RELATIONSHIP BETWEEN SERVICE QUALITY AND USER SATISFACTION IN ACADEMIC LIBRARIES: A CASE OF KITUI CAMPUS AND MACHAKOS UNIVERSITY, KENYA

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ABSTRACT

This learning purposes to examine the affiliation between service worth and client gratification in Kenyan university libraries. The following objectives guided this study: determining the constraint the user face during service encounter; establishing what extra library services needed to cater for the needs of students; determining the affiliation amongst service worthiness and user gratification of students at Machakos and Kitui university libraries and the degree of satisfaction provided by the services given, as well as how service quality aspects impact customer gratification, are all issues that students confront throughout service encounters. With the five facets of service quality, the SERVQUAL instrument for measuring service eminence, which is based on 22 questions and assesses a user's evaluation of service quality, was utilized. The researcher utilized a cross - sectional design as an expressive research design in order to offer an overall picture of how service quality affects customer satisfaction in academic libraries. The study's target population was third and fourth-year academic undergraduates who use and made use of the academic library during the time of research data collection. A systematic random sampling method was used to select a sample size of 161 respondents. The primary data was collected using questionnaires that was distributed to the two libraries. The information analysis was done by use of both descriptive and inferential statistics. The study found out that that some library users frequented the library once every week, while others frequented the library daily. They users added that they visited the library because it had individualized attention by the librarians. It was noted that Personnel at the library are well dressed and neat at all times. Another discovery made by the respondents is that the library keeps accurate records e.g., circulation, accounts records and academic reports etc. it was noted that Personnel of library are not too busy to respond promptly to students' requests. On regression analysis, the study found out that significance value of p less than 0.05 was established having an f-value of 22.164 which is significant at (p=0.00). The regression equation deduced that holding the other factors in the equation constant at zero, service quality will increase by 0.782 (p = 0.00 <0.05). Finally, the correlation coefficient, R, was 0.341 which showed that there is a great interrelation between service quality and user satisfaction.

Key words: Service quality, User Satisfaction, Customer satisfaction and quality of service

INTRODUCTION

Fast changes in client preferences and tastes as a result of information exposure through information communication technology, globalization, and shifts in innovation characterize up-to-date time. This change has had an impact on consumer expectations, which are becoming

increasingly isolated and specialized. Academic libraries, as per Simmonds (2001), are the "heart" of the learning public community, providing a gathering space for students and professors to do study and expand their expertise. Libraries and information centers play an important role in providing users with the information and access to information they need for their research and academic growth.

Illustrations (ILL), current awareness services (CAS), selective dissemination of information (SDI), bibliographic listing, reading room, and other services were traditionally offered by libraries and which were based on collection. Changes in application of information technology and shift in modernization is the new trend in the library. Furthermore, historical practices have altered, and value-added services have arisen to match the new library environment. For example, internet services have permitted the creation of virtual libraries with a rich collection of electronic databases, E-mail services, and other services. This shift effected a great compression on libraries to evaluate the degree that their services chance 'quality' criteria. (Thompson, Bruce; Cook & Colleen, 2000). In this era, 'every unity... is appreciated in proportion to its contribution to the university's qualitative success, as per Nitecki 1996b, p. 181.' This victory may be solidified by prioritizing the library user as the most important factor in meeting their information requirements.

As per research, consumer satisfaction plays a critical influence in customer loyalty and retention (Mohsan et al., 2011). Customer satisfaction has always been a significant component in determining a company's performance (Hossan, 2012). One approach to shape customer satisfaction is to grasp the benefits and costs connection of consumers' expectations based on previous experiences, and another way is to look at the customer relationship's life cycle (Ojo, 2010).

The worthiness of service is one of the most vital aspects that impact customer satisfaction (Timothy, 2012). The extent to which a client's perception of provision encounters or surpasses their expectations is referred to as service eminence (Zeithaml, Parasuraman & Berry, 1990). To satisfy consumers, service givers must first learn about them, their requirements, and their expectations in order to improve the present functionality and implement new service delivery methods Service quality measurement allows businesses and service givers to compare before and after modifications, categorize quality-related issues, and create explicit service distribution criteria (Hossan, 2012).

Academic libraries in Kenya

The University of Nairobi's First Library dates back to when Kenya's most significant academic institution was founded in (Chepkwony, 2012). Kenya now has over fifteen state institutions and over twenty private universities, all of which include academic libraries. Academic libraries, as per Simmonds (2001), are the "heart" of the learning community, and libraries in those

organizations assist students and investigators with their information requirements. To be the 'Heart' of the learning community, the library offers a wide range of services, including; access to the library's collection, such as books and journals; reference; assistance; training; print services; photocopying and bibliographic materials like indexes or databases for literature search, etc.

Access to information has long been recognized as a crucial component of growth. In a world that thrives on knowledge and diversity of race, academic libraries should make strides (Chacha, 2002). Because of technology and globalization, academic libraries have dramatically changed their service delivery methods from conventional to electronic. Academic libraries are said to be knowledge generating organizations, as a system of interconnected activities and processes that collaborate to achieve overall corporate objectives (Daneshgar & Darirokh, 2007). As a result, academic libraries play an essential character in the advancement of our knowledge. It generates knowledge through contented management, knowledge organization, and assessment of the validity and trustworthiness of data acquired from new sources as cited by (Sinotte, 2000).

Because academic libraries have the position of being a treasure house of information, the quality of their service is essential in satisfying user knowledge demands. Due to developing technological trends, scholars, scientists, researchers, students, and others in the mainstream of higher education have grown increasingly demanding of quality services that meet their demands (Ghost & Gnanadhas, 2011), because of changing technological developments and consumer awareness of what they want and expect. Though we may analyze the performance of libraries using statistical data such as the number of people who use library services, the number of books loaned, and so on, it is still insufficient to indicate what consumers' true impressions of the library are. As a result, the investigator's goal in this study is to smear the SERVQUAL replica to show the bridge between library service eminence and client gratification. This is because knowledge of how the library and users cooperate may improve surveys of both the practice and facilities of library services.

LITERATURE REVIEW

Significant disagreements as to what it established have muddled the rising interest in service sectors. Payne (1993) summed it up after a wide range of evaluations when he said, "As stated by (Zeithaml & Bitner, 2003) that, a service is perhaps any operation that involves intangible components and has some touch with both consumers and individuals who own things but does not result in a change of ownership. It's conceivable that the service's state may change, and that the service will or will not be effectively connected to a physical object. Service quality is defined by Nitecki et al. (2001) as fulfilling or exceeding customers' expectations, or as the difference between clients' insight and anticipation of service. Service quality, according to Othman & Owen, is the result of a client's thorough examination of the supplied difference between expected and actual service presentation (Othman & Owen, 2002).

As per to Kotler (2006), there are four main aspects pertaining to services that have major influence on business design: Intangibility, Inseparability, Inseparability, Perishability and Intangibility. Services lack physical qualities that can be seen through the naked eye, touched by hand, smelled by nose, heard by the ear, or tested prior to buying since they are acts or activities rather than goods. Services are difficult to describe since they cannot be seen, tested, felt, or even smelled, making demand adjustments exceedingly tough to achieve. In order to decrease ambiguity, clients search for signs of service quality in the location, personnel, pricing, or anything else they may look at or observe. Intangibility is also the source of the biggest discrepancy between services and commodities, thus service givers must first make the service tangible in a single or many habits, as well as offer quality indications to respondents.

Due to customer feedback, several worthy representations have been developed to bridge the gap between customers and service givers. The SERVQUAL model and the Gap model are two approaches that were utilized in this study to assist identify customer requirements from quality perception. Zeithaml, Berry and Parasuraman (1988) established the SERVQUAL prototype as an instrument for setting consumer prospects and insights into service worthiness. SERVQUAL is a standardized instrument that has been used in a wide range of service sectors. The concept is founded on the idea that a business or organization's service quality may be determined through customers' assessment of product by comparing their opinion of their service to the expectations of their clients. This paradigm has five (5) tangible dimensions: dependability, responsiveness, empathy, and assurance: The term "tangibility" refers to the physical representation of a service. It refers to the physical look of facilities, equipment, and employees, as well as communication materials. Physical facilities such as tools, machinery, and representations are connected with tangibles. Customers evaluate quality by looking at the physical image (Zeithaml et al., 2006).

Methodology

The descriptive research design was used in this investigation. As per Orodho (2003), descriptive design is a means of gathering data through interviewing or distributing questionnaires to a group of people. Sakaran (2003) is of the opinion that descriptive research is done to describe the features of the variables of interest in a given circumstance.

The main goal is to assess service quality and user satisfaction at Machakos and Kitui university libraries, which are representative of public university libraries because they share some characteristics. Furthermore, owing to accessibility, the researcher, as well as the one financing the research, was able to readily access and monitor the research.

A population refers to a big group of people from which a sample is drawn. The study's target demographic consists of students who use the library. In terms of seating capacity, the Machakos university library can handle 450 library users/clients, whereas the Kitui university library can accommodate 400 users/clients.

As per Kombo and Tromp (2006), sampling strategies are used to choose information-rich respondents for in-depth research of the issues at hand. Students used systematic random probability sampling as their sampling strategy. The researcher picks each element in the population at random using systematic random sampling. After that, the researcher selects the nth subject from the list. Each component is chosen independently of the others (Walliman, 2011). The researcher chose a respondent at random from the Machakos and Kitui libraries, and chose a student from the 5th, 3rd, or 4th year. This was done with students in their third and fourth years because they have already interacted with library services for more than two years, and hoped to be the right informant on the library services.

The Yamane (1967) statistical method for determining sample size in relation to the population under investigation was used to estimate the sample size for students.
Yamane's formula is as follows: $n = N/1 + N(e)2$
By what means:
n=number of samples
N is the total population or the target population.
e stands for precision/sampling error, which is often 0.10, 0.05, or 0.01.
In the Machakos library, the target population of students in proportion to seating is 450, and in Kitui, the seating capacity is 400. Using Yamane's formula as a guide.

$n = N/1 + N(e)2$;

MKS (Machakos university collage)

$n = 450/1 + 450(0.010)2$

$n = 81.81.$

$n = 81$

Kitui University

$n = 400/1 + 400(0.10)2$

$n = 81$

The sample size of 81 respondents out of entire population of 450 respondents in MKS was therefore be the lowest acceptable number of respondents to maintain a 95 percent confidence level. The sample size of 81 respondents out of entire population of 400 respondents in Kitui would therefore be the lowest acceptable number of respondents to maintain a 95 percent confidence level.

This study looked into the satisfaction of users (students) in relation to service quality. The SERVQUAL tool has seen a lot of action. Parasuraman et al., are the creators of this tool (Parasuraman et al., 1995). It consisted of 10 parts that were later revised, resulting in the present

model, which employs five major components of excellent service: dependability, assurance, tangibility, empathy, and responsiveness (Bedi, 2006).

Users were questioned about a variety of service dimensions under each of these five service quality characteristics. The SERVQUAL tool is a 22-item questionnaire that assesses a user's perception of an organization's service quality based on five main criteria. At the Machakos and Kitui libraries, this technology was accepted and used by researchers. The comments of library clients in Machakos and Kitui was recorded in a Likert Scale ranging from 1 to 5, with 1 representing "strongly disagree" and 5 representing "strongly agree."

As per Gay Mills and Airasian (2006), a pilot study is a "dress rehearsal" in which a small size trial of the research is conducted prior to full scale survey, and it helps to clarify and remove ambiguous or unclear questions. As a quality control step, a pilot study of this research was undertaken by randomly picking 5 respondents from the sample size. Expert judgment, according to Borge and Gall (1959), improves the content validity of an instrument. The researcher enlisted the help of the supervisor to determine if the instruments was precisely quantity what ought to quantity.

A qualitative researcher should consider the two elements validity and reliability while judging the quality of the study, designing the investigation, and assessing the results, as per Patton (2001). SERVQUAL, a research tool that has been utilized and whose validity has been validated and proven, was used (Bedi, 2006). After pre-testing on a few people, this tool was enhanced from the sample size. The SERVQUAL instrument's dependability has been evaluated in various research, and it has been proven to be reliable (Parasuraman et al., 1995). The dependability of the SERVQUAL instrument was determined by pre-testing among chosen user and service provider respondents from Machakos and Kitui universities. The questionnaires for the pilot research were also examined. Cronbach's alpha was used by the researcher to test the dependability of the instrument.

The researcher chose respondents in user gratification (dependent variable) for 3rd and 4th year students who utilized the library during the research period using a systematic random sampling approach. The researcher went to several university libraries and distribute questionnaires by means of the drop-and-pick tactic.

Data analysis, according to Walliman (2011), is the process of acquiring, modeling, and manipulating data in order to extract valuable information, generate conclusions, and aid decision-making. As per Jackson (2009), data analysis entails organizing data into a logical format. This means that before data can be represented, it must be effectively structured. Because the data was collected using questionnaires in order to determine the link between service quality distribution and customer satisfaction, the data was analyzed using both qualitative and

quantitative approaches. The SERVQUAL model was used to assess descriptive data based on service quality (mean and standard deviation). To supplement the text, graphic images was utilized to enhance findings using Statistical Psychology of Social Sciences (SPSS). A multiple regression model was used to investigate the link between service quality and user satisfaction in academic libraries.

RESULTS

Regression Analysis

The regression equation deduced that holding the other factors in the equation constant at zero, service quality will increase by 0.782 (p = 0.00 <0.05). It is evident from the model that the predictor variable contributes positively to service quality in Kenyan Libraries (Kitui and Machakos universities). This is supported by the fact that all the coefficients have positive values. By having all other independent factors constant, a unit increase in user satisfaction will cause 0.82(82.2%) increase in service quality in in Kenyan Libraries (Kitui and Machakos universities).

Analysis of Variant

Table 1: ANOVA[a]

Model		Sum of Sq	df	Mean Squ	F	Sig.
1	Regressio	12.223	1	12.223	21.05689	8.9615E-06
	Residual	92.876	160	0.580475		
	Total	105.099	161			
a. Predict	Service Quality					
b. Depenc	User Satisfaction					

The significance of the regression model was tested using the *ANOVA* model, where by an f significance value of p less than 0.05 was established having an f-value of 22.164 which is significant at (p=0.00). This shows that the model is statistically significant in predicting relationship between service quality and user satisfaction.

Regression Coefficients

Table 2: Coefficientsa

Model		Unstandardized Coe		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant	3.77	0.451		8.359202	2.90E-14
	Tangibilit	0.782	0.121	0.146	6.46281	1.18E-09
	Reliability	0.463	0.079	0.126	5.860759	2.55E-08
	Responsi	0.473	0.073	0.045	6.479452	1.08E-09
	Assuranc	0.532	0.073	0.142	7.287671	1.36E-11
	Empathy Services					
a. Depenc	User Satisfaction					

The table above illustrates findings of the linear regression model that was employed in the study of the effect of independent variable (User Satisfaction) on the dependent variable (user satisfaction) From the analysis and based on the regression coefficient as based on the table above, the linear regression describing the actual relationship between factors considered in the study took the form of Y=0.782+ 0.463+0.473+0.532 +e.

Table 3: Model summary

R square	1-(residual-total)					
	Model	R	R Square	Adjusted	Std. Error of the Estimate	
	1	0.341028	0.1163	0.110777	0.761889	
	a. Predict	Tangibilit	Reliability	Responsi	Assurance	Empathy of Service

The independent variable that was being researched on was User satisfaction. As per the table above, the correlation coefficient, R, was 0.341 which showed that there is a great interrelation between service quality and user satisfaction. In addition, the adjusted R squared was 0.116, which gives proof that there was a variation of 34.1 percent on service quality resulting from changes in user satisfaction.

Descriptive Analysis
The research did a descriptive analysis on Tangibility of service, Reliability of service, Responsiveness of service, Assurance of service and Empathy of services.

Tangibility of Service
Participants were asked to indicate their level of agreement with the following statements relating to tangibility of service.

Table 4: Tangibility of service

	Mean	Std. Deviation
The library has up-to-date equipment (Modern and functional equipment that allow easy to access information)	4.0807	.77440
The library has up-to-date equipment (Modern and functional equipment that allow easy to access information)	3.9255	.84818
The library physical facilities (e.g. Buildings and furniture) are attractive, visually appealing and stylish.	4.2609	.82554
The library physical facilities (e.g. Buildings and furniture) are attractive, visually appealing and stylish.	4.0248	.99969
Personnel at the library are well dressed and neat at all times	4.2919	.67675
Personnel at the library are well dressed and neat at all times	3.9627	.96104
The information material of the library for example the pamphlets, study and reference material in print or electronic, suit the image of the library	4.1366	.70265

The information material of the library for example the pamphlets, study and reference material in print or electronic, suit the image of the library	3.8696	.72569

The respondents indicated that on expectation that the library has up-to-date equipment (Modern and functional equipment that allow easy to access information) with (mean=4.0807) and on perception, they indicated that the library has up-to-date equipment (Modern and functional equipment that allow easy to access information) with (mean=3.9255). On expectation, the respondents indicated that the library physical facilities (e.g. Buildings and furniture) are attractive, visually appealing and stylish with (mean=4.2609) and on perception, they indicated that the library physical facilities (e.g. Buildings and furniture) are attractive, visually appealing and stylish with (mean=4.0248). On expectation the respondents indicated that Personnel at the library are well dressed and neat at all times with (mean=4.2919) and on perception, they indicated that Personnel at the library are well dressed and neat at all times with (mean=3.9627) finally, on expectation, the respondents indicated that the information material of the library for example the pamphlets, study and reference material in print or electronic, suit the image of the library with (mean=4.1366) and on perception, they indicated that the information material of the library for example the pamphlets, study and reference material in print or electronic, suit the image of the library with (mean=3.8696).

Reliability of service

Participants were also asked to indicate their level of agreement with the following statements relating to reliability of service.

Table 5: Reliability of service

	Mean	Std. Deviation
When promises to do something at certain times it does so	4.0435	.85402
When promises to do something at certain times it does so	3.8882	.71584
When students and researchers have problems, the personnel at the library are sympathetic and reassuring	3.8199	.84327
When students and researchers have problems, the personnel at the library are sympathetic and reassuring	3.7019	.78138
The library is always dependable and provides the service right the first time	3.7205	.83075
The library is always dependable and provides the service right the first time	3.7143	.61673
The library provides service the time it promises to do so.	3.9938	.82536
The library provides service the time it promises to do so.	3.5776	1.09339
The library keeps accurate records e.g., circulation, accounts records and academic reports etc	4.0621	.73049

	Mean	Std. Deviation
The library keeps accurate records e.g., circulation, accounts records and academic reports etc	3.8634	1.03378
The library keeps accurate records e.g., circulation, accounts records and academic reports etc	3.6523	.03378

The respondents indicated that on expectation that when promises to do something at certain times it does so with (mean=4.0435) and on perception, they indicated that the when promises to do something at certain times it does so with (mean=3.8882). On expectation, the respondents agreed that when students and researchers have problems, the personnel at the library are sympathetic and reassuring with (mean=3.8199) and on perception, the respondents indicated that when students and researchers have problems, the personnel at the library are sympathetic and reassuring with (mean=3.7019). On expectation, the respondents also indicated that the library is always dependable and provides the service right the first time with (mean=3.7205) and on perception, they indicated that the library is always dependable and provides the service right the first time with (mean=3.7143). On expectation, the respondents also indicated that the library provides service the time it promises to do so with (mean=3.9938), and on perception, they indicated that the library provides service the time it promises to do so with (mean=3.5776). Finally, on expectation the respondents indicated that the library keeps accurate records e.g., circulation, accounts records and academic reports etc. with (mean=4.0621). Respondents on expectation indicated that they indicated that the library keeps accurate records e.g., circulation, accounts records and academic reports etc. with (mean=3.8634), while on perception, they indicated that the library keeps accurate records e.g., circulation, accounts records and academic reports etc., with (mean= 3.6523).

Responsiveness of service

Participants were further asked to indicate their level of agreement with the following statements relating to responsiveness of service.

Table 6: Responsiveness of service

	Mean	Std. Deviation
The library informs students and researchers when service will be provided	3.9938	1.00310
The library informs students and researchers when service will be provided	4.0683	.79941
Students and researchers receive fast (prompt) service delivery from the library's personnel	4.0559	.95032
Students and researchers receive fast (prompt) service delivery from the library's personnel	4.0186	.84018
Librarians in the library are willing to assist students and researchers	4.0683	.72564

	Mean	Std. Deviation
Librarians in the library are willing to assist students and researchers	4.1553	.72937
Personnel of library are not too busy to respond promptly to students' requests.	4.1654	.72851

The respondents indicated that on expectation that the library informs students and researchers when service will be provided with (mean=3.9938) on perception, the respondents indicated that the library informs students and researchers when service will be provided with (mean=4.0683). The respondents on expectation indicated that the students and researchers receive fast (prompt) service delivery from the library's personnel with (mean=4.0559) while on perception, they indicated that students and researchers receive fast (prompt) service delivery from the library's personnel with (mean=4.0186). The respondents on expectation indicated that librarians in the library are willing to assist students and researchers with (mean=4.0683) while on perception, they indicated that librarians in the library are willing to assist students and researchers with (mean=4.1553) while on Personnel of library are not too busy to respond promptly to students' requests with (mean= 4.1654).

Assurance of Service

Using a five-point Likert scale, the respondents were requested to indicate how they agreed on the statements on Assurance of service with both expectation and perception.

Table 7: Assurance of service

	Mean	Std. Deviation
Students can trust the library personnel	3.9130	.80925
Students can trust the library personnel	3.8820	.72783
The library personnel inspire confidence	4.1615	.81318
The library personnel inspire confidence	3.9689	.91803
The library personnel are polite	4.0932	.82007
The library personnel are polite	4.0186	.95833
Personnel receive adequate support from the library management to improve	3.8696	.88127
Personnel receive adequate support from the library management to improve	3.7826	.73905

The respondents indicated that on expectation that the students can trust the library personnel with (mean=3.9130), while on perception, the respondents indicated that students can trust the library personnel with (mean=3.8820), while on perception, the respondents indicated that the respondents indicated that on expectation that the library personnel inspire confidence with (mean=4.1615). The respondents indicated that on expectation that the library personnel inspire confidence with (mean=3.9689), while on perception, the respondents indicated that the library personnel are polite with (mean=4.0932), while on perception, the respondents indicated that the library personnel are polite with (mean=4.0186). The respondents indicated that on expectation

that the personnel receive adequate support from the library management to improve with (mean=3.8696), while on perception, the respondents indicated that the personnel receive adequate support from the library management to improve with (mean=3.7826).

Empathy of services

Using a five-point Likert scale, the respondents were requested to indicate how they agreed on the statements on Empathy of services with both expectation and perception.

Table 8: Empathy of services

	Mean	Std. Deviation
Students and researchers receive individualized attention from library personnel (e.g., doing something extra from student and researchers)	3.8323	.82338
Students and researchers receive individualized attention from library personnel (e.g., doing something extra from student and researchers)	3.6211	.76603
librarian gives the student and researchers individual attention	3.9068	.80468
librarian gives the student and researchers individual attention	3.6646	.88702
Librarians do know what the needs of the students are (e.g., recognizing students as customers)	4.0870	.86884
Librarian do know what the needs of the students are (e.g., recognizing students as customers)	4.1429	.86499
The library personnel have students' best interest at heart (the librarian pay attention to the student and researchers)	4.3540	.71072
The library personnel have students' best interest at heart (the librarian pay attention to the student and researchers)	3.8944	1.00376
The librarian personnel are easily accessible to student (e.g., easily available to see, contact via phone or send email)	4.1801	.66038
The library personnel have students' best interest at heart (the librarian pay attention to the student and researchers)	3.8696	.90229

The respondents indicated that on expectation that the students and researchers receive individualized attention from library personnel (e.g., doing something extra from student and researchers) with (mean=3.8323), while on perception, the respondents indicated that the students and researchers receive individualized attention from library personnel (e.g., doing something extra from student and researchers) with (mean=3.6211) The respondents indicated that on expectation that the librarian gives the student and researchers individual attention with (mean=3.9068), while on perception, the respondents indicated that the librarian gives the student and researchers individual attention with (mean=3.6646). The respondents indicated that on expectation that the librarian does know what the needs of the students are (e.g., recognizing students as customers) with (mean=4.0870), while on perception, the respondents indicated that the librarian do know what the needs of the students are (e.g., recognizing students as customers)

with (mean=4.1429). The respondents indicated that on expectation that the library personnel have students' best interest at heart (the librarian pay attention to the student and researchers) with (mean=4.3540), while on perception, the respondents indicated that the library personnel have students' best interest at heart (the librarian pay attention to the student and researchers) with (mean=3.8944). The respondents indicated that on expectation that the librarian personnel are easily accessible to student (e.g., easily available to see, contact via phone or send email) with (mean=4.1801), while on perception, the respondents indicated that the library personnel have students' best interest at heart (the librarian pay attention to the student and researchers) with (mean=3.8696).

User satisfaction

Using a five-point Likert scale, the respondents were requested to indicate how they agreed on the statements on Empathy of services with both expectation and perception.

Table 9: User satisfaction

	Mean	Std. Deviation
I will recommend the library to my colleagues and my friends.	4.0124	.82149
The library meets my expectation	3.8447	.68519
I intend to return to the library for their services	3.8323	.93699
What the library had advertised is similar to what I have experienced	3.8323	.84584
The library has made me feel valued as a library user/client	3.8137	.80781
I would like to be informed on the library new services	3.8634	.81775
I am highly satisfied with the services offered by the library.	3.9565	.83177

The respondents indicated that they will recommend the library to my colleagues and my friends with (mean=4.0124). The respondents also indicated that the library meets my expectation with (mean=3.8447), further, the respondents indicated that they intend to return to the library for their services with (mean=3.8323). The respondent also indicated that what the library had advertised is similar to what I have experienced with (mean=3.8323). Respondents indicated that the library has made me feel valued as a library user/client with (mean=3.8137). The respondents indicated that they would like to be informed on the library new services with (mean=3.8634). Finally, the respondents indicated that they are highly satisfied with the services offered by the library with (mean=3.9565).

Discussion and Conclusion

In conclusions, services are difficult to describe since they cannot be seen, tested, felt, or even smelled, making demand adjustments exceedingly tough to achieve. In order to decrease ambiguity, clients search for signs of service quality in the location, personnel, pricing, or anything else they may look at or observe. Due to customer feedback, several worthy representations have been developed to bridge the gap between customers and service givers.

The SERVQUAL model and the Gap model are two approaches that were utilized in this study to assist identify customer requirements from quality perception.

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