work can be done on other public university libraries, private university libraries and special libraries. Further specifics can be used to come up with new research questions besides one used in this study.

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