

Use and User Satisfaction at Acharya Nagarjuna University Library, Guntur: A Study

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ABSTRACT

This article evaluates the user satisfaction among the users of Acharya Nagarjuna University Library. Various services of university library were taken up for evaluation criteria. The use of various library resources were also analyzed, further the subjects of the sample are also classified in different variables like Faculty, Research scholars, PG students, and also age and gender wise for data were analysed. The study is conducted mainly based on survey method. It suggests the various measures to implement and to improve the library services based on user satisfaction study

Keywords: User Studies, Acharya Nagarjuna University, User Satisfaction, User Needs, Guntur

Introduction:

Any library irrespective of its kind has to be user oriented. All the services provided by the library are intended for the benefit of the users. In order to improve the existing library services, plan new services, rationalize the limited financial resources in an economic way, evaluate the performance of the library and enhance the user satisfaction, it is imperative to conduct user studies. These studies will help library authorities to know the satisfaction of the users with the existing library services and facilities, the type of new services required and the amount of finance required for their implementation.

User satisfaction studies are also part of user studies as these are based on users. The performance of any library can be judged on the basis of the extent of satisfaction it is providing to its users. Hence, there is need to conduct user satisfaction studies to assess the satisfaction of the users with the services and facilities provided by the library. These studies are also essential to know the differences in satisfaction among the different categories of users. Necessary measures can be taken in case the users are dissatisfied with the library services and facilities by finding out the reasons for their dissatisfaction.

Customer or user satisfaction has been defined as the end state resulting from the consumption experience. It is also referred to as a process having perpetual, evaluative and psychological attributes that contribute to satisfaction.

Zeithnal, Barry and Parasuraman(1993) "Suggest that customer satisfaction is a function of the customer's assessment of service quality, product quality and price."

Woodruff, Cadotte and Jenkins(1983) "Consider satisfaction to be an emotional reaction by customers in response to an experience with a product or service."

West Brook and Reilly(1983) Defined “Customer Satisfaction’ as an emotional response to the experiences provided by and associated with particular products or services purchased retail outlets or even modular patterns of behavior such as shopping and buyer behavior.”

Acharya Nagarjuna University is situated between the cities of Vijayawada and Guntur in Andhra Pradesh on Calcutta and Chennai National Highway (NH-5). Its campus is spread over an area of 293 acres, with campus student strength of over 5000. The university offers instruction for higher learning in 50 PG programs and guidance for the award of M.Phil and Ph.D in 48 disciplines spread over six campus colleges and one PG campus at Ongole. It also offers 153 UG programs in 412 affiliated colleges in the regions of Guntur and Prakasam districts. It has a centre for distance education offering 87 UG & PG programs. Its aim is to remain connected academically with the forefront of all higher educational institutions.

Profile of Library: Andhra University Post-graduate center was established initially in the year 1967. The AUPG centre library collection at the time of its up gradation as independent university in 1976 was 18,900 documents and it became the nucleus for the ANU library. Later the library was renamed as ‘Dr.B.R. Ambedkar Memorial Library’. The Library has the collection of 1,17,852 books, 181 Microfilms and Microfiche, 1600 theses, 2516 Government Reports and 367 periodicals at present. The Library provides Circulation Services, Document Delivery Service, Inter Library Loan Service, Reference Service, Documentation Service, Reprography, and Internet Access to INFLIBNET Databases. There is a book bank exclusively for SC & ST students of all courses. The New Gen Lib is integrated library management software being used to automate the library operations. Library OPAC is available in the library for users to search the catalogue. The UGC has given 5000 e-journals of different subjects through Infonet to Dr. B.R.Ambedkar Memorial Library. In view of the above huge resources and services providing in the university library, the study of user satisfaction has taken up to asses the satisfaction among the various user categories.

Scope and limitations:

The present study is intended to cover only faculty, Research scholars and PG students of the university. The study is limited to the availability and library services and particularly user or customer satisfaction.

Objectives of the Study:

- To evaluate the satisfaction of the users with overall services and facilities provided by the Library.
- To assess the level of satisfaction of users with regard to library collections, procurement of latest books, periodicals and other documents and the physical condition of documents.
- To find out satisfaction of users with regard to circulation service, reference and information service, including the fine system for the late return of books.
- To know the user satisfaction regarding the automation of the library and provision of terminals and the time allocation for the use of terminals.

Methodology and Tools used for the study:

The study uses both the primary data and the secondary data. The primary data is collected through interviews and questionnaire methods by the users. The required data about the Acharya Nagarjuna University library, Guntur is collected from librarian and library staff. The secondary data is collected through annual reports and other university publications. A closed ended questionnaire is employed for collection of primary data. 343 questionnaires were distributed personally among the faculty members, research scholars and PG students of the university to collect data.

Analysis of Data & Observations:

The main objective of the present study is to understand the different services provided by the Acharya Nagarjuna University Library and to bring out the variation in the level of satisfaction of the users with the infrastructure facilities and different services provided by the Library. Needless to say, the user group of the University Library is not homogenous. It comprises of PG students, Research Scholars, Teachers and other members. As already mentioned, a sample of 343 users of the Library has been covered for the study comprising of the three categories of users viz. PG Students, Research Scholars and Teachers from the three main faculties i.e. Arts, Commerce and Science. Elicited information on the satisfaction of users with regard to different services and facilities has been analysed so as to bring out the differences among the three faculties as well as the three user groups.

Composition of the Respondents: As already mentioned, 343 users have been interviewed for the purpose of the present study. The composition of the respondents by gender, age group, user category and faculty has been shown in Table-1.

Table-1 : Composition of the respondents

Background Variables	No	%
Faculty		
Arts	116	33.8
Commerce	110	32.1
Science	117	34.1
User Category		
PG Students	223	65.0
Research Scholars	79	23.0
Teachers	41	12.0
Gender		
Male	231	67.3
Female	112	32.7
Age Group (Yrs)		
20 or below	57	16.6
21 to 30	202	58.9
31 to 40	63	18.4
41 to 50	15	4.4
50 or above	6	1.7
Mean Age (Yrs)	26.9	

The present sample of respondents comprises of 65 percent PG Students, 23 percent of Research Scholars and 12 percent of Teachers. Nearly 34 percent of the users are from Arts faculty, 32 percent are from Commerce and the remaining 12 percent are from Science faculty. By gender, 67 percent are males and the remaining 33 percent are females.

More than half (59 percent) of the respondents are in the age group of 21 to 30 years, about 18 percent are in the age group of 31 to 40 years, 17 percent are aged 20 years or below, 4 percent are in the age group of 41 to 50 years and the remaining 2 percent are aged 50 years and above. The mean age of the present sample is 26.9 years.

2. Satisfaction with library collection by User Category: The responses relating to user satisfaction with collection of the University Library are presented by category in Table-2.

Table-2 : Percentage of Respondents Reporting satisfaction with Library Collection by User Category

Type of Library Collection	User Category			
	PG Students	Res. Scholars	Teachers	Chi-square
	(n=223)	(n=79)	(n=41)	Value (df 2)
Books	90.1	89.9	97.6	2.471
Periodicals	74.0	88.6	92.7	12.586*
Abstracting & Indexing Journals	51.1	57.0	43.9	1.903
Research Reports/Theses/dissertations	41.3	46.8	31.7	2.552
Seminar/Conference Proceedings	42.6	34.2	31.7	2.876
Reference Sources	64.6	46.8	53.7	8.187*
Electronic Sources	36.8	57.0	70.7	21.565*
Newspapers	84.3	87.3	80.5	0.999
* Value Significant @ 5% level				

Satisfaction with the collection of books is reported more by the Teachers (98 percent) than the PG Students or Research Scholars (90 percent). About 93 percent of Teachers, 89 percent of Research Scholars and 74 percent of PG Students are satisfied with the collection of periodicals. More Research Scholars (87 percent) have reported satisfaction with the collection of newspapers than the PG Students (84 percent) or Teachers (81 percent).

Satisfaction with abstracting and indexing journals and research reports / theses / dissertations is reported more by the Research Scholars while satisfaction with the collection of seminar / conference proceedings is reported more by the PG Students.

Satisfaction with the collection of reference sources in the library is also expressed more by the PG Students (65 percent) than the Research Scholars (47 percent) or Teachers (54 percent). Interestingly, more Teachers (71 percent) have expressed satisfaction with the electronic resources available in the library than the Research Scholars (57 percent) and PG Students (37 percent).

3. Satisfaction with the Library Services by User Category:

Responses relating to user satisfaction with the library services by category of users are shown in Table-3.

Satisfaction with 'reference services' is reported more by the Teachers (93 percent) compared to Research Scholars (82 percent) and PG Students (72 percent). 98 percent of the Teachers, 84 percent of the PG Students and 80 percent of the Research Scholars expressed their satisfaction with 'lending services'.

Satisfaction with 'abstracting / indexing service' is reported by 52 percent of the Research Scholars, 44 percent of the Teachers and 40 percent of the PG Students. About 71 percent of the Teachers, 58 percent of the Research Scholars and 51 percent of the PG Students are satisfied with the 'photocopying service'.

Table-3 : Percentage of Respondents Reporting Satisfaction with different Library Services by User Category

Library Services	User Category			
	PG Students (n=223)	Res. Scholars (n=79)	Teachers (n=41)	Chi-square Value (df 2)
Lending Services	76.2	82.3	92.7	6.226*
Reference Services	84.3	79.7	97.6	6.801*
Abstracting & Indexing Services	40.4	51.9	43.9	3.166
Bibliographic Services	39.9	34.2	36.6	0.863
OPAC	26.5	21.5	12.2	4.155
Inter Library Loan Service	30.5	19.0	14.6	7.121*
Photo copying Service	50.7	58.2	70.7	6.110*
Online Resource Services	36.3	60.8	78.0	32.081*
Book Reservation Service	46.6	64.6	80.5	19.959*
* Value Significant @ 5% level				

The level of satisfaction with 'book reservation service' is 81 percent among Teachers, 65 percent among Research Scholars and 47 percent among PG Students. 40 percent of the PG Students, 37 percent of the Teachers and 34 percent of the Research Scholars are satisfied with 'bibliographic services' provided by the library. Satisfaction with 'Online resource service' is reported by 78 percent of the Teachers, 61 percent of the Research Scholars and 36 percent of the PG Students. Satisfaction with services such as 'inter library loan' and 'OPAC' have been reported relatively more by the PG Students.

4. Satisfaction with Electronic Infrastructure by User Category: Responses relating to user satisfaction with electronic infrastructure are shown in Table-4 by User Category.

Table-4 : Percentage of Respondents Reporting Satisfaction with Electronic Infrastructure by User Category

Satisfaction with	User Category			
	PG Students	Res. Scholars	Teachers	Chi-square
	(n=223)	(n=79)	(n=41)	Value (df 2)
Number of PCs	41.7	58.2	48.8	6.515*
Number of PCs with Internet facility	37.7	57.0	46.3	9.046*
Condition of the computers	36.8	44.3	26.8	3.605
Internet connectivity and speed	32.3	32.9	29.3	0.178
Online resources available	39.0	48.1	56.1	5.147
Time allotted for using Internet	41.3	57.0	68.3	13.367*
Databases and other material available	42.6	51.9	68.3	9.848*
* Value Significant @ 5% level				

More than half of the Research Scholars (58 percent), 49 percent of the Teachers and 42 percent of the PG Students have reported satisfaction with the number of computers available for users. On the other hand, 57 percent of the Research Scholars, 46 percent of the Teachers and 38 percent of the PG Students reported their satisfaction with the number of computers with internet facility. Satisfaction with the condition of the computers is reported by only 27 percent of the Teachers, 37 percent of the PG Students and 44 percent of the Research Scholars. Only 33 percent of the Research Scholars, 32 percent of the PG Students and 29 percent of the Teachers are satisfied with the internet connectivity and speed.

More than half (56 percent) of the Teachers, 48 percent of the Research Scholars and 39 percent of the PG Students have reported their satisfaction with the online resources available in the library. Less than half of the PG Students (41 percent), 57 percent of the Research Scholars and 68 percent of the Teachers are satisfied with the time allotted for using internet in the library. Satisfaction with the databases and other material available in the library is reported by 68 percent of the Teachers, 52 percent of the Research Scholars and 43 percent of the PG Students. The difference in the responses among the users from the three categories is found statistically significant in four of the seven cases with the exception of aspects like satisfaction with the condition of computers, internet connectivity and speed, and online resources available in the library.

5. Satisfaction with the Library Procedures by User Category: Level of satisfaction of the users with different procedures followed in the library is shown in Table-5 by User Category.

Table-5 : Percentage of Respondents Reporting Satisfaction with the Library Procedures by User Category

Satisfaction with	User Category			
	PG Students	Res. Scholars	Teachers	Chi-square
	(n=223)	(n=79)	(n=41)	Value (df 2)
General rules & regulations	90.6	87.3	92.7	1.038
Timings on Working days	86.5	84.8	90.2	0.687
Timings during Examinations	65.5	75.9	87.8	9.753*
Timings on Holidays	60.1	69.6	73.2	4.049
Book borrowing procedure (circulation)	63.2	63.3	65.9	0.106
Borrowing Time	60.1	62.0	58.5	0.155
Fines on late return	52.5	60.8	51.2	1.786
Number of cards issued for borrowing	48.4	62.0	65.9	7.127*
Photocopying charges	52.5	67.1	65.9	6.452*
Time allotted for using e-resources	49.8	63.3	58.5	4.686
* Value Significant @ 5% level				

The percentage of users reporting satisfaction with the general rules and regulations of the library is more among the Teachers category (93 percent) than the PG Students (91 percent) and Research Scholars (87 percent) categories.

Those who report satisfaction with the timings of the library on normal working days is more among the Teachers (90 percent) than PG Students (87 percent) and Research Scholars (85 percent). On the other hand, more users (88 percent) from Teachers category reported satisfaction with the timings during examinations than those from Research Scholars (76 percent) and PG Students (66 percent) categories and the same trend is seen for satisfaction with timings on holidays – 73 percent Teachers, 70 percent Research Scholars and 60 percent PG Students have reported satisfaction.

More users from Teachers category (70 percent) are satisfied with the book borrowing procedures compared to Research Scholars (63 percent) and PG Students (63 percent) categories while satisfaction with the borrowing time is reported more by the Research Scholars (62 percent) than the PG Students (60 percent) or Teachers (59 percent).

Those who report satisfaction with the fines on late return of books is more reported by the Research Scholars (61 percent) than the PG Students (53 percent) and Teachers (51 percent). The percentage reporting satisfaction with the number of cards issued for borrowing books is more among Teachers (66 percent) than Research Scholars (62 percent) and PG Students (48 percent).

The percentage reporting satisfaction with the photocopying charges is slightly more among the Research Scholars (67) than that of the Teachers (66) or PG Students (53). Satisfaction with the time allotted for using e-resources is also more among the Research Scholars (63 percent) than that of the Teachers (59 percent) or PG Students (50 percent).

There is a significant difference in the level of satisfaction of the users among the three categories with different library procedures in case of satisfaction with timings during examinations; number of cards issued for borrowing and photocopying charges.

Findings & Conclusion:

Satisfaction with the Library Collection: Most of the users expressed satisfaction with the collection of books, periodicals and news papers in the University Library and to some extent with the reference sources also. Just over half of the users are satisfied with the collection of abstracting and indexing journals in the library. Level of dissatisfaction is more than 50 percent with other collection like electronic resources, research reports/theses/dissertations and proceedings of seminars/conferences.

Satisfaction with the collection of books, periodicals and newspapers is more among the users from Commerce faculty. This satisfaction is more among the Teachers compared to that of the PG Students or Research Scholars. Hence, there is a need to improve the collection so as to suit the requirements of PG Students and Research Scholars.

Satisfaction with the electronic resources available in the library is expressed more by users from Arts faculty. Interestingly, more Teachers have expressed satisfaction with the electronic resources available in the library than the Research Scholars and PG Students. This points out at the need for improving the e-resource collection basing on the requirements of PG Students and Research Scholars.

Satisfaction with Different Library Services: Most of the respondents (85 percent) expressed their satisfaction with the 'reference services' provided by the Library. This is followed by satisfaction with the lending services, photocopying service, book reservation service, online resource service, abstracting / indexing service, inter library loan service and OPAC in that order.

Satisfaction with 'reference services' and 'lending services' is reported more by the users from Commerce faculty compared to those from Arts and Science faculties. Comparatively, users of Arts faculty are more satisfied with all the remaining services listed above than those from Commerce or Science faculties. This level of satisfaction is more among the Teachers than that of the Research Scholars and PG Students. Satisfaction with services such as 'inter library loan' and 'OPAC' have been reported relatively more by the PG Students. The observations of the study indicate the necessity of ensuring more quality services in order to improve user satisfaction especially among the student and research scholar categories.

Satisfaction with Electronic Infrastructure: Only less than half of the respondents are satisfied with the available databases and other electronic material. Those reporting satisfaction with the time allotted for using the internet, number of PCs available for users, number of PCs with Internet facility, the condition of the computers, internet connectivity and speed of the internet and online resources available in the library is further low.

Satisfaction with the number of computers available for users is slightly more in the Commerce faculty than in the Science faculty and dissatisfaction is more in the Arts faculty. On the other hand, satisfaction with the number of computers with internet facility is reported more in the Commerce faculty than in the Arts and Science faculties. By category this satisfaction is more among the Research Scholars and Teachers than the Students.

Dissatisfaction with the condition of the computers as well as internet connectivity and speed is reported more from Science faculty than from the Commerce and Arts faculties. This dissatisfaction is more with the Teachers, Students and Research Scholars in that order. Satisfaction with the online resources available in the library is reported more by the users from Arts faculty than those from Commerce and Science faculties. This satisfaction is more among the Teachers than the Research Scholars and Students.

Satisfaction with the time allotted for using internet in the library is more among the users of Arts faculty than those from Commerce and Science faculties. This satisfaction is reported more by the Teachers than the Research Scholars and Students.

Satisfaction with the databases and other material available in the library is reported more by the users from Arts faculty than those from Commerce and Science faculties. This satisfaction is also reported more by the Teachers than the Research Scholars and Students. These observations clearly indicate the need for increasing the number of PCs and number of PCs with Internet facility for users especially the Student users, improving the condition of the available computers, providing better Internet connectivity with adequate speed, increasing the online resources, allotting more time for using Internet, improving the quality and quantity of databases and other material meeting the needs of the specific categories of users. This is necessary because the objective is to enhance use of electronic sources.

Satisfaction with the Library Procedures: Most of the respondents (90 percent) are satisfied with the general rules and regulations of the library. This percentage is more among the users from Commerce faculty than those from Science and Arts faculties and is more among the Teachers than the PG Students and Research Scholar categories.

Nearly 87 percent expressed their satisfaction with the timings of the library on working days. This percentage is more among the users from Commerce faculty and the level of dissatisfaction is more among the Research Scholars.

On the other hand, about 30 percent expressed dissatisfaction with the timings of the library during examinations and nearly 36 percent are not satisfied with the timings of the library on holidays. Users from Arts faculty are relatively more satisfied with the timings during examinations and on holidays. By category, the level of dissatisfaction is more among the Students with regard to these two aspects.

About 64 percent of the respondents are satisfied with the book borrowing procedure while 60 percent reported satisfaction with borrowing time. The users from Arts faculty and Teachers category are more satisfied with these two aspects.

Nearly 46 percent are not satisfied with the fines on late return of books and number of cards issued for borrowing books. Dissatisfaction in this regard is observed more among the users from Science faculty while Teachers are more dissatisfied with fines on late return and Students are more dissatisfied with the number of cards issued for borrowing.

More than half (57 percent) of the users are satisfied with photocopying charges and this reported more by the users from Arts faculty and category wise, by Students and Research Scholars.

Over half of the respondents (54 percent) are satisfied with the time allotted for using e-resources. Dissatisfaction in this regard is expressed more by the users of Science faculty and

the Students. The library may consider change of timings on holidays and also during the period of examinations. There is need for issuing more number of cards for borrowing to students and also to see that more time is allotted for students and research scholars for using the electronic sources of information.

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