Exploring Users' Perceptions and Expectations about Library Service Quality: A Case of Mirpur University of Science & Technology (MUST)

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Abstract: The present case study investigated the users' perceptions and expectations of the central library of Mirpur University of Science and Technology (MUST), Mirpur Azad Jammu & Kashmir about library service quality.
The sample of the study was consisted of undergraduate students and their respective faculty members. The data were collected through a questionnaire survey by using the LibQUAL+ instrument, which is specifically designed to measure the perceptions of the users about the quality of the library service.
The findings indicate that the users were not satisfied with the quality of the library services. Their expectation level with library services was very high. The participants demanded better behaviour of staff, improved services, availability of library material in different formats, physical facilities, and better ambiance of the library building. This research serves as a baseline study to highlight the problem areas of existing services of the library. Furthermore, the selected case library is in a developmental phase and students'/faculty perceptions and expectations may provide guidelines to the authorities towards desired direction.
Keywords: Library assessment, User perception, LIBQUAL+, Mirpur University of Science and Technology (MUST), Azad Jammu & Kashmir

1. Introduction

Libraries are considered as knowledge hubs and play a very important role in society. Especially, university libraries play a key role in equipping the students with the knowledge and helping them in their academics. University libraries also assist teaching staff by providing the right information at the right time to meet their teaching and research goals.

Libraries are vital information centers that provide diverse services in consideration of the needs and requirements of their users (Simmonds &

Andaleeb, 2001). Libraries play a key role to promote academic and research activities by providing premier information resources (Hossain & Islam, 2012). Without libraries, the universities cannot effectively contribute to the learning of its students and research productions. Haglund and Olsson (2008) urged libraries to assist a university in undertaking effective research.

The traditional role of libraries has changed and now libraries are focusing on the user-centric approach. Information professionals should offer value-added services to satisfy users' needs (Arshad & Ameen, 2010). To hold the users and to increase the usage of the library in this competitive setting, library service quality is the best tool to assess users' perceptions (Altman & Hernon, 1998). In a study, Nitecki (1996) argued that the evaluation of library performance and its success depends on how users judge its quality. In addition, libraries are using different tools such as LIBQUAL+ and SERVQUAL to assess the user opinions and conceptions. Internationally, several studies have investigated users' perceptions about the service quality of the library using LIBQUAL+ to improve library services for their users, however it has less been investigated in the context of Pakistan, especially in the context of Azad Jammu & Kashmir (AJ&K).

In Pakistan, there are 213 degree-awarding public/private sector universities that are recognized by the Higher Education Commission (Higher Education Commission, 2019). The libraries of these universities are fully equipped with up-to-date books, periodicals, journals, manuscripts, diskettes, maps, and audiovisual materials, etc. and are continuously striving to provide better, user-oriented learning services.

Arshad and Ameen (2010) reviewed many studies focusing university and public libraries that assessed the users' perceptions about library services. However, the majority of these studies limited to graduate students and covered only Punjab (province) and federal areas of Pakistan. So far, no study has been carried out to investigate the library users' perceptions about library service quality in the context of Azad Jammu & Kashmir (AJ&K).

Mirpur is the biggest city of AJ&K and capital of Mirpur district, earlier, there was just one University of Azad Jammu & Kashmir with its main campus at Muzaffarabad and sub-campuses in Mirpur, Kotli, and Rawalakot. However, since the last decade, there were momentous changes in the local educational infrastructure. Now there are five public sectors and two degree-awarding universities in the private sector in AJ&K. Among those, Mirpur University of Science & Technology (MUST) is one of the leading universities in AJ&K. This University is advanced in terms of technology, library set up and infrastructure. Furthermore, the library staff was active enough to motivate the librarians of other academic institutions of AJ&K to focus on user-centric approaches.

The findings of this study may help in developing a user-centric library of MUST by expanding the existing services and the resources of the university library according to the users' expectations. The findings of this study will also assist the management of the library to understand users' needs and desires and thus making policies accordingly.

2. Research Objectives and Questions

The current study embraces the perceptions of undergraduate students and their respective faculty members about the services provided in the central library at Mirpur University of Science & Technology (MUST). The following research questions helped to achieve the study objectives:

1. What are the library users' perceptions and future expectations regarding:
2. library services
3. library resources
4. library as a place
5. What is the level of users' satisfaction in terms of library services, library resources, and the library as a place?

2.1. Literature Review

Literature evidenced many international and local studies conducted to assess the library users' perceptions. The findings of these studies helped librarians and authorities of academic institutions to provide a better information environment to their students and faculty members. Internationally, a good number of studies were conducted to assess the perception of library users. A perception is an approach of thinking and understanding. Users' perceptions about the library service quality indicates how they perceive or understand the services provided to them. In service quality, perceived value is defined as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given" (Zeithaml, 1988, p. 14). In terms of service quality, the expectations are observed as the customers' desires and needs (Boulding, Kalra, Staelin, & Zeithaml,1993).

There are two levels of expectations namely: "minimum expectations" and "desired expectations". Minimum expectations reflect the level of service, which is acceptable to the users, while the desired expectations are the level of service considered as ideal and they want that should be provided to them by the library. The range between the minimum and desired expectations is termed as the zone of tolerance (ZOT) (Rehman, 2012).

According to Oliveria (2016), if the library services support the learning activities of its users, the goals of collection development, storage facilities, and dissemination of information, the libraries can become knowledge centers in a real sense. Haglund and Olsson (2008) argued that to support a university in undertaking valuable research, libraries need to improve or change the quality of

their services as per users' needs. Lane, Anderson, Ponce, and Natesan (2012), asserted that due to technological changes role of the library is also changed. To achieve the scholastic and learning goals of a university, effective and efficient library services in terms of information management and its dissemination should be provided to the library users. Therefore, to assess the user's needs it becomes important to measure the quality of the services provided to the users.

Sahu (2007) reported that quality becomes a challenge for libraries when its services are extending. LIS literature emphasizes the dimension of "expectations" and stressed on service quality to decrease the gap between the services provided and the customers' expectations (Hernon & Nitecki, 2001). According to Sohail and Raza (2012), libraries need to struggle in order to deliver and achieve the maximum quality of service. Quality service means to fulfill the expectations and requirements of users and if the library is providing the right information at the right time it is said to be sustaining quality (Hossain & Islam, 2012).

Hernon, Nitecki, and Altman (1999) explored service quality in the library's context as it is applied to the following areas: "resources; information content; organization; service environment and delivery of resources. According to Edwards and Browne (1995) libraries have accepted the need to improve and maintain services, specifically on account of academic libraries. Bahrainizadeh (2013) also analyzed that the library service evaluation has received great attention since the past few years. He has suggested in his study that the evaluation of library service quality helps in identifying the strengths and weaknesses. The main function of any library is to maximize the satisfaction level of its users and to exceed beyond their expectations (Sohail & Raza, 2012). In this regard, a research was conducted at Dhaka University Library (DUL) to measure the service quality form its users' perspective, using a SERVQUAL instrument. The results showed that there were variations in the user expectations; some expect a quiet and peaceful learning place and some other require additional and better-quality collections (Ahmed & Shoeb, 2009). Oliveria (2016) reviewed the type of library spaces at Andrews University, James White Library. This study indicated that students prefer the individual learning spaces than the group study and social areas within the library building. Another study assessed users' perceptions to redesign the existing services using a LIBQUAL+ instrument, the results identified that the undergraduate students' demanded library administration to work more on the "Library as Place" dimension (Knapp, 2004).

User surveys are conducted regularly at the University of Washington libraries to measure the efficacy of service programs (Hiller, 2001). Cook, Heath, and Thomson (2001) have studied users' hierarchal perspectives on library service quality using LibQUAL+; the results suggested that the users perceive library service as a main component of quality and suggested that continuing efforts may raise the level of the service. Furthermore, another study used similar instrument LibQUAL+ and was conducted on the assessment of the services

delivered by the Mashhad University of Medical Sciences (MUMS) Libraries, Iran (Pedramnia, Modiramani, & Ghanbarabadi., 2012). Lau (2018) has highlighted and identified that users perceive limited library collection in terms of print and electronic and require modernized formats of information resources. Rehman (2012) lamented that library service quality assessment is an under researched area in the Pakistani context. Rehman (2012) in his study measured the minimum and desired users' expectations within the university library setting. The results showed that service quality in Pakistani libraries achieved only two stages of expectations, for example, the minimum and desired expectations and the high level of service quality. Another empirical study investigated the service quality from the perspective of users, using LibQUAL+ and identified the strengths and the weaknesses of the library services (Rehman & Mustafa El Hadi, 2012). Ara and Soroya (2018) assessed users' satisfaction with library information resources, facilities, and staff services, using the similar instrument of LibQUAL+. The study found that library users were not receiving information resources according to their expectations. They consider that the information resources and modern equipment are significant, and also suggested different improvements in the library services.

A glimpse of available literature in both national and international contexts shows that assessment of users' perceptions is key for assessing and improving the quality of the services provided by the libraries. The results of these assessments will help to achieve the scholastic goals of academic institutions. The available local literature is limited to library users of Punjab (province) and federal areas of Pakistan only, while there is little known about university libraries of other provinces and areas of Pakistan in general and Azad Jammu & Kashmir in particular.

2.2. Methodology

The present study adopted a quantitative case study methodology as it holds an extensive and notable history (Creswell, 1998). A case study may be defined as "a method which allows a researcher to investigate the data carefully within a specific context, as it helps in investigating and exploring the realistic phenomenon by concluding a detailed analysis and the relationships of the restricted number of events or situations (Zainal, 2007, p.1). According to Boyer, "Quantitative single-case research design (QSCRD) can be conducted with one subject or with the entire group treated as a subject" (Boyer, 2010, p.764). QSCRD is appropriate to case study research as it is the approach used to find a casual correlation between variables of a single subject or a specific subject. He adds further that this approach explores a single case that helps in formulating a theory and in justification of human behaviour. Hence, this approach is suitable for this study as Boyer (2010) indicated that QSCRD is a valuable research design with one participant or one large group articulation and helps in delivering the questions for logical answers within a research group. This study carried out to assess the users' perceptions and the relationship with their expectations of the library service quality. The present study's research

questions helped in assessing this relation, as Korzilius (2010) identified that selecting quantitative analysis depends on the phenomenon under study and the research questions framed.

Research Instrument: LibQUAL+ is a well-known recognized instrument that libraries used to solicit, track understand, and act upon users' opinions of service quality (Association of Research Libraries, 2016). Association of Research Libraries claimed that it allows the users to identify the needed areas for improvement in service and to do improvement work so that their expectations could be met in a better way. LibQUAL+ based on a framework of the SERVQUAL scale, having three dimensions 1. Affect of Service (AS) 2. Information Control (IC) 3. Library as a place (LP) (Rehman, 2012). Locally modified tool LibQUAL+ (pre-validated) adapted after the permission was sought. The locally modified version was found very effective and consistent (Rehman, Kyrillidou & Hameed, 2014). It also helps the library staff effectively to understand and implement the findings of data. LibQUAL+ gives the library users a chance to communicate their views to improve the library services so that libraries meet the expectations of the users effectively (Association of Research Libraries, 2016). Lane, Anderson, Ponce, and Natesan (2012) suggested that LibQUAL+ is a three-factor model that is an effective and valid assessment tool of library service quality. The Cronbach's alpha value of the instrument for current study was .925 for 22 items.

Research Population and Sample: In this study there were two groups of the population, one group was undergraduate students of Engineering, Science and Arts disciplines and the second group was their respective faculty members. The total population of undergraduate students was 628 and the population of their respective faculty members was 172. A sample of 200 undergraduate students of the final year and another sample of 60 respective faculty members were selected on a convenient basis, thus the total number of respondents was 260.

After data collection and screening of questionnaires, data of useable questionnaires were entered in Statistical Package for the Social Sciences (SPSS) software version 22 to determine users' minimum (acceptable), desired, and perceived service levels and also gaps between these service levels.

3. Research Findings

To proceed with data analysis the initial data screening was performed in which incomplete questionnaires were drawn out. Out of 200 questionnaires, received from students, 18 questionnaires were incomplete. A total of 57 questionnaires was received out of 60 from faculty members, two out of 57 were incomplete. After this screening, data of 237 questionnaires were entered into the software (SPSS version 22). Entered data were rechecked and missing or incorrect values were corrected.

3.1. Demographic Data

Discipline Wise Response: Data collected from three faculties of the selected university. The responses represented in Figure 1. shows three disciplines (Science, Engineering, and Arts) from which data was collected. The majority of responses indicated Engineering (64%) students and faculty members, as the major sample was selected from the faculty of Engineering.
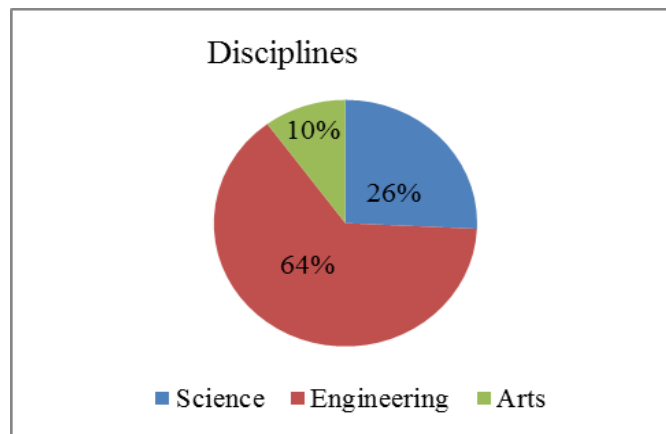
Figure 1. Discipline wise response

A large sample from the Engineering faculty was chosen because students of this faculty were more frequent users of the library under investigation. Other disciplines include 26% of responses from Science discipline and 10% responses from the discipline of Arts.
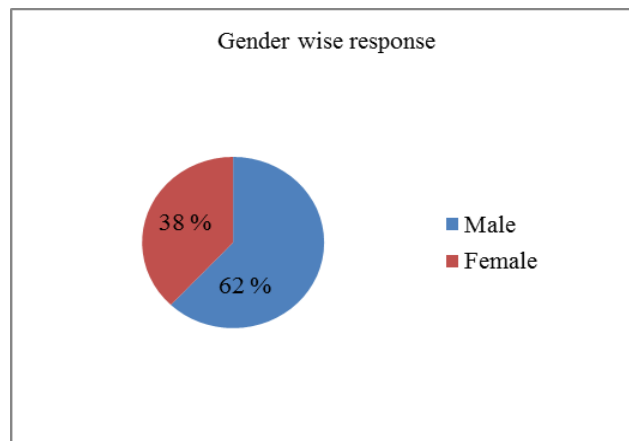
Figure 2. Gender wise response

Figure 2. depicted gender distribution that 62 % of respondents were male and 38 % were female. A low percentage of females is due to the reason that the major portion of the respondents belong to Engineering faculty and the number of female faculty members and students is less in Engineering faculty as compared to Arts and Science faculties. Moreover, culturally, discipline of Engineering considered career choice for males than females.

3.2. Faculty qualification and affiliation with the university:

Faculty members were asked about their qualifications and affiliation. The reason that the students were not asked about their qualification and affiliation because it is already known that; as per BS program admission criteria students' qualification should be intermediate, while as the undergraduate students of last year were selected for the study, in this regard their affiliation with university was about 4 years.

Faculty affiliation with the university: Based on the responses, an affiliation of faculty members with the university was categorized into six or more years, five years, four years, three years, two years, one year or less than one year, and represented below in a bar graph (Figure 3.).

Affiliation of faculty members with the university revealed that the majority of faculty members were new or affiliated with this university for 3 years (12). Others were associated with the university for one year (11), two years (7), four years (8), five years (9), and six or more than six years (8).
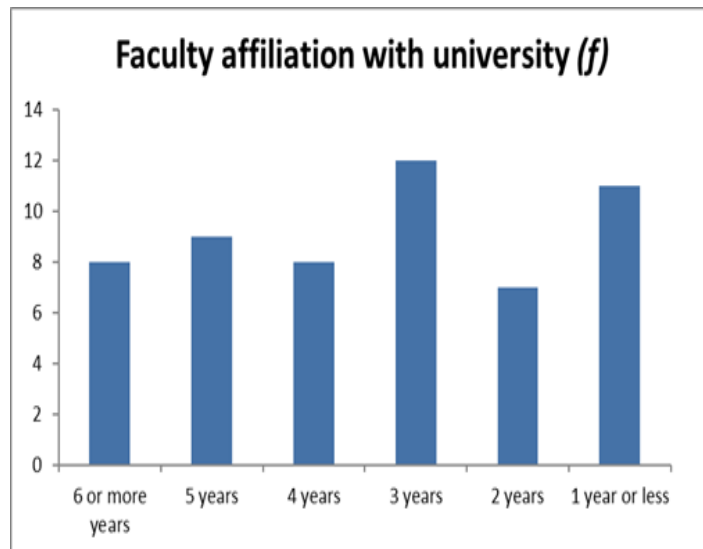

Figure 3. Faculty affiliation with University

Faculty qualification: Based on the responses, the qualification of faculty members was categorized into three categories such as. Doctoral, MS/MPhil, and Masters. The bar graph shown in Figure 4. represents the qualification of the faculty members of selected university. The result highlight that the majority (46) of the respondents were MS/MPhil while seven were doctoral and only two faculty members had a master qualification (16 years education).
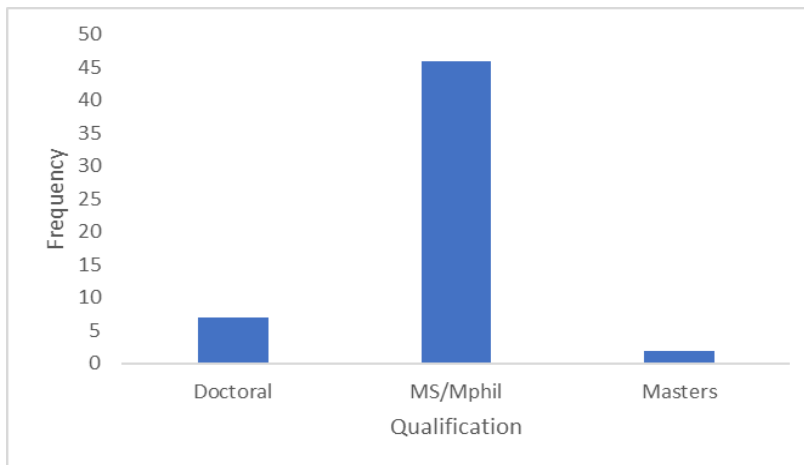

Figure 4. Qualification of Faculty Members

3.3. *Mean Scores of Minimum (Acceptable), Desired and Perceived Service Level:*

When it comes to the users' expectations, service quality can be measured in two levels; minimum expectation level and desired expectation level. Minimum expectations mean the level of the service, which is acceptable to the users, while the desired expectations are the level of service considered as ideal and they want that should be provided by the library. Perceived service level indicates the current level of satisfaction or how they perceive the level of service quality available to them (Rehman, 2012).

Table 1. presents a comparative view of the minimum (acceptable), desired, and perceived service levels. The results show that the mean score of the desired service level in all statements is higher as compared to the minimum (acceptable) and perceived service levels. However, a comparison of mean scores of minimum and perceived service levels depicts that in all statements of 'Affect of Service' dimension mean score is almost the same except in statement AS-1 (M=5.56, S. D=1.77). In 'Information Control' dimension results show that mean score of perceived service level is comparatively lower than minimum (acceptable) service level in all statements, However, in statements IC-3 to IC-6 and IC-8 perceived service is lower than acceptable service level, that means library collection and equipment for information access were not available to them at their acceptable level. Findings of mean scores of

'Library as a Place' dimension outline that the perceived service level for the statements LP-2, LP-3, and LP-5 is lower than acceptable service level.

Table 1. Mean Scores of Minimum (Acceptable), Desired and Perceived Service Level

Item codes	Statements	Minimum Level (Mean)	SD	Desired Level (Mean)	SD	Perceived Service Level (Mean)	SD
AS-1	Library staff instil confidence in users	5.56	1.77	7.23	1.42	6.00	1.92
AS-2	Library staff gives individual attention to users	6.03	1.89	7.40	1.39	6.00	2.19
AS-3	Library staff consistently courteous	6.20	1.83	7.36	1.49	6.10	1.90
AS-4	Library staff is always ready to respond to users quires	6.29	1.87	7.42	1.55	6.00	2.11
AS-5	Library staff has knowledge to answer users questions	6.19	1.78	7.50	1.42	6.00	1.92
AS-6	Library staff deals with users in caring fashion	6.36	1.78	7.50	1.34	6.00	2.03
AS-7	Library staff understands needs of its users	6.35	1.80	7.47	1.44	6.00	2.01
AS-8	Library staff is always willing to help users	6.42	1.86	7.54	1.27	6.00	1.85
AS-9	Library staff shows dependability in handling users' service problems	6.33	1.72	7.54	1.49	6.00	1.94
IC-1	Electronic resources of library are accessible from my home or office	5.59	2.27	7.51	1.53	5.41	2.35
IC-2	The website of library enables me to locate information on my own	6.18	1.96	7.54	1.49	6.00	2.32
IC-3	Library has printed materials; I need for my work	6.02	2.08	7.48	1.55	5.48	2.17
IC-4	Library has electronic information resources, I need	6.06	1.89	7.32	1.59	5.41	5.04
IC-5	Library has modern equipment that lets me easy access to needed information	6.27	1.79	7.51	1.50	5.45	2.14
IC-6	Library has easy-to-use access tools that allow me to find things on	6.35	1.65	7.47	1.44	5.50	2.24

	my own						
IC-7	Library makes the information easily accessible for independent use	6.29	2.00	7.60	1.38	6.00	1.96
IC-8	Library has print and/or electronic journal collections, I required for my work	6.27	1.83	7.40	1.63	5.40	2.14
LP-1	The library has space that inspires study and learning	6.35	1.88	7.67	1.29	6.00	2.02
LP-2	Library has quite space for individual activities	6.19	2.02	7.47	1.54	5.36	2.11
LP-3	Library has comfortable and inviting location	6.32	1.83	7.57	1.34	5.46	2.15
LP-4	Library is a gate way for study, learning or research	6.56	1.72	7.68	1.44	6.00	2.05
LP-5	Library has community spaces for group learning and group study	6.35	1.80	7.54	1.46	5.47	2.19

Scale: Level of agreement from 1-9

3.4. Service Adequacy Gap and Service Superiority Gap:

To calculate the satisfaction level of users with the services provided to them by their libraries is important to measure the service adequacy gap and service superiority gap. The service adequacy gap is measured by subtracting the minimum (acceptable) score from the perceived score (Association of Research Libraries, 2019, p.4). A positive score indicates that the library is meeting the user's minimum expectation level while the negative score indicates the library fails to meet the minimum (acceptable) expectation level. On the other hand, to calculate the superiority gap desired score will be subtracted from the perceived score on any given item (Association of Research Libraries, 2019, p.4). The positive score indicates that the service level is exceeding to the users' desired expectations and the negative score is an indication for improvement.

Service Adequacy Gap: Table 2. reveals the gap between minimum (acceptable) service level and perceived service level concerning 'Affect of service (AS)', 'Information Control (IC)', and 'Library as Place (LP)'. It is interesting to note here that in AS dimension, only 'AS-1' statement showed that the library is meeting the minimum level expectations of the users, whereas for the next 8 statements related to 'Affect of Services" confirmed that the library failed to meet the minimum expectations level of the users, however, this gap between users perceived and minimum (acceptable) service level is mild. Overall findings show that the library is not meeting users' minimum expectations level for IC and LP dimensions. The analysis of results further confirms that the gap is mostly of moderate level. It means that IC, and LP should be more important areas of concern for the institution.

Table 2. The gap between Minimum Service Level and Perceived Service Level concerning 'Affect of Service (AS)', 'Information Control (IC)' and 'Library as Place' (LP) (n=237)

Item Code	Statements	Minimum Mean	Perceived Mean	Gap	Gap level
AS-1	Library staff instill confidence in users	5.56	6.00	0.44	Mild
AS-2	Library staff gives individual attention to users	6.03	6.00	-0.03	Mild
AS-3	Library staff consistently courteous	6.20	6.10	-0.10	Mild
AS-4	Library staff is always ready to respond to users quires	6.29	6.00	-0.29	Mild
AS-5	Library staff has knowledge to answer users Statements	6.19	6.00	-0.19	Mild
AS-6	Library staff deals with users in caring fashion	6.36	6.00	-0.36	Mild
AS-7	Library staff understands needs of its users	6.35	6.00	-0.35	Mild
AS-8	Library staff is always willing to help users	6.42	6.00	-0.42	Mild
AS-9	Library staff shows dependability in handling users' service problems	6.33	6.00	-0.33	Mild
IC-1	Electronic resources of library are accessible from my home or office	5.59	5.41	-0.18	Mild
IC-2	The website of library enables me to locate information on my own	6.18	6.00	-0.18	Mild
IC-3	Library has printed materials, I need for my work	6.02	5.48	-0.54	Moderate
IC-4	Library has electronic information resources, I need	6.06	5.41	-0.65	Moderate
IC-5	Library has modern equipment that lets me easy access to needed information	6.27	5.45	-0.82	Moderate
IC-6	Library has easy-to-use access tools that allow me to find things on my own	6.35	5.50	-0.85	Moderate
IC-7	Library makes the information easily accessible for independent use	6.29	6.00	-0.29	Mild
IC-8	Library has print and/or electronic journal collections, I required for my work	6.27	5.40	-0.87	Moderate
LP-1	The library has space that inspires study and learning	6.35	6.00	-0.35	Mild
LP-2	Library has quite space for individual activities	6.19	5.36	-0.83	Moderate

LP-3	Library has comfortable and inviting location	6.32	5.46	-0.86	Moderate
LP-4	Library is a gate way for study, learning or research	6.56	6.00	-0.56	Moderate
LP-5	Library has community spaces for group learning and group study	6.35	5.47	-0.88	Moderate

Scale: Level of agreement from 1-9

Service Superiority Gap: Table 3. reveals the gap between desired service level and perceived service level concerning 'Affect of Service' (AS), 'Information Control' (IC), and 'Library as Place' (LP). All statements of the questionnaires concerning Affect of Service (AS), Information Control (IC), and Library as a Place (LP) depict a significant severe gap between desired service level and perceived service level. Results illustrate that level of users' desired services is much higher than the level of services they are currently receiving from the Central Library.

Table 3. The gap between Desired Service Level and Perceived Service Level regarding Affect of Service (AS), Information Control (IC) and Library as Place (LP) (n=237)

Item Code	Statements	Desired Mean	Perceived Mean	Gap	Gap level
AS-1	Library staff instil confidence in users	7.23	6.00	-1.23	Severe
AS-2	Library staff gives individual attention to users	7.40	6.00	-1.40	Severe
AS-3	Library staff consistently courteous	7.36	6.10	-1.26	Severe
AS-4	Library staff is always ready to respond to users quires	7.42	6.00	-1.42	Severe
AS-5	Library staff has knowledge to answer users Statements	7.50	6.00	-1.50	Severe
AS-6	Library staff deals with users in caring fashion	7.50	6.00	-1.50	Severe
AS-7	Library staff understands needs of its users	7.47	6.00	-1.47	Severe
AS-8	Library staff is always willing to help users	7.54	6.00	-1.54	Severe
AS-9	Library staff shows dependability in handling users' service problems	7.54	6.00	-1.54	Severe
IC-1	Electronic resources of library are accessible from my home or office	7.51	5.41	-2.10	Severe
IC-2	The website of library enables me to locate information on my own	7.54	6.00	-1.54	Severe
IC-3	Library has printed materials, I need for my work	7.48	5.48	-2.00	Severe
IC-4	Library has electronic information resources, I need	7.32	5.41	-1.91	Severe
IC-5	Library has modern equipment that lets me easy access to needed information	7.51	5.45	-2.06	Severe
IC-6	Library has easy-to-use access tools that allow me to find things on my own	7.47	5.50	-1.97	Severe
IC-7	Library makes the information easily accessible for independent use	7.60	6.00	-1.60	Severe

IC-8	Library has print and/or electronic journal collections, I required for my work	7.40	5.40	-2.00	Severe
LP-1	The library has space that inspires study and learning	7.67	6.00	-1.67	Severe
LP-2	Library has quite space for individual activities	7.47	5.36	-2.11	Severe
LP-3	Library has comfortable and inviting location	7.57	5.46	-2.11	Severe
LP-4	Library is a gate way for study, learning or research	7.68	6.00	-1.68	Severe
LP-5	Library has community spaces for group learning and group study	7.54	5.47	-2.07	Severe

Scale: Level of agreement from 1-9

4. Conclusions

Respondents were inquired through nine statements regarding 'Affect of Service' to find out their minimum (acceptable), desired, and perceived service levels. The results showed that the users' perceived, high minimum (acceptable) service level in AS-3 to AS-9. It means that users consider all these services important and current library services have a great influence on them. Results also show that the desired service level of users with items AS-1 to AS-9 is higher. It represents that users consider these services as very important and significant among the rest of all. The users also rated higher the willingness of the staff to serve and timely solve their information problems.

Findings indicate that users show a moderate gap in perceived service level with statements AS-1, AS-2, and AS-4 to AS-9. According to respondents they were not highly satisfied with services provided by the library, as their expectations with these services were high. Moderate perceived service level with staff services also portrays that probably users were having some difficulties in connection with staff behaviour and professional skills.

Users' perceptions and expectations about library resources were also measured along with minimum (acceptable), desired, and perceived service levels. Findings of minimum (acceptable) service level demonstrate that users had a high acceptable service level in the Information Control (IC) dimension with the majority of the statements but have moderately acceptable service level with statements IC-2, IC-4, and IC-5. The majority of respondents showed a highly desired service level in the IC dimension. Overall comparison of users' minimum (acceptable), desired, and perceived service level indicated that the library did not provide information resources in a way that could meet the acceptable and desired levels of users.

Users' perceptions and expectations about the 'library as a place' were measured along with minimum (acceptable), desired, and perceived service levels. Results demonstrated that users' minimum (acceptable) and desired service levels were higher in all statements related to the 'Library as a Place' (LP). Findings indicated that users consider statement LP-4 "Library is a gateway to study, learning or research" more important by scoring high mean in

this statement as compared to other statements. Users indicated moderate perceived service level with all the statements of the 'Library as a Place'. Overall results regarding the LP dimension illustrate that the library is not meeting users' minimum (acceptable) and desired service levels. Therefore, the library needs to pay attention to the library infrastructure.

Gap Analysis: Gap analysis demonstrated that there is a mild gap between users' minimum and perceived service levels in AS dimension, while overall moderate gap exists between the minimum and perceived service statements regarding information resources and the Library as Place categories. The gap between desired and perceived service levels was also measured. Findings indicated that there is a severe gap between the desired services and the services currently provided to the users. Results of gap analysis (Table 4) suggested that meeting the users' acceptable and desired expectation levels regarding resource centre, library management needs to pay immediate attention to the service quality of the library.

The following Table displays mean scores for each dimension of library service quality measured by the LibQUAL+® survey.

Table 4. Overall Gap Analysis

Item Code	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Gap	Superiority Gap
Affect of Services	6.19	7.44	6.01	-0.18	-1.43
Information communication	6.13	7.48	5.58	-0.34	-1.64
Library as a Place	6.35	7.59	5.66	-0.42	-1.7
Overall	6.22	7.50	5.75	-0.32	-1.59

Overall findings of the present study indicated that the library needs to improve in multiple areas for example library services, library resources to meet the satisfaction level of its users. The weak areas of services should be improved, and library users are provided with the desired services. Library authorities need to pay attention to their existing services and introduce new and better services for their users.

5. Suggestions

The present findings noted library staff behaviour, and it is suggested that the library staff should be experienced and knowledgeable to understand users' needs. Staff should be polite and cooperative towards users. Library staff should motivate and encourage users to come to the library by providing a peaceful environment for study.

The findings conceivably lead to a need for the provision of a variety of printed and electronic materials in the library. Print resources should be available in good condition and must be organized in an easily accessible way. The outdated collection should be weeded out as that is not meeting the needs of users. New and improved services should be introduced. Moreover, an excellent initial step towards it could be a photocopy service on library premises. Modern equipment must be available in the library to access a variety of information resources. An improved internet facility is required to access electronic information for academic use.

Additionally, physical facilities and ambiance of the library needs to be improved. The sitting area should be quite comfortable and spaces for individual and group learning must be provided. The library should be air-conditioned. The current research possibly supports the library space to be more inviting and more innovative.

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