

**LIBRARY SERVICE QUALITY ASSESSMENT OF  
SANATAN DHARMA COLLEGE (LAHORE), AMBALA CANTT**

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**Abstract**

*Library is the most important part of Educational Institutions. It is the ocean of Knowledge. Mere presence of library is not important but also the quality and type of services or material provided by the library matters. The perceptions and the expectations of the students regarding the library play an important role in fulfilling the objectives for which the library is established. The present study aims to assess the Service Quality of the library of S.D. College, Ambala Cantt. For this purpose, primary data has been collected from the students of various streams (Commerce, Science, and Arts) through questionnaire. The perception and the expectation of students regarding library services are analysed using SERVQUAL Model. The model includes five dimensions of service quality: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. It is found that tangibles dimension shows the maximum difference between the perceptions and expectations of the students of various streams.*

**Keywords:** *Library Service Quality, SERVQUAL Model*

**INTRODUCTION**

Library plays an important role in the academic life of a student. The main aim of library is to provide valuable resources and services to meet the needs and expectations or say demand of individuals and group of individuals for education, information and personal development including recreation and leisure. The facilities of online journals, e-books etc are provided now days for easy access of study material. It helps in the overall development of the students and enhances their knowledge. The quantity of books in library is not important but quality of books matters. Good quality of services provided by the library influences the learning behaviour of students and provide environment conducive to learning. The services not only include the infrastructure and books but also the behaviour of library staff and their cooperation with the students and various intangible aspects. Library is beneficial mostly for the

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needy people who cannot afford to buy the books that are required for their study. If there are no libraries, then it will become difficult to advance research and human knowledge. In nutshell, an institution is nothing without library. On the basis of the benefits provided by the libraries of educational institutions, it becomes essential to observe the service quality provided by the libraries. Considering it, the present study has been conducted to evaluate the service quality of the library of S.D. College, Ambala Cantt.

## REVIEW OF LITERATURE

**Anjor et. al. (2014)** evaluated the customers' perception and expectation towards life insurance service quality. Further, the study examined the relationship between customer expectation and perception of service quality dimensions and customers overall satisfaction of life insurance service quality. Data were collected from 500 customers from the five cities of Uttar Pradesh. In the findings of the study, the expectation was found to be higher than perception in terms of service quality in insurance sector. Moreover, communication gap and service delivery aspect were the factors which were considered as important factor for expectation by customers. It was suggested that insurance service providers should try to emphasize on the core services to be customized as per the requirements of the consumers. **Patel (2016)** evaluated the satisfaction of students from higher education institutes with the help of SERVQUAL Model analysis. For the purpose of the study, data were collected from BBA students using quota sampling method. In the study, descriptive statistics were used to report analysis. It was found that for each dimension of services of higher education, the satisfaction level of the students was negative. It was concluded that the students were highly dissatisfied with reliability aspect of higher education followed by tangibility aspect. Further, is a no significant difference was observed in the overall satisfaction level of boys and girls. **Leonnard (2018)** investigated the main factors of service quality that affect student satisfaction and loyalty by collecting data from 319 students from London School of Public Relation in Jakarta. In the analysis, Structural Equation Modeling (SEM) was employed through AMOS 24 statistical package. In the results, tangibility and reliability were the main factors by which the student satisfaction level was influenced. These tangibility and reliability factors consisted of comfortable lecture rooms, adequate library facilities, neat staff appearance, non-discriminatory treatments provided by staff and lecturers, high ability and knowledge provided by staffs and lecturers and appropriate academic services provided by the university. **Onditi and Wechuli**

(2017) examined the service quality and student satisfaction in higher education institutions with the help of a review paper. In the conclusion of the study, the service quality in higher education was found having significant influence on student satisfaction. On the basis of results of the study, it was suggested that higher education institutions should put in place mechanisms to collect student feedback for enabling them to evaluate the service quality dimensions of interest of their students.

### **OBJECTIVES OF THE STUDY**

- To assess the quality of library services provided by S.D. College, Ambala Cantt.
- To compare the perceptions and expectations of Commerce, Science, and Arts Students regarding the quality of library services.
- To find out the relationship between the perception of Commerce, Science and Arts Students regarding the quality of Library Services.

### **RESEARCH METHODOLOGY**

The present study is descriptive and analytical in nature. Primary data has been collected with help of structured questionnaire from 240 students of Commerce, Science, and Arts stream of S.D. College, Ambala Cantt. 80 students from each stream have been selected. SERVQUAL Model has been used to evaluate the Service quality of the Library of S.D. College, Ambala Cantt. The model includes five dimensions of service quality namely Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Firstly, the perceptions and expectations of students have been collected through questionnaire, and they have also been asked to give weights to five dimensions of SERVQUAL Model, then Service quality score has been calculated by subtracting expectation score from perception score. The overall average service quality scores are obtained and then multiplied with the respective average weights given by the students. Higher the Weighted Score, higher is the service quality. Correlation has been used to find out the relationship between the service quality perception of Commerce, Science, and Arts students.

**FINDINGS AND INTERPRETATION****Service Quality by Commerce Students**

<b>Table 1: SERVQUAL scores of Commerce students</b>						
<b>Service Dimensions</b>	<b>Expectations (E)</b>	<b>Perception (P)</b>	<b>SERVQUAL Score (SQ= P-E)</b>	<b>Weights</b>	<b>Weighted SERVQUAL score</b>	<b>Ranks</b>
<b>Tangibles</b>	5.57	4.31	-1.26	27.73	-1.59	5
<b>Reliability</b>	5.57	4.46	-1.11	21.41	-1.08	4
<b>Responsiveness</b>	4.53	4.38	-0.15	19.00	-0.13	1
<b>Assurance</b>	5.58	4.15	-1.43	15.98	-1.04	3
<b>Empathy</b>	5.74	4.69	-1.05	15.89	-0.76	2
<b>Overall</b>	<b>5.40</b>	<b>4.40</b>	<b>-1.00</b>	<b>100.00</b>	<b>-0.92</b>	

**Source: Primary Data**

Table 1 exhibits about the service quality scores given by the Commerce Students. The overall service quality score is -0.92 indicating that there is a minor gap between expectations and perceptions of the students regarding the quality of library services. It shows that library services are almost meeting the expectations of the students. It is found that the maximum difference between the perception and expectation of the students is in case of tangibles dimension i.e. -1.59 followed by reliability dimension i.e. -1.08. Tangible dimension include Physical Infrastructure and facilities. Therefore, library should improve tangible attributes for meeting the commerce student's expectation.

**Service Quality by Science Students**

<b>Table 2: SERVQUAL score of Science students</b>						
<b>Service Dimensions</b>	<b>Expectations (E)</b>	<b>Perception (P)</b>	<b>SERVQUAL Score (SQ= P-E)</b>	<b>Weights</b>	<b>Weighted SERVQUAL score</b>	<b>Ranks</b>
<b>Tangibles</b>	5.73	4.60	-1.12	25.63	-1.31	5
<b>Reliability</b>	5.80	4.90	-0.90	19.48	-0.80	3
<b>Responsiveness</b>	4.72	4.80	0.08	19.70	0.07	1
<b>Assurance</b>	5.78	4.83	-0.94	16.23	-0.70	2
<b>Empathy</b>	5.90	4.88	-1.02	18.98	-0.88	4
<b>Overall</b>	<b>5.58</b>	<b>4.80</b>	<b>-0.78</b>	<b>100.00</b>	<b>-0.72</b>	

**Source: Primary Data**

Table 2 exhibits the service quality scores given by the science students. The overall service quality score is -0.72. It indicates that there is not a major gap between the perceptions and expectations of the science students regarding the service quality of library. It is clear from the table that the minimum difference between perceptions and expectations is in case of responsiveness dimension i.e. 0.07 reflecting satisfaction among students as it shows positive difference and the maximum difference is in case of tangibles dimension i.e.-1.31 followed by empathy i.e.-0.88. It indicates that science students have high expectations regarding the tangibles and library has to pay attention to meet these expectations.

### Service quality by Arts Students

<b>Table 3: SERVQUAL score of Arts students</b>						
<b>Service Dimensions</b>	<b>Expectations (E)</b>	<b>Perception (P)</b>	<b>SERVQUAL Score (SQ= P-E)</b>	<b>Weights</b>	<b>Weighted SERVQUAL score</b>	<b>Ranks</b>
<b>Tangibles</b>	5.79	4.57	-1.22	24.97	-1.38	5
<b>Reliability</b>	5.71	4.65	-1.06	20.38	-0.98	4
<b>Responsiveness</b>	4.76	4.81	0.05	19.46	0.04	1
<b>Assurance</b>	5.66	4.55	-1.11	18.38	-0.93	2
<b>Empathy</b>	5.98	4.72	-1.26	16.81	-0.96	3
<b>Overall</b>	<b>5.58</b>	<b>4.66</b>	<b>-0.92</b>	<b>100.00</b>	<b>-0.84</b>	

Source: Primary Data

Service quality scores given by the students of Arts stream are shown in table 3. The overall weighted service quality score is -0.84. However the score does not reflect the major dissatisfaction among the students regarding the quality of services. Tangibles dimension shows the maximum service quality gap of -1.38 showing the disappointment among the students of Arts stream regarding the physical facilities provided by the library. The minimum difference between the perceptions and expectations of students regarding the library services is in case of responsiveness i.e. 0.04 indicating that the perceptions have exceeded the expectations of students reflecting the willingness of the library staff to help students.

### Overall Service Quality

The overall service quality scores given by the students of commerce, science and arts of S.D. College, Ambala Cantt are depicted in the table 4. The overall service quality score given by students is -0.83.

Expectations are exceeding the perceptions to some extent with regard to various services provided by the library as there is negative difference. It is found that the maximum difference is found in case of tangibles dimension i.e. -1.44. It clearly indicates that the students of all streams have high expectations regarding the tangibles as compared to other dimensions and the library must do some improvements to meet these expectations. The least difference is found in case of responsiveness dimension i.e. -0.01 which is not a major concern and shows the willingness of library staff to help and assist the students.

<b>Table 4: Overall SERVQUAL Score</b>						
<b>Service Dimensions</b>	<b>Expectations (E)</b>	<b>Perception (P)</b>	<b>SERVQUAL Score (SQ= P-E)</b>	<b>Weights</b>	<b>Weighted SERVQUAL score</b>	<b>Ranks</b>
<b>Tangibles</b>	5.70	4.49	-1.21	26.11	-1.44	5
<b>Reliability</b>	5.69	4.67	-1.02	20.42	-0.95	4
<b>Responsiveness</b>	4.67	4.66	-0.01	19.39	-0.01	1
<b>Assurance</b>	5.67	4.51	-1.16	16.86	-0.89	3
<b>Empathy</b>	5.87	4.76	-1.11	17.23	-0.87	2
<b>Overall</b>	<b>5.52</b>	<b>4.62</b>	<b>-0.90</b>	<b>100.00</b>	<b>-0.83</b>	

Source: Primary Data

#### Comparative Service Quality Assessment

Table 5 shows the comparative analysis of service quality assessment as per students of various streams (Commerce, Science and Arts) of S.D. College, Ambala Cantt.

<b>Table 5: Comparative Service Quality Assessment</b>			
<b>Service Dimensions</b>	<b>Weighted SERVQUAL Score</b>		
	<b>Commerce</b>	<b>Science</b>	<b>Arts</b>
<b>Tangibles</b>	-1.59	-1.31	-1.38
<b>Reliability</b>	-1.08	-0.80	-0.98
<b>Responsiveness</b>	-0.13	0.07	0.04
<b>Assurance</b>	-1.04	-0.70	-0.93
<b>Empathy</b>	-0.76	-0.88	-0.96
<b>Overall</b>	<b>-0.92</b>	<b>-0.72</b>	<b>-0.84</b>

Source: Primary Data

From table 5, it is found that the students of commerce stream give negative service quality score in all dimensions with the maximum negative score in case of tangibles i.e. -1.59. Students of science and arts stream give the negative service quality score in all of the four dimensions except responsiveness having

the positive score of 0.07 and 0.04 respectively. But the overall service quality score for each stream is negative indicating that the gap between the expectations and perceptions regarding the quality of library services. The highest difference between the expectations and perceptions is in case of commerce students i.e. -0.92, followed by arts students i.e. -0.84. The lowest difference between the perceptions and expectations is in case of science students.

### Correlation Analysis of Service Quality Scores

Table 6: Correlations				
		ARTS	SCIENCE	COMMERCE
ARTS	Pearson Correlation	1	<b>.953<sup>**</sup></b>	<b>.988<sup>**</sup></b>
	Sig. (2-tailed)		.003	.000
	N	6	6	6
SCIENCE	Pearson Correlation	<b>.953<sup>**</sup></b>	1	<b>.939<sup>**</sup></b>
	Sig. (2-tailed)	.003		.005
	N	6	6	6
COMMERCE	Pearson Correlation	<b>.988<sup>**</sup></b>	<b>.939<sup>**</sup></b>	1
	Sig. (2-tailed)	.000	.005	
	N	6	6	6
**. Correlation is significant at the 0.01 level (2-tailed).				

Table 6 exhibits the correlation among the all three streams regarding the quality of library services. It depicts that there exists the strongly positive correlation among the students of Commerce, Science and Arts. In case of Arts and Science students there is positive correlation i.e.  $r=0.953$ . Similarly the students of Arts and Commerce are highly correlated i.e.  $r=0.988$ . High degree of positive correlation is found among the students of Science and Commerce i.e.  $r=0.939$ . It can be said that the responses of all students of three streams are highly related regarding the quality of library services.

### CONCLUSION

It is concluded from the study that the students of all streams have high expectations in relation to the services provided by the library. In almost all the cases the difference between the expectations and perceptions is negative indicating that the present services needs to be improved a little bit for meeting

the expectations of the students. However it is to be noted that the difference is not significant. It is found that the maximum difference between perceptions and expectations is in case of tangibles dimensions for all streams. It is also found that the service quality scores given by students of different streams are highly correlated. So it can be said that the quality of physical infrastructure and facilities needs to be improved for satisfaction of the students.

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