

**ASSESSING STUDENTS' SATISFACTION ON THE LIBRARY
SERVICE DELIVERY (IN CASE OF WOLKITE UNIVERSITY)**



Wolkite University
We Strive for Wisdom!

**WOLKITE UNIVERSITY, COLLEGE OF BUSINESS AND
ECONOMICS**

DEPARTMENT OF MARKETING MANAGEMENT

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Abstract

The study was conducted in Wolkite University. The main reason that initiates the researchers to conduct this study was to make study on service quality towards the performance of Business and economics library and to suggest possible solution. The general objective of the study was to assess the effectiveness of service quality in Wolkite university library especially in case of Business and Economics library. It is more significant for Wolkite university library to know and identify the service quality gap in each dimension and focus its attention and resource on that dimension to provide quality service. The design of study was descriptive in nature. The primary source of the study was library users by using close ended questionnaire. From total population 40 were taken as sample. As recommendation, the library manager should increase the appearance of physical facility, equipment, and personal. Focused on individualized attention to the students, motivate its employees to help students and provide prompt service.

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CHAPTER ONE

1 INTRODUCTION

1.1 Background of the study

Libraries are service institutions. Its activities are established to serve the needs of users. Academic libraries play an important role in the institutions they serve. The core objective of academic libraries is to support the parent institution to achieve its objectives. Any university system needs the support of well-established library. The basic function of an academic library is to provide teaching, learning and research support activities by providing relevant and useful resources in the form of books, serials and electronic resources.

Libraries support research process by collecting, preserving and making available an array of information resources relevant to their research community. Academic library plays a vital role in teaching and learning of an academic institution. Its aims are to collect, process, preserved and disseminate documents and information to serve the user community. In order to make the resources available to its users easily and conveniently different types of facilities and services are being rendered from library.

Library user satisfaction surveys have become widespread in academic libraries during the past twenty years. Surveys have often been used as a tool to assess service quality and user satisfaction. Surveys can range from broad and comprehensive to those narrowly focused on specific services or activities. Lancaster university library (2006) regularly conducts user satisfaction surveys as a means of identifying areas for service improvement and ensuring that it remains responsive to the helps in justifying resources and improving the services. The libraries hold printed materials including books, periodicals, newspapers, thesis collection, reports, and special collection of government documents and wide range of electronic resources among others. A well- established academic library system can significantly contribute to student and other users' development in a wider perspective. Periodic collections are relevant, current and adequate in meeting the information needs of users. User satisfaction is based on the degree of perceived quality that meets users' expectations; therefore library management should periodically evaluate the services they provide to their users. That is the only way to assess

users' needs and expectations as far as the services of a library are concerned. Periodic survey studies need to be done to evaluate all the existing resources and services since necessary measures can be taken in case users are dissatisfied with the services. Resources are critical to user satisfaction. The availability of resources both print and electronic can have significant influence on user satisfaction. The overall perception of a library's services and resources contribute to user satisfaction. Ensuring that relevant information resources and to users goes a long way to encourage users to visit the library more often in future. Library is a warehouse of information without users. The users are the ultimate consumers of the library services.

1.2. Back Ground of the organization

Wolkite University library has been exerting its full effort to upgrade the systems and expand its accessibility to deliver quality services. The library has shown remarkable progress so far and introduced new systems and automation. Business and Economics library was established in 2005 E.C with 10 employees from those seven of them were males and the remaining three were females. Currently employees of the library were 22 from those 10 males and 12 females. The main service of the library was; circulation, check out book, periodical service and etc....

Wolkite University library use a suite of software for building and distributing digital library collection. It provides a new way of organizing information and publishing the internet. It has a power full searching and browsing capability, common interface for different collection.

However still the gap in the library regarding to quality service.

1.3. Statement of the problem

A university library is attached to the university. It has a very vital role to play in the meeting the multi- dimensional demands for information and knowledge of students, teachers and research scholars. University library invests huge amount of money every year on the purchase, process and storage of information resources to serve its user. Students who have experienced poor services will reveal their experiences to other people and therefore this is likely to lead a reduction in potential students. So that measuring users' satisfaction level is critical for a library

Jankowska, Hertel and Yang (2006) investigated graduate expectations and satisfaction with library services. After reviewing the related literature he summarized that graduate students are

unaware of the full range of library services and resources and need help in using library resources.

Eager and Oppenheim (1996) and Fidzani(1998) have pointed out that users' assessment can provide invaluable information to libraries in re-orienting their collections, services and activities for effectively meeting their information needs. Changing information environment, application of ICT in library and Information science field, availability of electronic resources forces the librarian to focus on user satisfaction surveys. Academic libraries are established to provide information resources and services to meet users' information needs. The prior researcher conducted study on graduate student expectations and satisfaction with library service. But now the researcher intends to evaluate not only on graduate student expectations. Thus the researcher is to assess students' satisfaction on the library service delivery in Wolkite University. No studies were conducted on the assessing of students satisfaction on the library service delivery in Wolkite University. So the researcher would intend to investigate the students' satisfaction on the library service delivery.

1.4. Basic research questions

1. What will the gap between student expectation and perception towards the level of student satisfaction?
2. What does the level of student satisfaction and service delivery look like in the library?
3. What will be the basic dimension of service delivery that is important to student satisfaction?
4. What will be the relationship between student's satisfaction and service delivery?

1.5 Objectives of the study

1.5.1 General objective

The main objective of this study would be to investigate the students' satisfaction on the library service delivery.

1.5.2 Specific objectives

- ✓ To examine the gap between student expectation and perception towards the student satisfaction
- ✓ To investigate level of student satisfaction and service delivery look like in the library
- ✓ To identify basic dimension of service delivery that is important to student satisfaction

- ✓ To investigate the relationship between student's satisfaction and service delivery

1.6 Significance of the study

This study would provide various significance for customers of library, for researcher, university and other researchers.

For the customer; after the researcher indicate the problems and gaps for the concerned body of library the service delivering system become change and customer become satisfied . For the researcher; when conducting this study the researcher seek new skills and increasing experience and also this study is used as partial fulfilment requirement for bachelor of art in marketing management. For university; university become made decision related to service delivery of library to solve problems. Finally this study was used as reference for other researchers related to subject matter.

1.7. Scope of the study

Geographically, the study would be conducted in Wolkite University. And theoretically the study would be limited to assessing of students' satisfaction on library service delivery.

1.8. Organization of the study

The study consists of five chapters. The first chapter would include introduction, statement of the problem, objective of the study, significance of the study, limitation of the study and organization of the study. The second chapter would include review of related literature, the third chapter would deal with research methodology; the fourth chapter would analyses and interpretation of the collected data and the last chapter (chapter five) would cover conclusion and recommendation of the study.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Theoretical review

2.1.1 Definition and Concept of Service

2.1.2 What is service?

A service is any activity or benefit that one party can offer to another that is essentially intangible and does not result in ownership of anything. Service might be any activity of benefits performed by individuals and or organization where the object of marketing is an intangible aimed at satisfying the needs and wants of customer and individual users without any acquisition of physical good arising from the exchange transaction (lovelock ;2004;31)

We define service as fallows, a service is any act or performance that one party can offer to another party that is essentially intangible and does not result in the owner ship of anything. Its production May or may not tie to a physical product. manufactures, distributes and retailers can provide value added service or simply excellent customer service to differentiate themselves. The government sectors with its courts, employment services, hospitals, loan agency, military services and fire departments, postal services, regulatory agency and schools are the service business. The private non-profit sectors with its museums, charities, churches, colleges, foundation and hospitals are service business. (Kotler; 2006; 474).

The broad definition of service is one that defines service to include all economic activities, whose output is not physical product or constructions, is generally consumed at the time it produced and provides added value informs (such as convenience, museums, timeliness, comfort, or healthy) that are essentially intangible concern of its first purchaser. Service are deeds, processes and performance. (Zeithmal and Biter, service marketing 3rd edition).

2.2. Nature and characteristics of Service

Service has four distinctive characteristics that greatly affect the design of marketing program. This includes intangibility, inseparability, and variability and perishes ability

1. Intangibility:

This is the most basic and often difference between goods and services like tangible goods service cannot generally be seen, tasted, felt, heard and smelled before being consumed potential customer is often unable perceive the service before (and sometimes during and after) the service delivery. For many customers of a car repair, for example the service is totally intangible-they frequently cannot see what is being done and many are unable to evaluate what has been done. Rush ton and arson asked a number of service organization weather they concisely perceived a difference between the marketing of goods and services. Several respondents pointed to the intangibility of their products with comment such as; we haven't got any thing to show customers like a can of baked beans. (Kotler; 2006; 445)

Resulting Marketing Implication

To help a customer picture a service prior to usage a service organization need to provide something tangible .E.g. Computerized presentation of hair styles.

2. Inseparability (or simultaneous production and Consumption)

There is a marked distinction between physical goods and services in terms of the sequence of production and consumption:

Physical goods vs. Services

Production	Sold
↓	↓
Storage	Produced and
↓	consumed
Sold	at the same time
Consumed	

Whereas goods are first produced, then stored and finally sold and consumed, services are first sold, then produced and consumed simultaneously. For the production of many services, (e.g. Counselling, museums, hairdressing, rail travel, hotels), the customer must be physically present.

Some services may be produced and delivered in circumstances where the customer's presence is optional, e.g. carpet cleaning, plumbing. Other services may rely more on written communication, e.g. distance learning course, or on technology, e.g. home banking. Whatever the nature and extent of contact, the potential for inseparability of production and consumption remains. (Kotler; 2006; 446)

Implications

The involvement of the customer in the production and delivery of the service means that the service provider must exercise care in what is being produced and how it is produced. The latter task will be of particular significance. How teachers, doctors, bank tellers, lawyers, car mechanics, hairdressers conduct themselves in the presence of the customer may determine the likelihood of repeat business. Therefore, proper selection and training of customer contact personnel is necessary to ensure the delivery of quality.

3. Variability (heterogeneity)

An avoidable consequence of simultaneous production and consumption is variability in performance of service. The quality of service may vary depend on who provide it, as well as when and how it is provided. One hotel provide fast efficient service and on other, a short distance service away, delivers a slow, inefficient service. Within a particular hotel one employ is courteous and help full while another is arrogant and obstructive. Even with one employee there can be variations in performance over the course of the day.

Implications

Reducing variability involves determining the causes. It may be due to unsuitable personality traits in an employee which are very difficult to detect at the selection stage. There is nothing much that can be done about this except hope that the employee decides to terminate his/her employment! However, there may be good sound reasons for variations in performance. For example, it could be due to poor training and supervision, lack of communication and information, and generally a lack of regular support. Some have argued for a replacement of labour with automation and a production line approach to service operations. This would mean a reduction in employee discretion and an increase in standardization of procedures.

4. Perish ability

Service cannot be stored for later sales or use. Hotel rooms not occupied, airline seats not purchased and college places not filled cannot be reclaimed. As a service is performances they cannot be stored. If demand far exceeds supply, it cannot be meet as in manufacturing, by taking good from ware house. Equally, if capacity far exceed demands the revenue and value of the service is (Kotler ;2006;445).

Implications

Fluctuation in demand characterizes service organization and may pose problems where this fluctuation is unpredictable

User is the main part of a library. Librarians and information managers should analyze the needs of their users and the role of the libraries in meeting these needs. According to NurulKawsar (2008) libraries or information delivery systems should attempt to meet the needs of the users in order to serve the community effectively and actively. To fulfill the user needs in right time it is necessary to know the user information needs first. Mezbah-UI-Islam and Gausul-Hoq (2005) refers information needs as individual information needs of the user. Information needs is an individual or groups desire to locate and obtain information to satisfy a conscious or unconscious need. The purpose of a library or an information system is of course to fulfil some needs for documents and information for users or potential users. Such needs for example, may be related educational information, information for professional purposes or cultural purposes or for personal need. Satisfying users' needs is the primary objective of any library and librarian. And to ensure users' satisfaction it is necessary to identify and assess their needs and requirements. Satisfaction a function of relative level of expectations and perceives performance (CheRusuli, 2013). Applegate (1997) defines user satisfaction as "a personal, emotional reaction to a library service or product". Bitner and Hubbert (1994) suggest that user satisfaction consists of service encounter satisfaction, "the consumer's dis/satisfaction with a discrete service encounter," and overall service satisfaction, "the consumer's overall dis/satisfaction with the organization based on all encounters and experiences with that particular organization". Milson-Martula and Menon (1995) stated that one element of high quality service is "the incorporation of users' personal needs and expectations into the development of programs and service." According to them, the continued success of a service organization such as an academic library depends on the

organization's ability to adjust its products and services to correspond to user needs. They represent user satisfaction as the difference between what users expect and what they got. Cook and Heath (2001) identified the student or user is the most critical element in assessing service quality. Similarly, Peter Hernon and Phillip Calvert (1997) suggested that only students justify the existence of a library. Danuta A. Nitecki (1996) also claimed that "the assessment of how well a library succeeds depends on the user as a judge of quality." Abdul Majed and Bavakutty (2006) mentioned in their study user satisfaction survey is a tool to assess the quality of library services from the point of view of user satisfaction. It is assumed that the satisfied users are the real indicators of assessing the quality of library service.

Users' satisfaction of the services rendered by libraries relates to effective use of the services and resources provided by the library. The satisfaction derived by users greatly influences the utilization of the services rendered by the library (Aina, 2004). There is no doubt that satisfaction of library services influences the degree in which the services are used and it has been found to be an important factor that affects the use or non-use of library services. According to Calvert (2001) three dimensions of student expectations those concern staff attitudes, the library environment and services that help the student to find and use the library materials efficiently, are found in his study. Abagai (1993) explored that the usage of the library users and certainly their satisfaction with the services of the library depends on the availability of the skilled staff, knowledge materials and accommodation in the library.

A library's resources are important to user satisfaction. However, no library can satisfy all its users all the time. Some libraries have very limited resources and clearly are unable to satisfy their users, whereas others are large in size, have substantial holdings, and can provide a variety of services. Harris (1991) states that a collection of appropriate resources which supports the needs of the academic community and reflects the volume of relevant recorded knowledge. Obviously, those libraries that are able to provide users with whatever they want will achieve higher levels of user satisfaction. Thus, the availability of resources can have a significant influence on user satisfaction (Andaleeb 1998).

Responsiveness is another important element of service quality. It denotes the willingness of the staff to be helpful and to provide prompt services. At academic libraries, users expect that the library personnel will attend to their needs quickly and efficiently. Another expectation among

library users is that of competent services. They want the staff to be knowledgeable and to be able to assist them in locating needed materials and information quickly and efficiently. When users feel that the library staffs are competent, they will be ensured that their problems will be resolved easily, leading to greater satisfaction with the services. Competency of staffs was also proposed as a separate component of service quality. For this, Andaleeb (1998) proposed that “The greater the perceived competence of the library staff, the greater the level of satisfaction.”

The general behaviour (demeanour) of library staffs also can have a significant impact on user satisfaction. Users look for staffs that are friendly and approachable, but not unnecessarily disturbing. So, positive demeanor of the library staffs causes the greater satisfaction of the users.

Physical or tangible evidence is another component of service quality that makes create higher satisfactory to library services. Andaleeb (1998) investigated that this factor can influence user satisfaction judgments.

There are two general approaches to the measurement of user satisfaction-the Objective and the Subjective. With the Objective approaches the library is the unit of analysis, and the proportion of items that the library can supply upon demand is the measurement of satisfaction. These measures of satisfaction are purported to be indicators of library performance, and it is assumed that users of libraries experience a satisfaction of their demands commensurate with these levels of library performance. With the Subjective approaches the user is the unit of analysis, and the user’s opinions of how well the library has performed in satisfying his demands are the measurement of satisfaction. It is assumed that these user evaluations are valid indicators of library performance (D’Elia and Walsh-1983).

2.3. Definition of Customer Satisfaction

Customer satisfaction is the outcome felt by buyer who have experienced company performance that has fulfilled expectation in met and delighted when there experienced a company performance that has fulfilled expectation (Kotler; 1997; 61).Customer satisfaction is defined as an "evaluation of the perceived discrepancy between prior expectations and thee actual performance of the product. Customer satisfaction is customer's reaction to the state of satisfaction and customer's judgment of satisfaction level. Customer satisfaction is individual's perceptions of the product or the service in relation to his or her expectation. Satisfaction of

customers with products and services of a company is considered as most important factor leading toward competitiveness and success. Customer satisfaction is actually how customer evaluates the ongoing performance and customer expectation implies the extent to which the product's or service performance matches buyers' expectation.

If the product performance falls short of expectation the buyer is dissatisfied.

If the products performance matches customer's expectation, the buyer is satisfied.

If the products performance exceeds costumers' expectation, the buyer is delighted.

Outstanding of marketing companies go out of their way to keep their customers satisfied and customers make repeat purchase and smart companies aim to delight customer by promising only what they can deliver then delivering more than they promise. (Kotler; 2006; 144)

Kotler (1996) Satisfaction Is the consumer fulfilment response.it Is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption related full fillment.so in Generally customer satisfaction, evaluations of a product or service in terms of whether that product or service feature and by perceptions of quality also influenced by customer emotional responses, their attributions and their perception of equity. Satisfaction verses service quality

Parasurman Al. satisfaction and quality interchangeably used but researchers have attempted to be more precise above the meanings and measurement of the two concepts that the two concepts are fundamentally different in terms of their underlying case and outcomes. Although they have certain things in common, satisfaction is generally viewed as broader concepts, whereas service quality assessment focuses specifically on dimension of service based on this view, perceived service quality Is a component of customer satisfaction.

Kotler (1996) defined customer satisfaction as 'the level of a person's felt state resulting from comparing a products perceived performance or out come in violation to his/her own expectations'' so customer satisfactions could be considered a comparative behaviour between inputs beforehand and post obtainments. As the study focused on investing user satisfaction of libraries. Customer satisfaction is defined as the level of service quality performances that meets user expectation.Parasurmanet.al (2003) defined service quality as the global evolution or

attitude of overall excellence of service. So service quality is the difference between customers' expectations and perception of service delivered by service firms. Niteckiet.al (2000) defined service quality in terms of "meeting or exceeding customer expectations. Most of the time customer perceive quality based on multiple factors: for example, quality of automobile is judged by whereas quality of food products might have assessed on other dimensions (flavour, freshness, and so on) similarly specific dimension of service quality have identified through research of Parasurman, zeithaml, and, berry. A

2.4. Factors Affecting Customer Satisfaction

There are many factors that affect the level of satisfaction of both product and service customers equally, and some of these factors have been discussed in detail earlier. However, there are also some factors that affect the level of satisfaction of service customers alone, and not necessarily customer's a satisfaction level of people buying products. The most common factors proposed by authors that affect the customer satisfaction levels of service customers can be summarized into following points (Kotler; 2006 ;144)

Customer satisfaction is the overall impression of customers about the supplier and the product and service delivered by the supplier. Some of these factors are: -

- ✓ Product quality
- ✓ Service quality
- ✓ specific product or service feature
- ✓ Attributes for service success or failure
- ✓ Perceptions of equity or failure other consumers, family members, and coworkers
- ✓ Situational factors (e.g. buying situation, surrounding situation)

2.5. Importance of Customer Satisfaction

Satisfied customer are the force of complaint, profit and they are reason why complain that could be it her private or public and monopolistic business firms have to thing effective means of customer handling monopolistic has become good strategy (Kotler; 2006;474)

2.6. Measure of Customer Satisfaction

Customer satisfaction determines a company's success or failure, it's important to know how satisfied customers really are. Customer satisfaction is a person's feeling or pressure or disappointment resulting from company's products or service performance and expectation in the

Performance follows of expectation the customers dissatisfied. If the performance Mach the expectations, the customer is highly satisfied or delighted (Kotler and Keller; 2006; 144).

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Research design

Research design was a comprehensive plan. It was a blueprint for empirical research aimed at answering specific research questions or testing specific hypotheses (AnolBhattacharjee, 2012). The researcher would use descriptive research method because it helps to identify, describe the nature of the subject and it was more appropriate for future explanation of various problems and answer the research questions in most appropriate way.

3.2. Target population:

The target population of the study would be all library users in Wolkite University

3.3. Source of data

The source of data would be primary and secondary data. Primary data from library users while secondary data would be reference books, internet. This data would be collected from the respondents (library users) by using closed ended questionnaire

3.4. Sampling technique:

The researcher would use cluster sampling method in order to collect data from the customer because; cluster method was describing homogeneous nature of the population

3.5. Sample Size:

Due to resource scarce the researcher would take 40(46.6%) respondents from the total population of the customer as a sample

3.6. Method of data collection

The data would be collected from primary and secondary data; primary data would be collected by using closed ended questionnaire. The secondary data would be collected by gathering information from different published documents, books and internet.

3.7. Methods of data presentation, analysis and interpretation

The information would be tabulation and percentage used as a statistical tool to analyse the data. The researcher would be tried to find some meaning out of the organised data. This effort leads to some conclusions and recommendation.

CHAPTER FOUR

4, Data analysis, presentation and interpretation

This chapter deals with analysis presentation and interpretation of data collected from Business library users such as business and economics students. The data under consideration were gathered and obtained through questionnaire. The questionnaire was closed ended types of questions. About 40 questionnaires were prepared and distributed to the respondent among these all of them were returned, properly presented, analysed and interpreted. The data was interpreted by descriptive.

The data analysed in the form of tabulation and percentage.

Table 4.1: Demographic information of the respondents

V a r i a b l e s	Measuring group	NO of respondents	Percentage (%)
1 . s e x	M a l e	3 2	8 0
	F e m a l e	8	2 0
	T o t a l	4 0	1 0 0
2 . D e p a r t m e n t	Marketing management	1 0	2 5
	e c o n o m i c s	1 0	2 5
	Accounting &finance	1 0	2 5
	m a n a g e m e n t	1 0	2 5
	T o t a l	4 0	1 0 0
3 . y e a r o f s t u d y	3 ^r d	4 0	1 0 0
	T o t a l	4 0	1 0 0
4 . j o b	S t u d e n t s	4 0	1 0 0
	T o t a l	4 0	1 0 0

From total respondents 32(80%) were male and the remaining 8(20%) were females. This data indicates that majority of business library users were male students.

As shown above table all respondents were from Department of marketing management, management, accounting and finance, and economics by using cluster sampling method. On year of study all of the respondents were 3rd year/graduate class. Finally, with regarding to job the total number of respondents was students (100%).

Part II; service quality dimensions’ analysis

Table 4.2; tangibility;

N	O	I t e m s	S c a l e	NO of respondents	Percentage (%)			
1	.	Modern equipment’s library refers,book,seat,computerfacility etc...	S	0	0			
			A	2	0	5	0	
			N	6		1	5	
			D	9		2	2	. 5
			S D	5		1	2	. 5
			T o t a l	4	0	1	0	0
2	.	Physical facility in the library were appropriate	S	3		7	.	5
			A	1	0	2		5
			N	5		1	2	. 5
			D	2	0	5		0
			S D	2		5		
			T o t a l	4	0	1	0	0
3	.	Materials (Books, newspaper,magazines,and other facilities) associated with the service is visually appealing in library	S	1	0	2		5
			A	2	0	5		0
			N	6		1		5
			D	4		1		0
			S D	0		0		
			T o t a l	4	0	1	0	0

SOURCE; primary source from library users

As we observed from the above table on the items of tangibility in business library had modern looking equipment's 20(50%) agree, 6(15%) neutral, 9(22.5%) dis agree, 5(12.5%) were strongly dis agree. This indicates the majority of library users were agree on library equipment. On the other hand, from the total respondents 20(50%) were agree, 10(25%) were strongly agree, 6(15%) were neutral, and 4(10%) were disagree with business library materials like; book, newspaper, magazines and other facilities.

Table 4.3; Reliability;

N	O	I t e m s	S c a l e	NO of respondents	Percentage (%)
4	.	Library deliver service on promised timely manner(2hrs)	S A	1 0	2 5
			A	2 0	5 0
			N	6 0	1 5
			D	4 0	1 0
			S D	0 0	0
			T o t a l	4 0	1 0 0
5	.	Library employees were sensitive to solve student's problem	S A O		0
			A	5 0	1 2 . 5
			N	1 0	2 5
			D	2 0	5 0
			S D	5 0	1 2 . 5
			T o t a l	4 0	1 0 0
6	.	Library performs right service at right time.	S A	3	7 . 5
			A	1 0	2 5

		N	2	5	
		D	1	8	4
		S	D	7	1
		T o t a l	4	0	1
7	.	S	A	1	0
	Librarians performance free from error on giving information on types of books	A	5	1	2
		N	6	1	5
		D	1	7	4
		S	D	2	5
		T o t a l	4	0	1

SOURCE; primary source from library users

As shown on the above table that was on delivering service on promises in a timely manner was obtained as follows from the total respondents; 25%, 50%, 15%, 10%, and 0% were strongly agree, agree, neutral, disagree and strongly disagree respectively. This indicates that the majority of business library users were agree on its delivery of services on promised timely manner. Another items were business library employees were sensitive to solve problems.as 0%, 12.5%, 25%, 50%, 12.5% were, strongly agree, agree, neutral, disagree, and strongly disagree respectively. Based on this result we can say that most of the users disagree with the library's performance on the solving user's problems but not at all.

Finally, on the item of Wolkite university business and economics library their right service at right time. As 7.5%, 25%, 5%, 45% 17.5% were strongly agree, agree, neutral, disagree and strongly disagree respectively.in generally employees were sensitive to solve problems and some of the library user dissatisfied with library service performance.

Table 4.4; Responsiveness;

N	O	I t e m s	S c a l e	NO of respondents	Percentage (%)
8		Employees of the library never be too busy to respond to customer requests	S A	0	0
			A	1	2 3 0
			N	1	0 2 5
			D	1	5 3 7 . 5
			S D	3	7 . 5
			T o t a l	4	0 1 0 0
9	.	Employees of the library always willing to help students	S A	2	5
			A	7	1 7 . 5
			N	1	0 2 5
			D	1	5 3 7 . 5
			S D	6	1 5
			T o t a l	4	0 1 0 0
1	0	Employees gives prompt service	S A	1	2 . 5
			A	1	0 2 5
			N	1	2 3 0
			D	1	0 2 5
			S D	7	1 7 . 5
			T o t a l	4	0 1 0 0
1	1	Employees of the library will students exactly when service would be performed.	S A	2	5
			A	1	0 2 5
			N	1	2 3 0
			D	1	5 3 7 . 5
			S D	1	2 . 5
			T o t a l	4	0 1 0 0

SOURCE; primary source from library users

As I can see from the above table: 5%, 17.5%, 25%, 37.5%,15% were strongly agree, agree, neutral, disagree and strongly disagree respectively. with regarding to willingness of library from the same table and also 0%, 30% 25% 37.5%, 7.5% were strongly agree, agree, neutral, disagree and strongly disagree respectively. With regarding to employees of the library never too busy to respond the customer requests.

Table 4.5; Assurance

N	O	I t e m s	S c a l e	NO of respondents	Percentage
1	2	Employees of the library have the knowledge to answer students question	S A	2	5
			A	4	1 0
			N	1 0	2 5
			D	2 0	5 0
			S D	4	1 0
			T o t a l	4 0	1 0 0
1	3	Library employees were consistently courteous	S A	1	2 . 5
			A	4	1 0
			N	1 2	3 0
			D	1 8	4 5
			S D	5	1 2 . 5
			T o t a l	4 0	1 0 0

SOURCE; primary source from library users

On this dimension regarding to employees has knowledge to answer students question as follows: 5%, were strongly agree, 10% were agree, 25%neutral, 50% were disagree and 10% strongly disagree. As indicated on the result presented above in the same manner 25%, 10%, 30,45%, 12.5% were strongly agree, agree, neutral, disagree and strongly disagree on library consistently curtsy.

Table 4.6; Empathy;

N	O	I t e m s	S c a l e	NO of respondents	Percentage (%)
1	4	Employees give you individual attention	S A	1	2 . 4
			A	6	1 . 5
			N	6	1 . 5
			D	2 3	5 7 . 5
			S D	4	1 . 0
			T o t a l	4 0	1 0 0
1	5	Library provide convenient service for all users	S A	2	5
			A	1 2	3 . 0
			N	1 1	2 7 . 5
			D	1 2	3 . 0
			S D	3	7 . 5
			T o t a l	4 0	1 0 0
1	6	Employees understand the specific needs of their customer/students	S A	2	5
			A	4	1 . 0
			N	1 0	2 . 5
			D	2 1	5 2 . 5
			S D	3	7 . 5
			T o t a l	4 0	1 0 0

SOURCE; primary source from library users

On the above table respondents responds as follows 2.5% were strongly agree, 15% agree, 15% were neutral, 57.5% were disagree and 10% were strongly disagree regarding to employees give students personal attention. This also indicates the majority of the library users were disagreeing but not all.

In addition to the respondents responded about library employee understanding the specific needs of the students or customers as follows: 5% were strongly agree, 10% were agree, 25% neutral 52.5% were disagree and 7.5% were strongly disagree. Therefore, service efforts to understand the user's specific need and service quality respondents were not agreeing with respect to their expectation.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1. Summary

- Regarding to respondent's profile, data was collected from 40 students of business and economics faculty.
- From the total respondents 80% (32) were males and 20 % (8) were females. Based on year of study all of the respondents were 3rd year or graduated class.
- On the first dimension tangibility, majority of users agree with library equipment like: books, newspaper, magazines, sitting and other facilities.
- On the second dimension reliability: indicates that majority of business agrees delivering service in a timely manner. But some users still disagree on solving user's problems and deliver right service at right time.
- On the third dimension responsiveness: the respondents to give their responses with regarding to willingness of library employees to help students. Majority of the respondents were disagreeing and some of them were neutral, disagree and strongly disagree.
- Assurance: on this service quality dimension some of them were disagree regarding to employees have knowledge to answer students question and the remaining were agreeing on employees consistently curtsy
- On the fifth dimension the users almost disagree with employees give individual attention in addition to respondents responded about employees give for student's personal attention negatively.

5.2. Conclusion

The following conclusion draws from the above finding

- ♣ There is problem of network and service delivery in the library
- ♣ Most of the students were not satisfied by library service
- ♣ Not all some Employees of the Business and economics library have no good relationship with the students

- ♣ From all service quality dimension generally most of the students were agree on: tangibility and disagree on empathy when I compare with other dimension
- ♣ Willingness and competence of library employees is average.
- ♣ Library manager receive student's complaint through suggestion box.
- ♣ In some service quality dimension some students were not satisfied by service delivery
- ♣ Some circulation problems in the library regarding to giving books and other reference. Even some employees have don't know the name of book

5.3. Recommendation

Based on the above finding on the data analysis the following recommendations are forwarded.

- ♣ The libraries need to customer loyalty they should provide quality service and fulfil their needs.
- ♣ Customers before using the service take some steps; the steps were very helpful to the students.
- ♣ Every customer/students should gather some information about the service quality in the library.
- ♣ The library manager should have a good relation with the students.
- ♣ On tangibility average of respondents were agree and some percent were disagree. Then business library should in detail increase the appearance of physical facility equipment, personal and improve its service with regard to E- resource.
- ♣ Provide physical representation or images of the service that users will use to evaluate quality to get more acceptances from students or users.
- ♣ On the other hand, from the total respondent's majority of them were agree on business library materials like: books, newspaper, magazines and other facilities.
- ♣ On reliability almost the users were agreeing and business library should provide quality service on this dimension to get more acceptances.
- ♣ On responsiveness half of users were disagree then business library should increase its flexibility and ability to customise the service to the users.

- ♣ Build relationships that reflect the personal knowledge of student's requirements and preferences.
- ♣ Motivate employees to help students and to provide prompt service.
- ♣ On assurance majority of students were disagree even some employees don't know the name of books so it should increase employee's knowledge and curtsy towards users.
- ♣ Trained employees know how to inspire trust and confidence in users. Therefore, the library manager should improve the service they provide to satisfy the dissatisfied users.
- ♣ On empathy majority of respondents were disagree. Then wolkite university library especially business and educational science library should focus on carrying individualized attention to its users.
- ♣ Personalise/customize its service that users are unique and especial.
- ♣ Build relationship that reflects their personal knowledge of user's requirement and Preferences.

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Appendix I

WOLKITE UNIVRRSTY

COLLEGE OF BUSINSS AND ECONOMICS

Department of Marketing Management

Dear Library Users: This questionnaire is developed by graduate student of Wolkite University. Department of marketing management, management, accounting and finance, and economics the study Title ‘Assessing students satisfaction on the library service delivery (in the case of wolkite University). Therefore, I would like your evaluation of service provided by your library. You have been randomly selected to participate in this survey and I would appreciate your answering all the questions.

PART I: Respondent profile

Answer by placing a thick (✓) in one of the blank spaces corresponding to each item

Note: You do not need to write your name

1. Sex Male Female

2. Department marketing economics

Accounting and finance management

3. Year of study: 3rd

4. Job: students

Part II: respondent’s questionnaire

NB: SA=strongly agree A=Agree N=Neutral D=Dis agree SD=strongly dis agree

NO	Dimension	SD	D	N	A	SA
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	Tangibility					
1.	Modern equipment library refer book, Seat, computer facility etc...					
2.	The physical facilities in library Visually appropriate					
3.	Materials (egbench,magazines,other) Facilities associated with the service Is visually appealing in library					
	Reliability					
4.	Library performs right service at right time					
5.	Library employees are sensitive to solve problem					
6	Librarian's performance free from error on giving information on types of books					
7	Library deliver services on promised timely manner(24hrs)					
	Responsiveness					
8	Employees of the library tell students exactly when service will be performed					
9	Employees gives prompt service					
10	.Employees of library never be too busy to Respond to customers' requests.					
11	Employees of Library always willing to help students					
	Assurance					
12	Employees of the library were consistently courteous					
13.	Employees have the knowledge to answer questions					
	Empathy					
14.	Library provide convenient service for all users					
15.	Employees gives personal attention for the students and other users of the library					
16.	Employees understand the specific needs of their customer/users					