REPORT

PUSTAKA NEGERI SARAWAK CUSTOMER SATISFACTION SURVEY (CSS) 1/2009

PREPARED BY

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31 July 2009

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1. Background of Survey

Pustaka Negeri Sarawak has embarked on a customer satisfaction survey based on the requirements of ISO 9001:2008 that addresses the following:

- 5.2 Customer focus
- 7.2.3 Customer communication
- 8.2.1 Customer satisfaction

Duration of survey

1-15 April 2009

Venue

Pustaka Negeri Sarawak

Scope of survey

The survey included all walk-in users, regardless of whether they are member or non-member.

Questionnaire

The questionnaire was designed based on survey sample conducted in other libraries from overseas. It was customized to meet the needs of Pustaka Negeri Sarawak and approved to be used by the 1st Q-Steering Committee Meeting on 12 March 2009.

A number of 1,030 forms were distributed and 642 respondents returned the questionnaire.

The questionnaire was divided into the following areas:

- Demographic factors
- Library services factors (Likert scale)
- Library services factors (opinion)

Explanation

On the spot explanation was done as well to participants of the survey to enhance their understanding on the purpose, process and instruction.

2. Objectives of Survey

- I. To assess customers' perceptions on the services provided by Pustaka Negeri Sarawak on:
 - Overall satisfaction
 - Staff
 - Facility/ building
 - Programs/ services
 - Library materials (collection)
 - Computer/ equipment
 - Operations
- II. To provide information in understanding users' expectations and perceptions as a way to recommend ways to improve/ sustain service quality

3. Results of Survey

a. Demographic Factors

Results show that in terms of gender there is an almost balance number of male (322) and female (312) respondents with 8 persons that did not wish for their gender to be identified.

Gender				
Male	322			
Female	312			
Not identified	8			
Total	642			

In terms of age, a majority of the respondents (60%) are below 25 years of age and the second highest (15%) coming from the 26-35 years bracket. This corresponds to the 82% of active membership comes from those in the student category (data as of June 2009).

Ag	е
Below 25	388
26-35	102
36-45	82
46-55	44
Above 55	13
Others	13
Total	642

In terms of racial distribution, the Malay group account for the highest respondents with 43% respondents followed by the Chinese with 26%.

Rad	e
Malay	279
Chinese	167
Indian	5
Iban	39
Bidayuh	26
Melanau	21
Others	105
Total	642

As for the occupation of respondents, students make up the largest group at more than half (57.3%) followed by the public sector at 17.78%. The other participants are from the private sector and self employed individuals. Others are people who do not find themselves in any of the category mentioned.

Occupation	
Public Sector/	
Government	
Agencies	114
Private Sector	77
Self- Employed	33
Student	368
Others	50
Total	642

Education wise, participants are from various levels with those in secondary school making up 34.74% followed by Diploma holders at 28.8% and Degree holders at 24.24%.

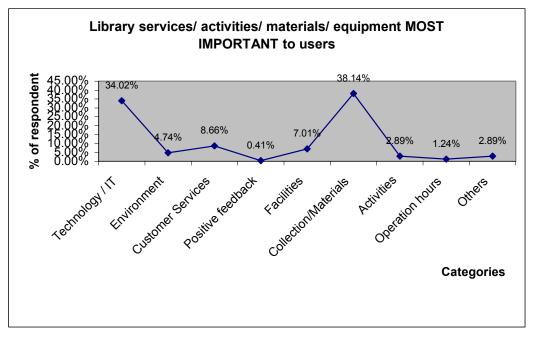
Education	Level
Primary	9
Secondary	223
Diploma	185
Degree	155
Master/PHD	32
Others	38
Total	642

- b. Overall Satisfaction Results
- c. Staff
- d. Facility/building
- e. Programs/ services
- f. Library materials (collection)
- g. Computer/ equipment
- h. Operations

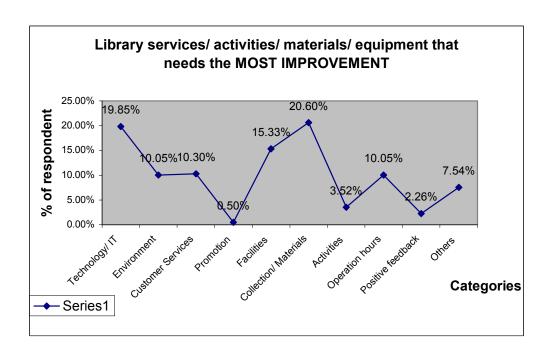
The findings from (b) - (h) are tabulated below. The questions covered are from numbers 1 -28 and required the participants to respond to a likert scale of 0-5 [0 - don't know, 1- poor, 2 - not very good, 3-average, 4-very good and 5-outstanding]. The results are in percentage to the number of respondents.

		Don't Know	Poor	Not Very Good	Average	Very Good	Outstanding
		0	1	2	3	4	5
1	Overall Satisfaction	0.5%	0.6%	4.7%	20%	62%	12%
2	Staff Is Responsive	0.6%	0.8%	4%	26%	52%	16%
3	Staff Is Courteous	0.5%	2%	7%	25%	52%	14%
4	Staff Is Knowledgeable	4%	0.8%	7%	28%	48%	12%
	Facility Interior- Attractive, Clean & Well Maintained	0%	0%	0%	11%	56%	33%
	Facility – Adequate Number Of Tables & Chair For Study	1.4%	0.8%	4%	12%	53%	29%
7	Facility – Well It	1%	2%	3.3%	13.20%	49%	31%
8	Facility- Adequate Heating, Air Conditioning & Ventilation	0%	0.6%	7%	12%	45%	36%
9	Facility – Adequate Parking		1.2%	15%	25%	39%	19%
10	Facility – Conveniently Located	2.6%	1%	12%	25%	40%	19%
11	Activities/ Events	8.70%	1.6%	12%	34%	37%	7.40%
12	Leading Services	8.2%	0.9%	3.3%	29%	42%	17%
13	Reference / Research Services	3.1%	2.2%	9%	28%	44%	15%
14	Internet Access	4.5%	2.5%	6.7%	22%	43%	21%
15	Online Database Services	7%	4%	6.6%	25%	45%	12.50%
16	SMS Alert Services (PoP)	13%	3%	3.3%	29%	38%	15%
17	User Education Services	12%	0.7%	9%	28%	40%	10.8%
18	Variety Of Materials	5%	4.2%	9.3%	28%	41%	12%
19	Library Materials- Current	6%	2.7%	6.4%	33%	42%	11%
20	Library Materials – Support Professional Development/ Advancement	5%	1%	9%	31%	47%	8%
21	Library Material- Support Leisure Needs	4%	3%	8%	33%	43%	10%
22	Library Materials- Support Child/ Youth Education	5%	0.6%	5%	26%	51%	12%
23	Library Materials-Easy To Locate	4%	4%	6%	29%	45%	12%
24	Computers/Printers-Widely Available	6%	4%	12%	30%	38%	9%
25	Computers/Printers-State Of The Art Equipment	11%	4%	11%	28%	38%	9%
26	Computers/Other Equipment-Well Maintained	8%	5%	9%	27%	41%	11%
27	Operation Hours- Suited To Schedule	6%	11%	12%	26%	35%	10%
28	Services-Marketed & Advertised	12%	4%	10%	30%	36%	9%

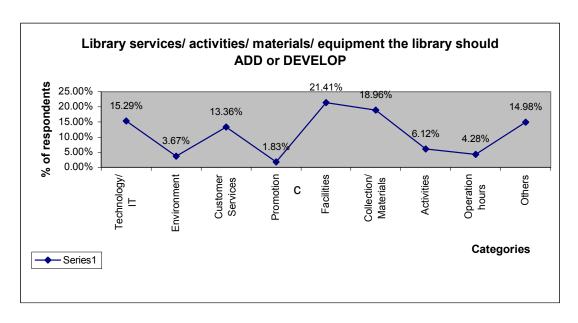
Question no. 29 What are the library services/ materials/ equipment MOST IMPORTANT to users?



Question no. 30
What are the library services/ materials/ equipment that needs the MOST IMPROVEMENT?



Question no. 31 What are the library services/ materials/ equipment that the library should **ADD** or **DEVELOP**?



4. Findings

4.1 Based on the survey, five categories that were rated as **OUTSTANDING** in order of score are:

No	Areas	Percentage/# of
		respondents
1	Facility- Adequate Heating, Air Conditioning &	36% (229 respondents)
	Ventilation	
2	Facility Interior- Attractive, Clean & Well	33% (214 respondents)
	Maintained	
3	Facility – Well lighted up	31% (203 respondents)
4	Facility – Adequate Number Of Tables & Chair For	29% (188 respondents)
	Study	
5	Internet Access	21% (137 respondents)

4.2 Based on the survey, eight of the categories that were rated as **POOR** in order of score are:

No	Areas Percentage/#	
		respondents
1	Operation Hours- Suited To Schedule	11% (68 respondents)
2	Computers/Other Equipment-Well Maintained	5% (32 respondents)
3	Variety Of Materials	4.2% (27 respondents)
4	Library Materials-Easy To Locate	4% (26 respondents)
5	Services-Marketed & Advertised	4% (26 respondents)
6	Online database services	4% (26 respondents)
7	Computers/Printers-Widely Available	4% (26 respondents)
8	Computers/Printers-State Of The Art Equipment	4% (26 respondents)

4.3 Library services/activities/materials/equipment **MOST IMPORTANT** to users

No	Areas	Percentage/# of
		respondents
1	Collection/ materials	28.8% (185 respondents)
	–More reference books, add more BM &	
	Mandarin books, more selection	
2	Technology/ IT	25.7% (165 respondents)
3	Customer services	6.5%(42 respondents)

4.4 Library services/ activities/ materials/ equipment **NEEDS THE MOST IMPROVEMENT**

No	Areas	Percentage/# of
		respondents
1	Collection/ materials – More books, up-to-date materials eg. economics report 2008/09 for Msia, children's book arrangement, magazine in Malay, self improvement book, label for material section	12.7% (82 respondents)
	should be big like supermarket	
2	Technology/ IT - Internet access, wireless services, more computers	12.3% (79 respondents)
3	Facilities	9.5% (61 respondents)

	- tables/chairs, parking, café, label, road access to library	
4	Customer Services(37resp) - Staff behaviour	6.4% (41 respondents)
5	Operation hours	6.2% (40 respondents)

4.5 Library services/activities/materials/equipment the library **SHOULD ADD OR DEVELOP**

No	Areas	Percentage/# of
		respondents
1	Collection/ materials	27.3% (175 respondents)
	–More reference books, add more BM &	
	Mandarin books, more selection	
2	Facilities	10.9% (70 respondents)
	- signboard, expand carpark, tissue in toilet	·
3	Collection/ materials (60 resp)	9.7%(62 respondents)
	-More books in Mandarin, Malay, professional qualification course (ACCA, CPA,CIMA), more reading material in newspaper reading room, reference on plant/ planta medica, engineering postgrad instead of just undergrad	
4	Technology	
-	- no. of computer to add, upgrade computers,	7.8%(50 respondents)
	no diskette use start using pendrive, wireless network	, is also respondently

5. Action Plan

AREAS WITH POOR RATINGS

#	Areas	% of response	Action Plan
1	Operation Hours- Suited To Schedule	11% (68 respondents)	Response as in AREAS WHICH NEEDS THE MOST IMPROVEMENT RATINGS, item no. 5
2	Computers/Other Equipment-Well Maintained	5% (32 respondents)	Implementation of Thin Client Technologies that will give more computer terminals for Internet usage and providing centralize maintenance. Will be ready by end of 2009.
3	Variety Of Materials	4.2% (27 respondents)	The variety of library materials is based on the <i>Collection Development Policy</i> of Pustaka Negeri Sarawak. As a state library the functions is different from the public library. The collection of library materials is based on the need of the state and the community. Individuals representing different group of the community are also invited to be involved in the selection process of library materials from time to time. However, patrons are welcome to suggest titles and the form is available at the counters.
4	Library Materials-Easy To Locate	4% (26 respondents)	It is quite difficult to identify what is the real problem with this kind of question. However, all efforts have been made to improve the shelving process by: • Having a proper classification system. Materials are arranged based on the Dewey Classification Scheme. The numbers and subjects are put at the end of the shelves to make it easier for patrons to identify the subject area. • Increasing the number of shelving time • Information Services is also in the process of documenting the shelving procedure for the certification of MS ISO 9001:2008. • Library orientation is also conducted to new members either individually or in a group to explain how to use our services and library materials.

			 The data in the ANGKASA library system is also cleaned and updated to ensure that the data (library materials in our collections) tally with the physical existence of library materials on the shelves. Improvement of shelving process through ICC initiatives.
5	Services-Marketed & Advertised	4% (26 respondents)	In order to inform the public of the various services offered and activities carried out by Pustaka from time to time, the list of activities/events are being published through/in - publication of pre and post events in the local papers - Pustaka's website under "latest news" - I-media - Display Board at the lobby/foyer under - "Events/Happenings" - "Hari Bersama Pelanggan" –4 times a year - Library Outreach Program by Information Service Division - Library briefings during schedule library visits
6	Online database services	4% (26 respondents)	Pustaka had and will aggressively promote and guide users on the usage of online databases on a quarterly basis by organizing talks and workshops delivered by publishers and vendors. All members and non-members are invited to these sessions.
7	Computers/Printers- Widely Available	4% (26 respondents)	Implementation of Thin Client Technologies that will give more computer terminals for Internet usage. Will be ready by end of 2009.
8	Computers/Printers-State Of The Art Equipment	4% (26 respondents)	Pustaka is continuously improving our ICT and System infrastructure to meet user needs. Improvements will be implemented in stages.

AREAS WITH NEEDS THE MOST IMPROVEMENT RATINGS

#	Areas	% of response	Action Plan
1	Collection/ materials - More books, up-to-date materials eg. economics report 2008/09 for Msia, children's book arrangement, magazine in Malay, self improvement book, label for material section should be big like supermarket	12.7% (82 respondents)	The collections are based on the <i>Collection Development Policy</i> of Pustaka Negeri Sarawak Acquisition and selection of library materials is based on budget and the need of the state and the community. Individuals representing different group of the community are also invited to be involved in the selection process of library materials from time to time. However, patrons are welcomed to suggest titles and forms are available at all counters. Pustaka is currently in the process of improving the signage and labeling of shelves and services provided for members of the public.
2	Technology/ IT - Internet access, wireless services, more computers	12.3% (79 respondents)	 Implementation of Thin Client Technologies that will give more computer terminals. Pustaka is subscribing to 2Mbps lease line for both wired and wireless internet access. Wired and Wireless internet is free for registered members only.
3	Facilities - tables/chairs, parking, café, label, road access to library	9.5% (61 respondents)	Furniture/sitting capacity Current sitting capacity of 500 is enough to cater for the needs of users at most times of the year. We understand the shortage that happen occasionally especially during examination seasons. It is not reasonable to increase the sitting capacity just to cater for the occasional needs. Nevertheless users are allowed to sit on the floor when all seats are taken. We really appreciate the cooperation of all users to vacate their seats whenever they are going off for a long duration to give opportunity to others in using the limited sitting space. Leaving your belonging on the table while you are away for more than 15

			minutes may deprive those in need especially during peak seasons					
			Café (Window on the Lake) Two meetings, dated 11th February and 6th July 2009 were held with the operator of the canteen to discuss matters pertaining to the cleanliness of the premise, service, food and culinary. The operator was asked to display the list of food/menu with charges for public information. The venue management team is also carrying out a monthly enforcement/spotcheck on the maintenance and cleanliness of the premise.					
4	Customer Services(37resp)	6.4%	On the part of counter staff, besides sending staff for training, regular meetings were					
	- Staff behaviour	(41 respondents)	held and staffs are reminded on a regular basis on the importance of customers and stake holders.					
5	Operation hours	6.2% (40 respondents)	 This request to extend the opening hours was not approved by the Management due to the following reasons: The statistical data done in 2007 on library users coming to/using the library between 8-9pm was low, except during examination period. Outside the peak period, the library was almost empty, an hour before closing. The statistical data taken from 23rd. – 31st. July 2009 in 2009 on library users coming/using the library between 6-7 pm, at the "Galeri Multimedia was 23 person and 13 person for "Pusat Sumber Maklumat". The statistics also showed a marked decline in the number of users coming to the library towards the evening. The consumption for electricity was very high and thus, the closing time was changed from 9 pm to 7 pm, as one of the means to solve this problem. 					
			We will extend the opening hours during examination time to cater to the surge					

	in users needs.

AREAS WITH SHOULD ADD/ DEVELOP RATINGS

#	Areas	% of response	Action Plan
1	Collection/ materials -More reference books, add more BM & Mandarin books, more selection	27.3% (175 respondents)	Pustaka acquire, organize and make available information resources in all formats which are relevant to the economic, social and cultural well-being of the State of Sarawak regardless of languages written by the author(s).
2	Facilities - signboard, expand carpark, tissue in toilet	10.9% (70 respondents)	Car park/parking facility The current capacity of 236 parking lots suffices to cater to the daily needs of users. However, this becomes inadequate during big events involving members of the public as usually happen elsewhere. In addition to this, parking lots are also available in front of the lake, facing the road. The purpose of limiting the parking space around the library is to give way for the parks and green (more plants/flowers) as one of the mean to create a conducive environment for users and joggers. Users are also allowed to park along the access road and their cooperation is needed to ensure that they park their car properly.
			Washroom facility Three meetings dated 13/2, 14/5 and 15/7 respectively were held with the contractor, supervisor and workers for housekeeping to inform them of the customers' complaints. The cleaners were also informed to ensure that the washrooms are clean and toilet rolls are available at all times. A cleaner is stationed at the male and female washroom to ensure the cleanliness of the washrooms at all times. The demerit point system will also be implemented in

			accordance with the performance of the contractor with a view to maintain the required standard. We require the cooperation of all users, especially teenagers, to use the toilet properly to help in ensuring its cleanliness at all time
3	Collection/ materials (60 resp) -More books in Mandarin, Malay, professional qualification course (ACCA, CPA,CIMA), more reading material in newspaper reading room, reference on plant/ planta medica, engineering postgrad instead of just undergrad	9.7%(62 respondents)	Pustaka acquire, organize and make available information resources in all formats which are relevant to the economic, social and cultural well-being of the State of Sarawak regardless of languages written by the author(s). The collection of library materials is based on the <i>Collection Development Policy</i> of Pustaka Negeri Sarawak. The selection and acquisition is based on the need of the State and the community. Patrons are most welcome to suggest titles and forms are available at all counters.
4	Technology - no. of computer to add, upgrade computers, no diskette use start using pendrive, wireless network	7.8%(50 respondents)	 Implementation of Thin Client Technologies that will give more computer terminals. The usage of pendrive has been implemented at Business Information Service. Pustaka is subscribing to 2Mbps lease line for both wired and wireless internet access.

5. Conclusion

- 1. Overall perception of the library's services by users/ members is good
- 2. However, there are areas highlighted by the survey to be considered for future:
 - Diversifying and enriching library collection
 - Technology/ IT enhancement
 - Signage to be improved
 - Facilities eg. parking space to be improved
- 3. This survey concurs with the results of the Library Service Quality Survey done in 2006

PUSTAKA NEGERI SARAWAK CUSTOMER

PUSTAKA NEGERI SARAWAK

Pustaka Negeri Sarawak is in the process of obtaining feedback on its existing quality of service from the user and public at large. Therefore, your kind assistance to complete this questionnaire will enable us to enhance our service quality and deliver better services in the near future.

Directions: Please respond to all attributes. THANK YOU FOR YOUR HELP

DEMOGRAPHIC QUESTIONS

1.	Gender	Male	Female	
2.	Age	Below 25 Years	36-45 Years	
		26-35 Years	46-55 Years	
		Above 55 Years		
3.	Race	Malay	Chinese	
		Iban/Bidayuh/Orang Ulu	Others	
4.	Occupation	Public Sector/ Government Agencies	Private Sector	
		Self Employed	Student	
		Others		
5.	Education Level	Primary	Degree	
		Secondary	Master/PhD	
		Diploma	Others	

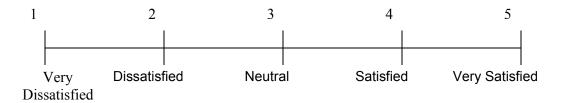
Don't Know Poor Not very good		Average		Very Good		Outstanding	
0 1 I. OVERALL SATISFACTION	2 ON		3	4		5	
1. Satisfaction		0	1	2	3	4	5
II. STAFF							
2. Staff is responsive		0	1	2	3	4	5
3. Staff is courteous		0	1	2	3	4	5
 Staff is knowledgeab about library's collect and online databases 	tions	0	1	2	3	4	5
III. FACILITY/ BUILDING							
Facility interior is attr clean, and well-mair		0	1	2	3	4	5
 Facility has adequat number of tables an chairs for study 		0	1	2	3	4	5
7. Facility interior is we	ell it	0	1	2	3	4	5
Facility has adequat heating, air-condition and ventilation		0	1	2	3	4	5
Facility has adequat parking	e	0	1	2	3	4	5
10. Facility has convenidud	ently	0	1	2	3	4	5
IV. PROGRAMS / SERVIC	ES						
11. Programming (Special events, Chil activities, Informatio literacy classes, Sarawakiana Talk)		0	1	2	3	4	5

12.	Circulation services (Interlibrary loans, reserves, etc)	0	1	2	3	4	5
13.	Reference. research assistance	0	1	2	3	4	5
14.	Internet access	0	1	2	3	4	5
15.	Online database services	0	1	2	3	4	5
V. LIB	RARY MATERIALS (COLLE	CTION))				
16.	Provides a variety of materials (books, audiotapes, music CD's, educational videos, magazines, etc)	0	1	2	3	4	5
17.	Library materials are current	0	1	2	3	4	5
18.	Library materials support professional development/advancement	0	1	2	3	4	5
19	Library materials support leisure needs	0	1	2	3	4	5
20	Library materials support child/youth education	0	1	2	3	4	5
21.	Library materials are easy to locate	0	1	2	3	4	5
VI. CC	MPUTER/EQUIPMENT						
22.	Computers/printers are widely available	0	1	2	3	4	5
23.	Computers/printers are state-of-the-art equipment	0	1	2	3	4	5
24.	Computers and other equipment are well maintained	0	1	2	3	4	5
VII. OI	PERATIONS						
25.	Hours of operation are responsive to my schedule	0	1	2	3	4	5
26	Services are marketed and advertised	0	1	2	3	4	5

SECTION B

SERVICE QUALITY

Following are the information related to Pustaka Negeri Sarawak service quality. Kindly circle the related levels of service quality that you perceived delivered by Pustaka Negeri Sarawak ranges from very dissatisfied indicate as 1 to very satisfy indicated as 5.



1. Collections

i.	General Collection	1	2	3	4	5
ii.	Reference Collection	1	2	3	4	5
iii.	Special Collection	1	2	3	4	5
iv.	Periodical & Newspaper	1	2	3	4	5
٧.	Digital Collection	1	2	3	4	5

2. Services / Facilities

i.	Multimedia Gallery	1	2	3	4	5
ii.	Children Information	1	2	3	4	5
iii.	Information Resource Centre	1	2	3	4	5
iv.	Youth Corner Services	1	2	3	4	5
٧.	Special Needs Services	1	2	3	4	5
vi.	Special Collection Services	1	2	3	4	5
vii.	BIS Services	1	2	3	4	5
viii.	Lending Services	1	2	3	4	5
ix.	Reference Services	1	2	3	4	5

Χ.	OPAC / Catalogue	1	2	3	4	5
xi.	Online Resources	1	2	3	4	5
xii.	Multimedia Station	1	2	3	4	5
xiii.	Pustaka Website	1	2	3	4	5
xiv.	Library Activities / Programs	1	2	3	4	5
XV.	Photo Copying	1	2	3	4	5
xvi.	Seminar Room	1	2	3	4	5
xvii.	Auditorium	1	2	3	4	5
xviii.	Exhibition Gallery	1	2	3	4	5
xix.	ICT Room	1	2	3	4	5
XX.	Conference Room	1	2	3	4	5

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OTHERS

1.	What did you like most about Pustaka Negeri Sarawak?
2.	State any suggestion for improvement on the existing Pustaka Neger Sarawak's quality of service.
3.	Other Comment: