# Quality of Services in Acharya Nagarjuna University Library, Guntur: A Study

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**Abstract -**_This article evaluates the quality services of the Acharya Nagarjuna University Library. Various services of university library were taken up for evaluation. The quality of the different services was analyzed. The sample is classified into different variables like faculty, Research scholars and PG students. This article describes about the relationship between user satisfaction and quality services. These assets and services have to be evaluated in the light of changing faces of libraries and users. Hence, the present study is taken-up to evaluate the quality of services in Acharya Nagarjuna University Library._

Keywords: Quality Services, User studies, Acharya Nagarjuna Library, Guntur

## Introduction:

Libraries are service organizations charged with the responsibility of providing various information and document services using a variety of resources like tangible assets such as the library building, furniture, equipments, information resources and staff and intangible services.

Lewis defined 'Service Quality' as a measure of how well the service level delivered matches customer expectations. Delivering quality service means confirming to customers' expectations on a consistent basis. According to Parsuraman et al. "Service quality is the discrepancy between customers expectations and perceptions."

Relationship between Quality Service and Customer or User satisfaction in University Libraries: According to Filiz, Customer satisfaction is an important measure of service quality in libraries. Customer's perceptions about libraries seem to have been largely ignored by library management in developing countries, as is evident from the paucity of literature in the field. The assessment of service quality provides an important feedback for libraries to assess and improve the service provided to its customers. Furthermore, he says that 'the survival of a library very much depends on the benefits it brings to customers. Its existence will be in question when customers begin looking for alternatives to library services. One way to show value is by providing quality service. It is therefore important for the library to be aware of changing customer expectations, and to continually strive to provide quality service to its customers.

In view of the importance of the quality of service in university libraries the present study "Quality of services of Acharya Nagarjuna University Library – A study" has taken-up as a case study on Acharya Nagarjuna University Library services.

**About the University:**

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 at the forefront of all higher educational institutions.   Andhra University Post-graduate center was established initially in the year 1967.It was upgraded as Acharya Nagarjuna University on 19th August, 1976. 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 SC & ST students of all courses can borrow the books from this book bank.

There is a separate cell in the Text Book and Reference Hall for the competitive examinations. Students can get books and journals useful for all the competitive examinations here. The New Gen Lib is integrated library management software being used to automate the library operations. The database of books, theses and journals numbering 45,000, 1600 and 367 respectively are created so far. 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

**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 know the satisfaction of the users with overall services and facilities provided by The Acharya Nagarjuna 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 in Acharya Nagarjuna Library.
- To know the differences if any in satisfaction between the users of the faculty of Sciences and arts with regard to different services and facilities provided by the Library.
- The know the positive attitude, behavior, co-operation of the library staff towards the Users and their needs.

**Methodology and tools used for the study:**

The study uses both primary data and secondary data. The primary data is collected through interviews and questionnaire methods from 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. Questionnaire is the most popular method of collecting data for an evaluation and assessment. 343 questionnaires were distributed personally among the different faculty members, research scholars and PG students of the university.

**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 |
| Research Scholars | 79 | 23 |
| Teachers | 41 | 12 |
| **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.

**Purpose of visiting the library by User Category**

These responses relating to the purpose of visit to the University Library are presented by category of the users in Table-2.

**Table-2: Percentage of Respondents reporting Purpose of Visiting
The Library by User Category**

| Purpose of visiting the Library | User Category | | | |
| --- | --- | --- | --- | --- |
| | PG Students | Res. Scholars | Teachers | Chi-square |
| | (n=223) | (n=79) | (n=41) | Value (df 2) |
| Borrowing books | 80.7 | 88.6 | 95.1 | 6.882* |
| Consulting books and periodicals | 81.2 | 86.1 | 95.1 | 5.350 |
| Reading newspapers | 78.9 | 79.7 | 61.0 | 6.740* |
| Taking photocopies | 58.3 | 63.3 | 78.0 | 5.820* |
| Collecting information | 69.5 | 72.2 | 80.5 | 2.073 |
| Consulting online resources | 31.8 | 57.0 | 26.8 | 17.868* |
| Other | 26.9 | 39.2 | 17.1 | 7.366* |
| | | | | **\* Value Significant @ 5% level** |

Interestingly, the percentage visiting the library for borrowing books is more among the Teachers (95 percent) than among the Research Scholars (89 percent) and PG Students (81 percent). In the same way, the percentage visiting the library for consulting books and periodicals is also more among the Teachers (95 percent) than the Research Scholars (86 percent) and PG Students (81 percent).

The percentage visiting the library for reading newspapers is more among the Research Scholars and PG Students (79 percent) than the Teachers (61 percent).  Interestingly, 78 percent of the Teachers reported that they are visiting the library for taking photocopies. This percentage is 63 among the Research Scholars and 58 among the PG Students. Those who reported visiting the library for collecting information is more among the Teachers (81 percent) than  the Research Scholars (72 percent) and PG Students (70 percent).

More than half (57 percent) of the Research Scholars and only 32 percent of the PG Students and 27 percent of the Teachers have reported that they are visiting the library for consulting online resources.

The variation in the percentage responses relating to the purpose of visit to the library among the users of the three categories is found to be statistically significant in most of the instances

except among those visiting the library for collecting information as evidenced from the computed chi-square values.

**Most Useful Source of Information by User Category**

The responses relating to the most useful information source from the library collection are presented by User category in Table-3.

**Table-3: Percentage of Respondents reporting most useful sources of Information By User Category**

| Source of Information | User Category | | | |
| --- | --- | --- | --- | --- |
| | PG Students | Res. Scholars | Teachers | Chi-square |
| | (n=223) | (n=79) | (n=41) | Value (df 2) |
| Books | 96.9 | 100.0 | 97.6 | 2.526 |
| Periodicals | 77.6 | 92.4 | 95.1 | 13.925* |
| Abstracting & Indexing Journals | 49.3 | 81.0 | 70.7 | 26.815* |
| Research Reports/Theses/dissertations | 51.1 | 83.5 | 70.7 | 27.640* |
| Seminar/Conference Proceedings | 48.4 | 77.2 | 73.2 | 24.234* |
| Reference Sources | 66.4 | 79.7 | 87.8 | 10.944* |
| Electronic Sources | 40.8 | 69.6 | 75.6 | 30.137* |
| Newspapers | 80.3 | 83.5 | 95.1 | 5.404 |
| * Value Significant @ 5% level | | | | |

The percentage reporting 'books' as the most useful source of information is 100 percent among the Research Scholars and it is 98 percent among Teachers and 97 percent among the PG Students. In the same way, 'periodicals' are reported useful more by the Teachers (95 percent) than the Research Scholars (92 percent) and PG Students (78 percent).95 percent of the Teachers, 84 percent of the Research Scholars and 80 percent of the PG Students have said that the newspapers are the useful source. 'Reference sources' are reported useful by 88 percent of the Teachers, 80 percent of the Research Scholars and 66 percent of the PG Students. 'Electronic resources' are reported as most useful source of information by 76 percent of the Teachers, 70 percent of the Research Scholars and 41 percent of the PG Students.

'Abstracting and indexing journals' and 'research reports/theses/dissertations' are reported useful by more than 70 percent of the Teachers and more than 80 percent of the Research Scholars while this percentage is around 50 among the PG Students.

The computed chi-square values revealed no statistically significant variation in the percentage responses relating to usefulness of collection of books and newspapers among the users of the three categories.

**Purpose of visiting the Online Sources by User Category**

Responses relating to purpose for which online sources are visited are shown in Table-4 by User Category.

**Table-4: Percentage of Respondents Reporting Purpose for which online resources are visited by User Category**

| Purpose of visiting Online Sources | User Category | | | |
|---|---|---|---|---|
| | PG Students | Res. Scholars | Teachers | Chi-square |
| | (n=223) | (n=79) | (n=41) | Value (df 2) |
| General Reading | 87.0 | 77.2 | 75.6 | 6.057* |
| Research | 65.9 | 87.3 | 90.2 | 20.369* |
| Entertainment | 29.6 | 26.6 | 9.8 | 6.994* |
| Social Networking | 50.2 | 26.6 | 9.8 | 31.280* |
| | | | | * Value Significant @ 5% level |

The percentage of respondents visiting the online sources for general reading is more among the PG Students (87 percent) than among the Research Scholars (77 percent) or Teachers (76 percent).Visiting the online sources for research purpose is reported more by the Teachers (90 percent) than the Research Scholars (87 percent) and PG Students (66 percent).30 percent of the PG Students, 27 percent of the Research Scholars and 10 percent of the Teachers have reported that they are visiting the online sources for entertainment while 50 percent of the PG Students, 27 percent of the Research Scholars and 10 percent of the Teachers are visiting the online sources for social networking. The differences in the responses relating to the purpose of visiting the online sources are statistically significant among the three categories of users.

**Usefulness of library services in information search: rating of users**
The respondents were asked to rate the usefulness of the library services in their information search basing on their satisfaction with different aspects listed and their responses were shown in Table-5. The user rating is recorded on a three grade scale – good, average and poor.

**Table-5: Percentage of Respondents Rating Usefulness of library services**

| Satisfaction with | Total (n=343) | | |
|---|---|---|---|
| | Good | Average | Poor |
| Getting needed information | 59.8 | 37.6 | 2.6 |
| Getting needed information faster | 40.5 | 52.2 | 7.3 |
| Using OPAC for faster search | 24.5 | 54.8 | 20.7 |
| Use of electronic sources | 24.8 | 51.6 | 23.6 |
| Use of e-mail facility | 22.2 | 48.7 | 29.2 |
| Cooperation from Library staff | 45.8 | 42.6 | 11.7 |
| Competence of library staff while seeking help | 44.3 | 45.2 | 10.5 |
| Facilities available & Services provided | 45.5 | 46.4 | 8.2 |

More than half (60 percent) of the respondents have rated the library/library services in getting the needed information as 'Good'.  Another 38 percent felt that it is 'average' and the remaining 2 percent rated it as 'poor'. When it comes to getting the needed information faster – 52 percent rated the library / library services as 'average' and 41 percent rated it as 'Good' and the remaining 7 percent rated it 'poor'.  Nearly 55 percent of the users rated the library / library services as 'average' with regard to using the OPAC for faster search while only 25 percent rated it as 'Good'. The remaining 20 percent felt that it is 'poor'.

About 52 percent of the users rated the library / library services as 'average' with regard to using the electronic resources while only 25 percent rated it as 'Good'. The remaining 23 percent felt that it is 'poor'. In the same way, the library / library services in using the e-mail facility is rated as 'average' by 49 percent while 22 percent rated it 'Good' and the remaining 29 percent felt that it is 'poor'.

Cooperation from the library staff is rated as 'Good' by 42 percent while 46 percent rated it as 'average' and the remaining 12 percent rated it as 'poor'. Competence of library staff while seeking help is rated 'poor' by only 11 percent of the users while 45 percent rated their competence as 'average' and 42 percent rated it as 'Good'.Only 8 percent of the total users rated the facilities available and services provided as 'poor' while 46 percent rated them 'Good' and another 46 percent rated them 'average'.

**Findings and Conclusion:**

**Composition of the Respondents**: A total of 343 users of the Acharya Nagarjuna University Library have been interviewed in order to understand the different services provided by the 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. 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 and the mean age of the present sample is 26.9 years.

**Purpose for which the Library is visited:** Most of the users (84 percent) are visiting the University Library either for borrowing books or for consulting books and periodicals. The percentage visiting the library for this purpose is more from the Commerce faculty than those from Science and Arts faculties. It is interesting to note that this percentage is more among the Teachers than among the Research Scholars and PG Students. The percentage reporting that they visit the University Library for consulting online resources is only 37 percent. This percentage is slightly better among the users from Arts and Science faculties than those from Commerce faculty and more Research Scholars are visiting the library for consulting online resources than the PG Students and the Teachers. As the percentage using the online-resources is low, efforts must be made to improve the utilization of online resources.

**User opinion on the most useful source of information**:Of all the available collection in the library, 'books' are reported as the most useful source of information by a majority of the respondents (98 percent). This is followed by periodicals, newspapers, reference sources, research reports/theses/dissertations, abstracting/indexing journals, seminars/conference proceedings and electronic sources. More than half of the users from Commerce and Science faculties are not considering the available electronic sources useful and about 60 percent of the PG Students are finding them useful. This needs further attention as there is the necessity of promoting use of e-resources.

**Purpose for which Online Resources are visited:** Most of the respondents (83 percent) in the present study are visiting the online sources of information for general reading. About 74 percent are visiting the online sources for research purpose while 40 percent for social networking and 27 percent are visiting for entertainment.

The percentage of respondents visiting the online sources for general reading is more among the users from Commerce faculty than those from Arts or Science faculties. By category, this percentage is more among the PG Students than among the Research Scholars or Teachers. Visiting the online sources for research purpose is more or less similar among users of the three faculties. This percentage is more among the Teachers than the Research Scholars and PG Students. Use of online sources is to be promoted among the students and research scholars. The percentage using the online sources for entertainment and social networking is more among the users from Arts faculty than those from commerce or Science faculties. As expected this percentage is more among the Students than the Research Scholars and Teachers.

**Usefulness of Library Services in Information Search: Rating of Users:** The percentage of users rating the library/library services as 'Good' in getting the needed information is 60 percent; in getting the needed information faster is 40 percent; in using OPAC for faster search is only 25 percent. Only 25 percent rated the library/library services as 'Good' in using the electronic resources and only 22 percent said that e-mail facility is good. Cooperation from the library staff is rated as 'Good' by 42 percent while competence of library staff while seeking help is rated 'Good' by  42 percent. Only 46 percent of the total users rated the facilities available and services provided by the library as 'Good'. There appears a need for the library staff to be more cooperative and helpful especially for the Students and Research Scholars in serach of their information from different sources available in the library. They should help them in utilizing the electronic resources and also in using e-mail facility.

**Conclusion:**
The paper suggests to suggests to improve the quality of services in Acharya Nagarjuna University Library especially in the areas of Electronic resources, and also suggests to improve the attitude and behaviourel tendency of library staff towards the students especially in P.G and Research scholars categories as the percentage of responses are showing poor response in the above two areas.

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