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Customer Satisfaction On Library Services At Maasai Mara University Library, Narok, Kenya

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Abstract

This paper presents results of a survey conducted to investigate the level of satisfaction of Maasai Mara University (MMARAU) library user's towards university library services. The study adopted survey research design and questionnaires was used for data collection. From the results, library users perceive the quality of library services to be above average. MMARAU main library was most used as compared to formally town campus with 93.85% (166) and 5.6% (10) respectively. Majority of library users were undergraduate students from the School of Education. The findings showed that MMARAU have few international students. Most of the library users frequently used the library for at least two to four days in a week preferably using print books for study, research, teaching and assignments. Library staff customer care stated include: good provision of accurate answers to enquires, excellent staff approachability, excellent staff availability, no discrimination for provision of library services and library users. Generally, the library has a conducive learning environment with average print and electronic information resources. The library website, facebook, local area network, internet access and wireless internet access were fairly available. The study concluded that, MMARAU library staffs have excellent customer care, print books are exhaustively used, and the library users are satisfied with the services except few electronic services with a representation of 14.7% (26). The study recommended that MMARAU library to develop an information literacy policy and equip digital library with more computers and expand wireless connectivity for exhaustive use of electronic resources.

Keywords: Customer satisfaction, Customer services quality, Academic libraries, Maasai Mara library, Library services

1.0 Introduction

A university library may be described as the heart of the learning community, providing a place for students, lecturers and researchers to do their research and advance their knowledge (Kiran, 2010). The core mandate of academic libraries is to support its parent institution to achieve its objective. When the institution needs information they access them from their libraries. A vibrant academic library is an important component of any high quality academic institution to serve students and other researchers. According to Kotso (2010) libraries collect, preserve and disseminate relevant information resources that support research. Simmonds & Andaleeb (2001) stresses that, having volumes of information materials available and amount of services provided measures the quality of libraries. Apparently, university libraries have moved from traditional notion of voluminous collection size of books as excellent service provision to its users to digital information services. Song (2009) emphasizes on library services designed in meeting user's needs to compete with the current continuous change and provision of new services.

The university library identifies, manages knowledge to ensure customer satisfaction. The library information services should assist users whenever they need it. As Agatha & Acheaw (2012) discuss it, it is important for libraries to recognize needs of their users and try as much as possible to satisfy them. With the current change of technology, information retrieval has advanced with the use of ICT and the libraries reinvent to meet its users-ever changing needs. This can be by providing current, relevant and useful information depending to the media on which information is required. Quality information is the first perquisite of the library in fulfilling its mandate. Asogwa Brendan, Boniface, Ezema & Ugwu (2014), argues that in the developed countries the quality of service provision is a key factor of user satisfaction and organizational performance. Furthermore, DerfertWolf and Goski (2005) assert that the quality of academic libraries is connected with services, products, staff, facilities and space. Service providers should endeavour to understand that students are clients whose voice and expectation of library quality should be given top priority when constructing facilities for students in tertiary institutions. Cullen (2001) acknowledges that lately librarians are paying more attention to enhancing the level of users" satisfaction by offering high quality services to meet clients" needs in learning institutions. Furthermore, Kassim (2009) emphasizes that this can only be realized through continuous update of the information resources to meet users" needs as well as providing quality library services to ensure students" satisfaction. Customer satisfaction relates to service quality, but (Zeithaml et al., 2006) argues that service quality is a component of customer satisfaction and the two terms cannot be used interchangeably as commonly used by most writers. According to Liu and Yen (2010), customer satisfaction when a customer expectations and needs are achieved more that the cost he or she incurred in getting the service.

As Oluseye, Kolade, & Mercy in Rehman and Sabir (2012) noted that delivering of high quality services depends on each individual perceptions and expectations. According to Sahu (2007), provision of quality service must first conform to the user expectations and requirements which is tailor-made. Information can be accessed through the internet as per the user requirements. Library users have alternatives sources of information and are free to choose the available sources which will satisfy their needs and expectations. It is therefore prudent for the library to be at the fore front to specifically provide quality service to its users. Provision of quality services increases customer satisfaction which improves continual customer feedback. This study seeks to examine how library users perceive the service quality of the university library and determines their satisfaction level with library services. The library users are the best judges of library services.

2.0 RESEARCH METHODOLOGY

The study adopted a descriptive survey design as it was considered suitable for it provides accurate descriptive analysis of characteristics of the sample from the population (Mugenda, 2008). The population for this study involved 422 library users who visited the library in the Month of May 2017. The method of data collection entailed structured questionnaire. A total of 177 questionnaires were returned, giving a return rate of 88.5%) which was found to be adequate. Respondents were asked about their overall impression about the library. Respondents were randomly selected from those who regularly visited the library in the month of May 2017 and the questionnaires were personally distributed and collected by hand. Data was analyzed qualitatively and used SPSS to tabulate using frequencies and percentages for ease clarity and understanding.

3.0 RESEARCH FINDINGS AND DISCUSSIONS
3.1 Library Campus Most Visited
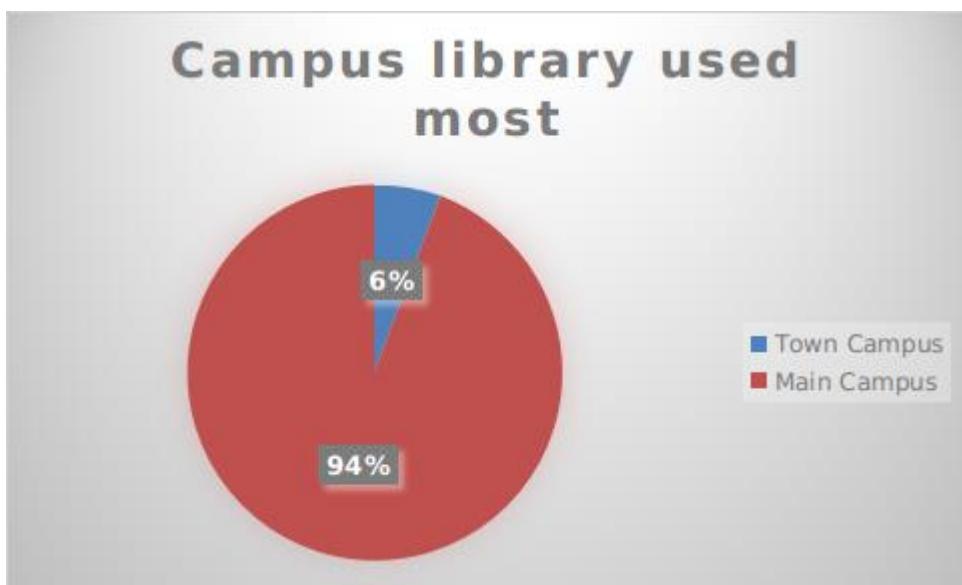
Figure 1: Library most visited

From the figure 1 above, the main library was most visited as compared to town campus library as represented by 94 % and 6% respectively.

According to findings, it is apparent that majority of MMARAU students study at Main campus. This is expected as more courses are offered at the main campus.

3.2 Programs Offered At MMARAU

Table 1: Major programs of study at MMARAU

Major area of Study		
	Frequency	Valid Percent

Business & Economics	41	23.3
Education	58	33.0
Science & Information Science	34	19.3
Arts & Social Sciences	22	12.5
Tourism & Natural Resource Mgmt	21	11.9

From Table 1 above, the School of Education had majority of students represented by 58(33%), followed by School of Business and Economics with 41(23.3%), School of Science and Information Sciences with 34(19.3%), School of Arts and Social Sciences with 22(12.5%) and lastly 21(11.9%) School of Tourism & Natural Resource Management

3.3 Category Of Library Users
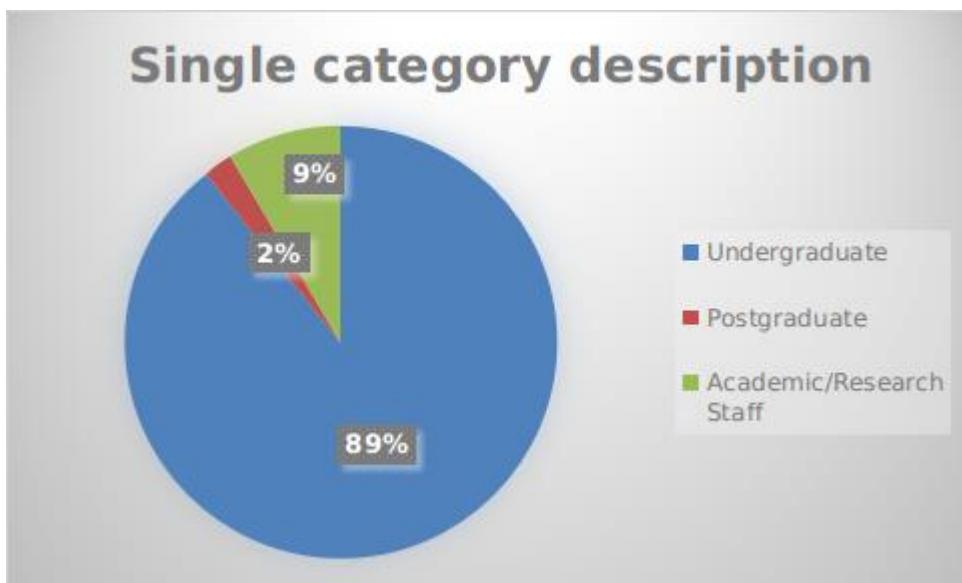
Figure 2: Categories of library users

The study sought to find out the category of user. From figure 2 above, the majority of library users constituted of 89% undergraduate students, 9% academic/ research staff and 2% postgraduate students.

This data show that undergraduate students at MMARAU frequently visit the library for study, assignments and research. Apparently, the postgraduate programs offered at MMARAU are few thus few students. Academic staffs also visit the library for its services and research.

3.4 Category Description For Students
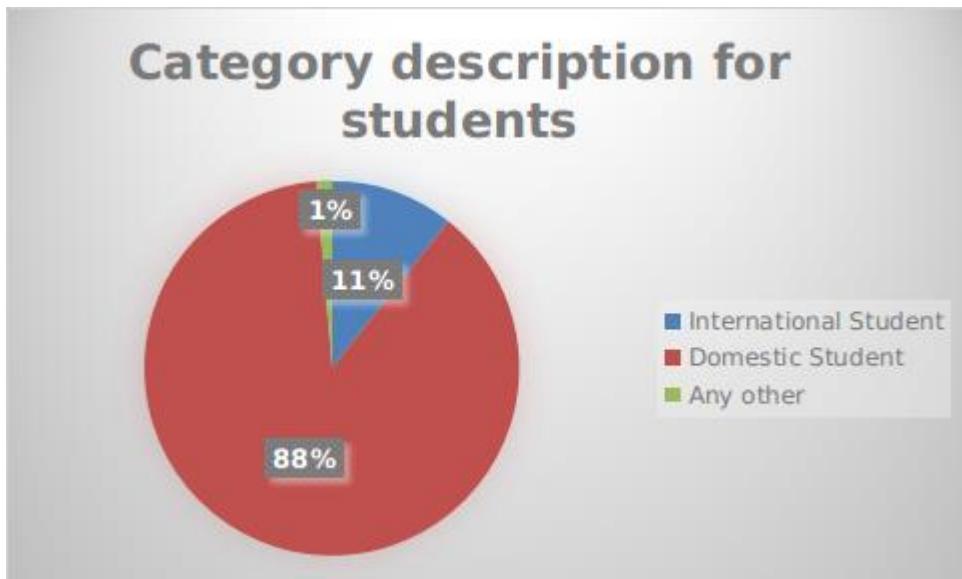
Figure 3: Category description for students

Based figure 3 above, MMARAU students are from within Kenya represented by 88% while 11% were international students. The library had other users represented by 2%. Tentatively MMARAU students are from the Maa Community and other tribes in Kenya. It is the mission of MMARAU Library to disseminate information to the society without any discrimination irrespective of their backgrounds. Visiting researchers are allowed to access and use library services as long as they have permission.

3.5 Frequency Of Library Visits
Table 2: Frequency of library visits

Frequency of library attendance		
	Frequency	Percent
Daily	44	25.0
2-4 days a week	101	57.4
Fortnightly	13	7.4
Monthly	4	2.3
Rarely	6	3.4
Unspecified	8	4.5
Total	176	100.0

Table 2 above, library the majority of library users are able to use the library 2-4 days a week represented by 101(57.4%) and daily 44(25.0%) daily.

This data gives the general impression of MMARAU library visits by users is dependents on their free time. It was revealed that library users who visit the library daily stay within the University as opposed to those who rarely visit the library represented by 6(3.4%) and lived outside the library. It can therefore, be inferred Library users visit the library depending on their daily schedules.

3.6 Library Resources Used
Table 3: Library resources

Library resources used		
	Frequency	Valid Percent
Print books	109	72.2
Electronic Resources	31	20.5
Periodicals	8	5.3
Audio visual materials	2	1.3
any other	1	0.7
Total	151	100.0

Table 3 above, the majority of library user's, choose print books as the most used and most important library resource they used. Apparently, the print books are available and users are oriented at the beginning of every academic year on available library print resources. 31 (20.5 %) users used electronic resources that were available in the University library webpage. Low rate of use of periodicals was indicated as few hardcopies of periodicals were provided by the Library as they have been replaced with e-journal.

3.7 Level Of Satisfaction Of Library Services

The level of satisfaction was based on the library services offered to users. Users were most satisfied with service provision to them without discrimination from the staff. The services like "library staff approachability"; "library staff availability"; "library opening hours"; and "conducive environment for study" were highly rated. This study differs with (Kassim, 2009) study on evaluation on library's performance where respondents were less satisfied with the proper library signage and opening hours but considered the library conducive environment for their studies and work.

The average score on performance of library quality service in rank order is "Library staff provision of accurate answers to enquiries"; "library signage clarity" ; Face to face enquiries meeting client needs" ; "the library catalogue is easy to use"; "I am informed about library services"; "the library website provides useful information"; "course specific resources meet my learning needs"; "I can get wireless access in the library when I need to" and "Online resources (e.g. Journals, databases, e-books) meet my learning needs". This findings relates to (Pauline Adeniran, 2012) study where more than half of the participants in the study had easy admission to their area of interest research information materials which were current.

The services that received less than satisfactory rating of quality services were "item availability in library shelves"; "when I am away from the University, I can access library resources and service I need"; and "library facebook page accessibility" which relates to Nina (2008) findings of inadequate collections in the material as well as insufficient networking computers as major causes of dissatisfaction with quality of library services. In (Kassim, 2009) study respondents were least satisfied with the books on the open shelves which is a similarity of the study. Katamei & Kiprop (2015) study on student perception on service delivery at Moi University established that students were dissatisfied with inadequacy of library

services and poor maintenance of facilities. Least satisfaction from users can either be the books are outdated or are irrelevant. As Adeniran (2011) puts it, well properly arranged library with current books and well-qualified experienced staff has a higher satisfaction than a library with less qualified and impolite staff.

CONCLUSION

This study aimed at finding out perceived level of satisfaction of Maasai Mara University (MMARAU) library user's towards university library services. Generally, from this study, MMARAU library have tried to provide its services to its users despite the current technological changes. From the findings of the study, the library has qualified professional librarians, para-professionals and support staff who are courteous, responsive and have excellent customer care relationship. The opening hours were reliable which was also satisfactory among library users. The library building was conducive for learning with adequate ventilation as rated average in the study. Provision to accurate answers to enquires was good. The library has different sections with trained librarians readily available to assist users. Referrals are made to enquiries in relation to library staff specializations. A good indication was that the library had a signage at both 1st and 2nd floor stairs showing the direction to its physical location. The library users are able to relate with library staff and get services from them anytime during the library opening hours. A step by step notice is posted next to the OPAC computers notice board on how to use the library catalogue. The course materials are available through both open/closed shelves on various fields. The MMARAU library is now informing users on its services with access to electronic resources and institutional content via the library website. As information service experience in electronic environment differs significantly when compared with the traditional library information service provision (Rowley 2006).

RECOMMENDATIONS

MMARAU library should develop an information literacy training policy to address access and use of electronic information resources and to equip digital library with more computers, provide internet access and expand wireless connectivity for exhaustive use of electronic resources. The library should conduct aggressive marketing strategy to sensitize users on the wealth of information resources available through open day forums. A bigger signage with detailed information on the library location and its services should be mounted at the entrance of the University. The implication of these results is that MMARAU library has to revise the current collection development policy to improve on provision of dependable resources for study, teaching and research. MMARAU library, to conduct a study on customer satisfaction on e-service environment using SERVQUAL instrument measures quality tool or DigiQUAL developed by Association of Research Libraries for digital service quality recommended by Kaur(2010) as service measuring tool.

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