

Influence of Reliability Dimension on Service Quality Performance in Northern Region Malaysian University Academic Library

L'INFLUENCE DE LA DIMENSION DE FIABILITÉ SUR LA PERFORMANCE DE QUALITÉ DE SERVICE DANS LA BIBLIOTHÈQUE DES UNIVERSITÉS DANS LA RÉGION DU NORD DE MALAISIE

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Abstract: This study in particular scrutinizes the quality services in academic library. The reason for choosing academic library at Northern Region Malaysia (UiTM Kedah, UiTM Perlis, UiTM Penang, University Utara Malaysia, and UniMAP) is because these universities by virtue provide service par excellence. Thus, their implementation of quality service could be a guideline or standards to other university. One of the objectives of this study is to measure the quality service performance in academic libraries using reliability dimension. The fulfillment of quality service performance is the key to the success of every academic library. A high quality score for academic library depends on the several dimensions. The results of correlation showed that there is a significant relationship between all independent variable.

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* Received 3 July 2009; accepted 24 July 2009.

Finally, this study found that reliability dimension walk out on to the high quality score given by the user from visit to visit library.

Key words: Service Quality; Reliability Dimension; Academic Library; Northern Region Malaysia

Résumé: Cette étude examine en particulier la qualité de service de bibliothèque universitaire. La raison du choix de bibliothèque des universités de la région du Nord de Malaisie (UiTM Kedah, Perlis UiTM, UiTM Penang, Université Utara Malaysia, et UniMAP) est dû au fait que ces universités offrent des services réputés. Ainsi, leur mise en œuvre d'un service de qualité pourrait être une norme ou un standard pour les autres universités. L'un des objectifs de cette étude est d'évaluer la performance des services de qualité dans les bibliothèques universitaires en utilisant la dimension de fiabilité. La réalisation de la performance de service de qualité est la clé de la réussite pour chaque bibliothèque universitaire. Un niveau élevé de qualité de service de bibliothèque universitaire repose sur plusieurs dimensions. Les résultats de corrélation ont montré qu'il existe une relation significative entre toutes les variables indépendantes. Enfin, cette étude a révélé que la dimension de fiabilité a une influence sur les notes données par l'utilisateur de visite à la bibliothèque.

Mots-Clés: qualité de service; dimension de fiabilité; bibliothèque universitaire; région du Nord de Malaisie

1. INTRODUCTION

Academic library plays a vital role in ensuring the survival and growth of an university. Acting as a knowledge depository for the university, academic library captures, organizes and disseminates information for the university's community to conduct research. All level of researchers, be it a Professor, a lecturer, or even a student, will be benefitted from the academic library.

In general, an academic library performance is evaluated from the annual report statistics presented to the university administration. The report normally focuses on the number of collections, the number of staff and the number of users. Apart from those, the report includes the effectiveness of the information counter in meeting the users' information needs (Awan, M.U.; Azam. S. and Asif. M. (2008). Realizing the very importance of academic library to an university at northern region Malaysia, it is crucial to scrutinize the service quality implementation in it's respective academic library. Therefore, this study will particularly examine the influence reliability dimensions on the service quality implementation in academic library at Northern Region in Malaysia.

Parasuraman et.al (1988) customer based approach to conceptualize and measure service quality suggest several alternative to view and measure the quality of academic library services. They identified dimensions with which consumers judge services:

- Reliability; the ability to perform the promised service both dependably and accurately.
- Responsiveness; the willingness to help customers and to provide prompt service
- Assurance; the knowledge and courtesy of employee as well as their ability to convey trust and confidence
- Empathy; the provision of caring, individualized attention to customers
- Tangibles; the appearance of physical facilities, equipment, personnel, and communication materials (Fitzsimmons & Fitzsimmons, 2000)

In Malaysia service quality is not a new concept for the service industries. As a result most of the academic libraries in Malaysia are implementing quality management, TQM and ISO 9000, (Yaacob, 2000). This implementation are purposely for developing the standard of services and to satisfy the demand of users.

2. METHODOLOGY

This research was carried out among the students of the academic libraries in UiTM Kedah, UiTM Perlis, UiTM Pulau Pinang, Universiti Utara Malaysia and UniMAP at northern region Malaysia. As shown in Table 1, the student sample breaks down as UiTM Kedah 61 (15.2 percent), UiTM Perlis 70 (17.5 percent), UiTM Pulau Pinang 76 (19 percent), Universiti Utara Malaysia 172 (42.9 percent) and UniMAP 22 (5.5 percent), thus the total number of sample at northern region Malaysia university at 401. The research objective is, to determine the significant relationship between reliability dimensions with service quality provided in academic libraries.

2.1 Data Collections

Generally, this study has been implemented hypothetical-deductive design. The stratified random sampling method has been applied. Thus, the result analyzed student-wise and faculty wise and drawing certain conclusions from each category of respondents. The samples were randomly selected from out of the regular users of academic libraries at northern region, Malaysia.

Based on the quantitative approach, the questionnaire was administered to a sample of students to collect data on their perceptions towards the services quality provided by academic libraries at northern region Malaysia. The questionnaire covered five (5) main sections of the service quality at library, for example the aspects relating to the library as a place, empathy, reliability, responsiveness and access.

2.2 Data Analysis

Morgan, G.A. dan Leech, N.L., dan Barret, K.C. (2005), defined data analysis as a process of classification, summarizing, organized and manipulated data that has been received from respondents. Hence, data analysis involved in this studies only emphasized on the Cronbach's Coefficient Alpha, Descriptive Analysis and Correlations Analysis. Implementation on the Hypothetical-deductive methods helps in answering the research questions, research hypothesis and also research objectives.

3. RESULTS

3.1 Cronbach Coefficient Alphas (Pre-test of Questionnaire)

To test the reliability and whether respondents can fully understand the content of questionnaire, a pre test was performed with 100 questionnaires issues. Realibility analysis of questionnaire showed high internal consistency and reliability for both dependent variable and independent variable scale of questionnaire. As shown in table 7, the Cronbach coeffiecient values being 0.887 for dependent variable and value for each independent variable are: (0.762 for place; 0.878 for collections; 0.830 for access; 0.867 for reliability and 0.923 for empathy).

3.2 Descriptive Analysis

As shown in Table 2, this study has a total sample of 379 from 401 questionnaires issued, among them 153 are male students and 248 are female students. Illustrate in Table 3, the ages of the 401 respondents, were: a) <22 years, 285 (71.1 percent); b) 21-25 years, 115 (28.7 percent), and c) 26- 30 years, 1 (0.2 percent). The disciplines of the respondents as shows in Table 4 were: a) Humanities, 69 (17.2 percent); b) Science, 57 (14.2); Social science 163 (40.6 percent); education, 3 (0.7), and Engineering and technologies 109 (27.2 percent).

Table 5, shows the race of respondent were, Malay 309 (77.1 percent); Chinese 74 (18.5 percent; Indian 10 (2.5 percent), and others 8 (2.0 percent). For the frequency of library use as stated in Table 6, only 32 (8.0 percent) respondents were used the libraries for frequently. Conversely, over a half of samples (52.1 percent) have used the libraries sometimes.

3.3 Correlation analysis

The frequencies of user responses for the reliability dimensions of services quality provided are shown in Table 8. All attributes are ranked respectively by average, median and mod values it will be supported information when doing data analysis. It is interesting that, higher orders of each attributes for reliability average 3.35 and 3.94. It's shown that all the respondents are contracted with the all attributes given from E1, E2, E3, E4, E6, E7 and E8. However, most of the respondent agreed that attributes E5 'maintain error free records' as a not sure with the value of average is 3.35.

This study had shown the important and influence of reliability dimension in providing service quality in academic libraries. Reliability dimensions is defined the ability to perform a promised service dependably and accurately (Parasuraman et al., 1985). In the world of the research library, there are many aspects of library operations where unreliable service can be viewed as barrier to self reliant behavior (Ashok Kumar Sahu, 2007). This analysis is to look at the relationship among the independent variable i.e. reliability dimension with service quality provided by academic libraries at northern region Malaysia. Table 9, shows reliability dimension has a positive relationship with the service quality provided. The entire variable is at high correlations. The conclusion is rejecting null hypothesis. It is proved that there is a significant relationship between reliability dimensions with service quality provided.

4. CONCLUSIONS

The general conclusions derived from this study are, first the result of correlation showed that there is significant relationship between reliability dimensions and service quality performance. A focus on reliability dimensions can significantly increase services quality performance in libraries. Finally based on the analysis of data we have identified eight (8) attributes to the reliability dimensions that if fulfilled can significantly enhance the library service quality performance and thus may act as starting point for the library administrations facing problem of 'providing service as the promise time' or 'performing services right the first time' and thus being reluctant to take initiatives.

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TABLES

Table 1. Sample for each university

University	Frequencies	Percentages
Universiti Utara Malaysia (UUM)	172	42.9
UiTM Perlis	70	17.5
UiTM Pulau Pinang	76	19.0
UiTM Kedah	61	15.2
Universiti Malaysia Perlis (UniMAP)	22	5.5
Total	401	100.0

Table 2. Gender of respondents

Sex	Frequencies	Percentages
Male	153	38.2
Female	248	61.8
Total	401	100.0

Table 3. Ages of Respondents

Age	Frequencies	Percentage
< 20 year	285	71.1
21 – 25 year	115	28.7
26 - 30 year	1	.2
Total	401	100.0

Table 4. The disciplines of the respondents

Disciplines	Frequencies	Percentage
Humanities	69	17.2
Science	57	14.2
Social Science	163	40.6
Education	3	.7
Engineering and technologies	109	27.2
Total	401	100.0

Table 5. Race of Respondents

Race	Frequencies	Percentage
Malay	309	77.1
Chinese	74	18.5
Indian	10	2.5
Others	8	2.0
Total	401	100.0

Table 6. Usage Frequency (Library)

Usage	Frequencies	Percentage
Very Often	32	8.0
Often	118	29.4
Sometimes	209	52.1
Rarely	36	9.0
Never	6	1.5
Total	401	100.0

Table 7 . Reliability Analysis of Questionnaire

Dimension	Value Cronbach Alfa (α)	Item (N)
Place	0.762	8
Collections	0.878	9
Access	0.830	8
Reliability	0.867	8
Empathy	0.923	8
Services Quality	0.887	8

Table 8. Value for the reliability dimension

No.	Statements	Average	Median	Mod
E1	<i>Providing services as promised</i>	3.74	4.00	4
E2	<i>Performing services right at the first time</i>	3.65	4.00	4
E3	<i>Performing service right</i>	3.94	4.00	4
E4	<i>Handle users' service problem</i>	3.66	4.00	4
E5	<i>Maintain error-free records</i>	3.35	3.00	3
E6	<i>The OPAC is reliable in giving the customers full information regarding their search</i>	3.88	4.00	4
E7	<i>Keep users informed about when services will be performed</i>	3.71	4.00	4
E8	<i>Notices sent by the library staff are accurate</i>	3.65	4.00	4

Table 9. Correlation Analysis

Reliability	Pearson correlations	.717(**)
	Sig. (2-tailed)	.000
	N	401

Editor: David Julien