

Pustaka Negeri Sarawak

**Customer Satisfaction and
User Opinion Survey 2012**

Prepared by:

Research and Development Division

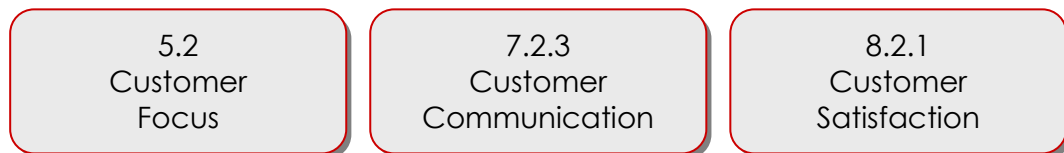
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A Background of Survey

The Customer Satisfaction and User Opinion Survey was carried out in efforts to gauge the opinions of the general public on Pustaka Negeri Sarawak (Pustaka) services. Public opinions shall then be used to determine improvement programs to enhance our current service quality, alongside our effort to achieve organizational objectives.

This survey was carried out based on the requirements of ISO 9001:2008 that address the following clauses:



B. Scope of Survey

This survey shall be conducted among users of Pustaka Negeri Sarawak which includes:

- a) Registered Members
 - (i) Active members (frequently use Pustaka services and facilities)
 - (ii) Non – Active members (occasionally use Pustaka services and facilities)

- b) Non Registered Users
 - (i) Never registered as Pustaka member

C. Objectives of Survey

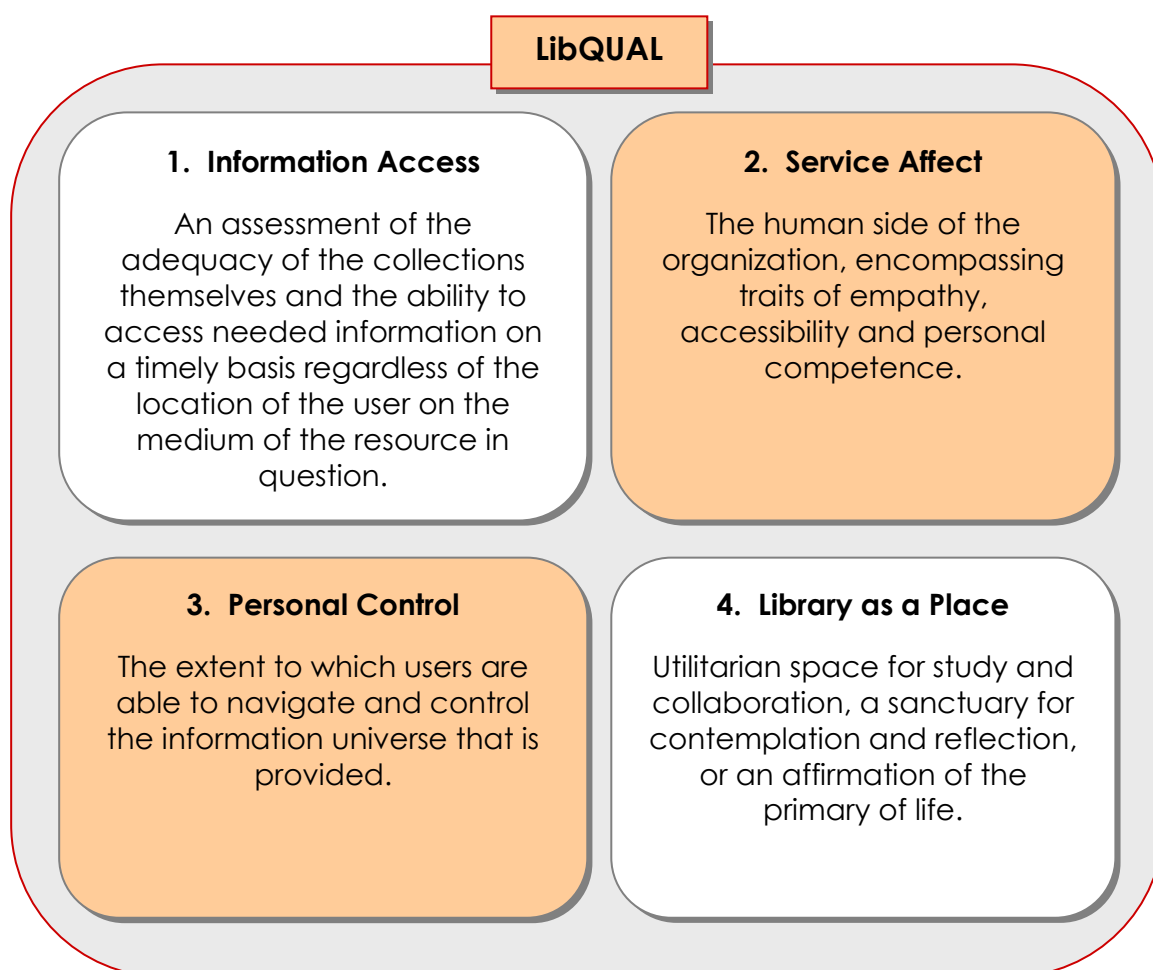
This survey aimed:

- a) to assess customer's perceptions on its services; and
- b) to provide information in understanding user's expectations and perceptions as a mean to recommend ways to improve / sustain its service quality.

D. Methodology

a) Questionnaires

Principles of LIBQUAL were applied in this survey. LibQUAL has four (4) components of 25 items which comprised of the following:



The questionnaire is divided into the following areas:

- Demographic factors
- LibQUAL four components - twenty five questions

All items are measured with a 5-point Likert scale, which ranged from Very Poor (1) to Very Good (5).

b) Sampling

A non-probability sampling was used as the respondents may be registered or non-registered members. The number of targeted respondents (sample size) was determined based on the formula: ten percent (10%) of the current active registered members. The number of active registered members as at September 2012 was 3,880 for Kuching and 2,374 for Miri. Hence, the sample size for Kuching was 388 respondents and for Miri, 237 respondents.

c) Period of Survey

The survey was conducted in Kuching and Miri for a month from 22 October until 1 November 2012.

E. Analysis and Findings of Survey

An analysis on the respondents' demographic profile, customer's perceived service quality of Pustaka and user satisfaction and user loyalty was done. The collected data were analyzed by employing the SPSS (Statistical Package for Social Sciences) Version 20. The data is further interpreted by applying Percentage Distribution, Frequency, Cross Tabulation and Descriptive Analysis.

a) Questionnaires Rate of Return

All of the 648 distributed questionnaires were received. Out of that, 639 were usable and quality answered questionnaires. The respondents that were selected were males and females of various age categories, various educational backgrounds, various occupations and job positions. The table below shows the distribution of questionnaires.

Table 1: Distribution of Questionnaires

Questionnaires	Kuching	Miri
i. Total number of distributed questionnaires	406	242
ii. Total number of questionnaires received back from respondents	406	242
iii. Rejected questionnaires *	6	3
iv. Usable questionnaires	400	239
v. Overall response rate	98.5%	98.8%

* Incomplete or with double entries.

Findings of Survey in **Kuching**

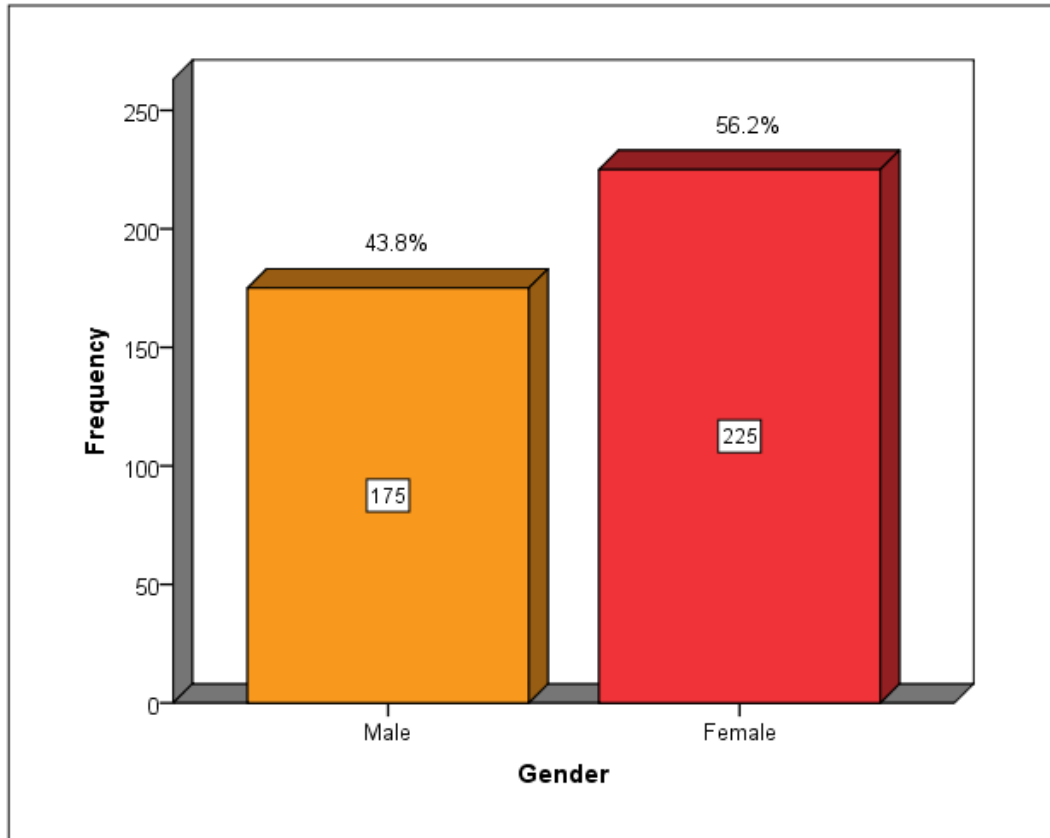
F. Demographic Factors

Table 2: Demographic Profile of Respondents

	DEMOGRAPHIC FACTORS	FREQUENCY	(%)
1	GENDER		
	Male	175	43.8
	Female	225	56.2
2	AGE		
	< 17 years old	90	22.5
	18 - 20 years old	81	20.3
	21 - 30 years old	69	17.3
	31 - 40 years old	99	24.8
	41 - 50 years old	44	11
	> 50 years old	17	4.3
3	EDUCATIONAL LEVEL		
	SPM	161	40.3
	STPM	88	22.0
	Diploma	52	13.0
	Degree	60	15.0
	Postgraduate	8	2.0
	Others	31	7.8
4	OCCUPATION		
	Student	181	45.3
	Self-employed	10	2.5
	Government Servant	163	40.8
	Private Sector	34	8.5
	Pensioner	2	0.5
	Others	10	2.5
5	JOB POSITION		
	Clerical	66	16.5
	Supervisory	31	7.8
	Managerial and Above	35	8.8
	Others	268	67.0
6	FREQUENCY OF LIBRARY USAGE		
	1 or less	72	18.0
	2 - 5	150	37.5

6 - 10	65	16.3
> 10	113	28.3

a) Gender

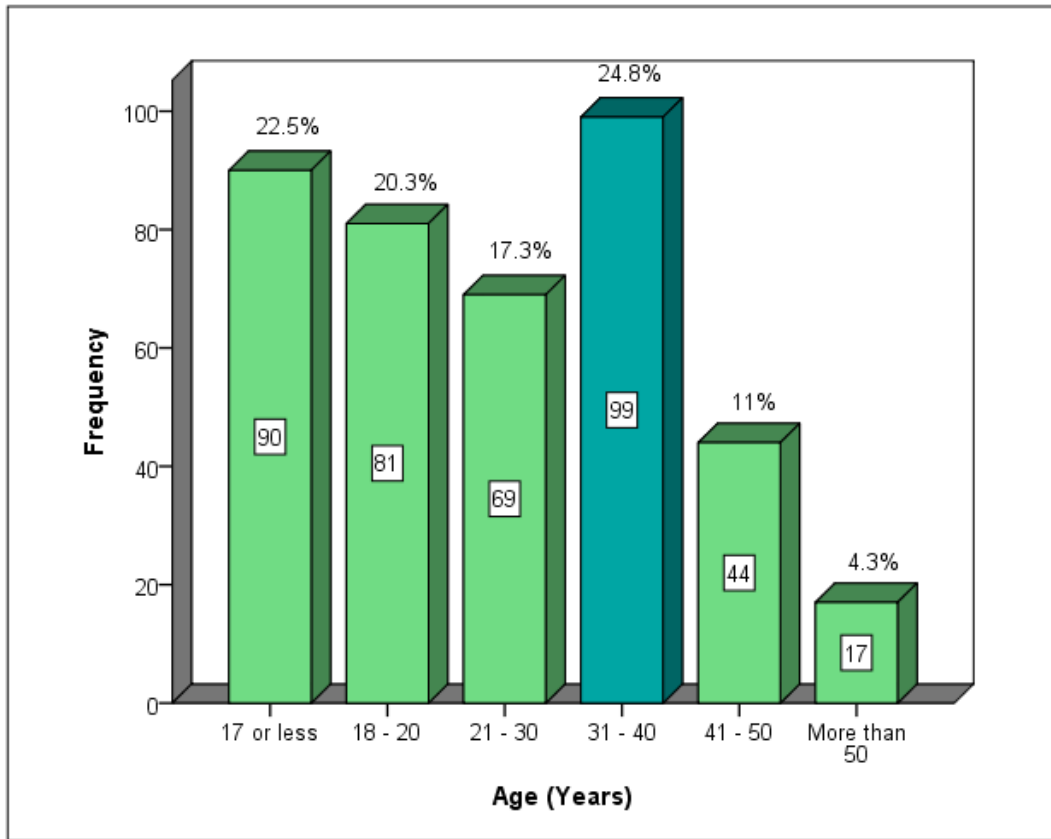


The above bar chart shows that 56.3% or 225 respondents were male and 48.3% or 175 respondents were female. Generally, in Kuching there were more female library users.

b) Age

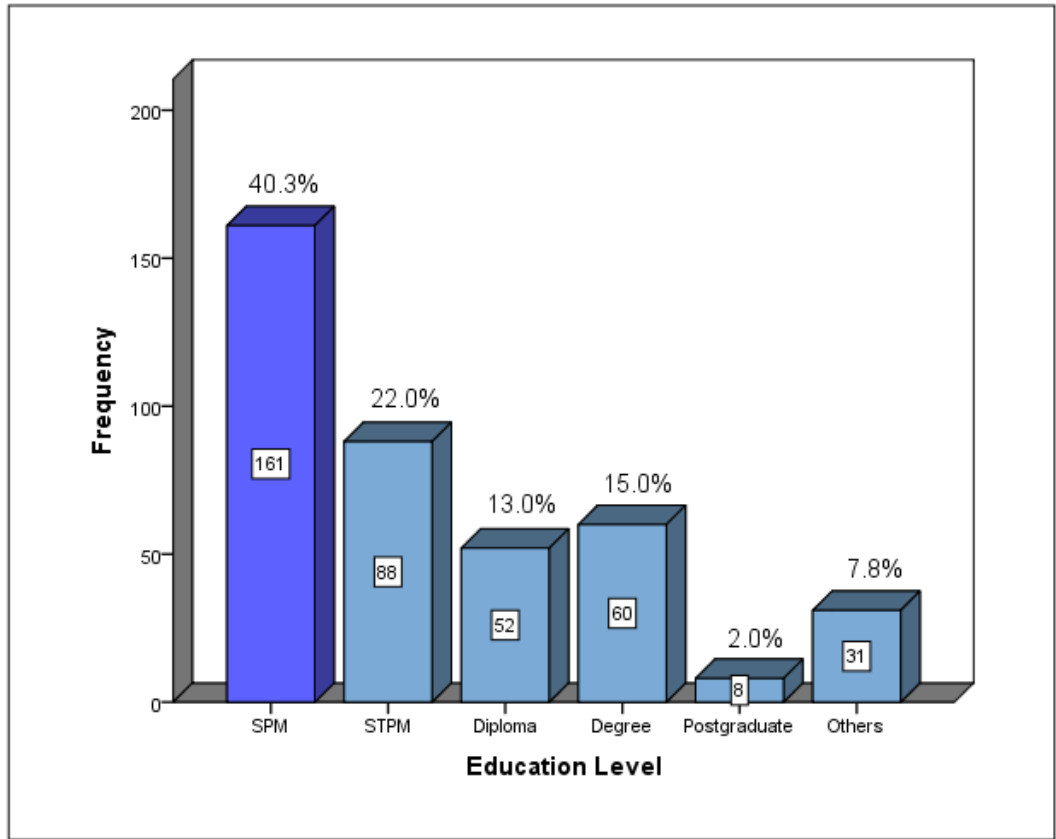
The bar chart below shows that library users that frequented Pustaka in Kuching were mainly those from the age range of 31 - 40 years old (99 persons or 24.8%), followed by the age range of 17 years old or less (90 person or 22.5%). Coming in third is the age range of 18 - 20 years old (81 persons or 20.3%), followed by the age range of 21 - 30 years old (69 persons or 17.3%). Only 11 % or 44 respondents from the age range of 41 - 50 years old and 4.3% or 17 persons from the age group of 50 years old

and above. It may be concluded that most of the library users were from the category of adults and employed people.

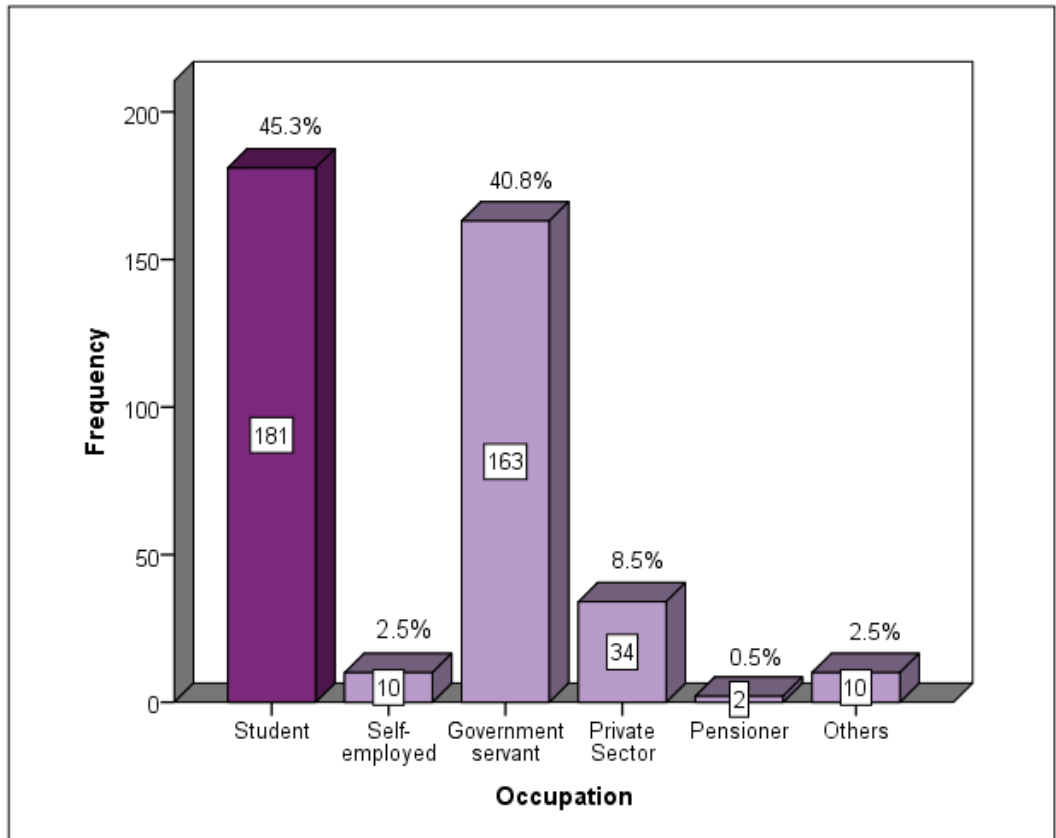


c) Education Level

Based on the bar chart below, 40.3 % or 161 respondents were those with SPM qualification followed by STPM holders at 22% or 88 respondents, Degree holders at 15% or 60 respondents and Diploma holders at 13% or 52 respondents. Post graduates were at 2% or 8 respondents and Others at 7.8% or 31 respondents. Hence in general, most library users in Kuching are those with SPM qualification.

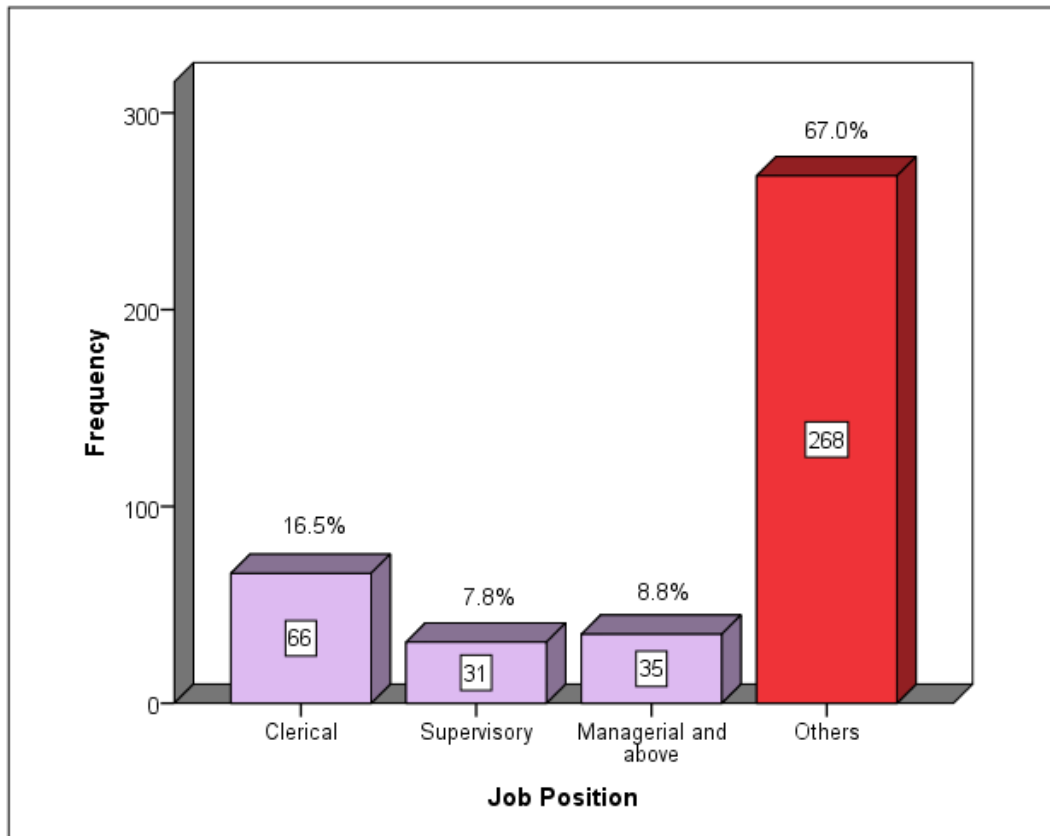


c) Occupation



Based on the bar chart above, 45.3% or 181 respondents were students, followed by government servants at 40.8% or 163 respondents. Therefore, we may conclude that most library users in Kuching were students and government servant.

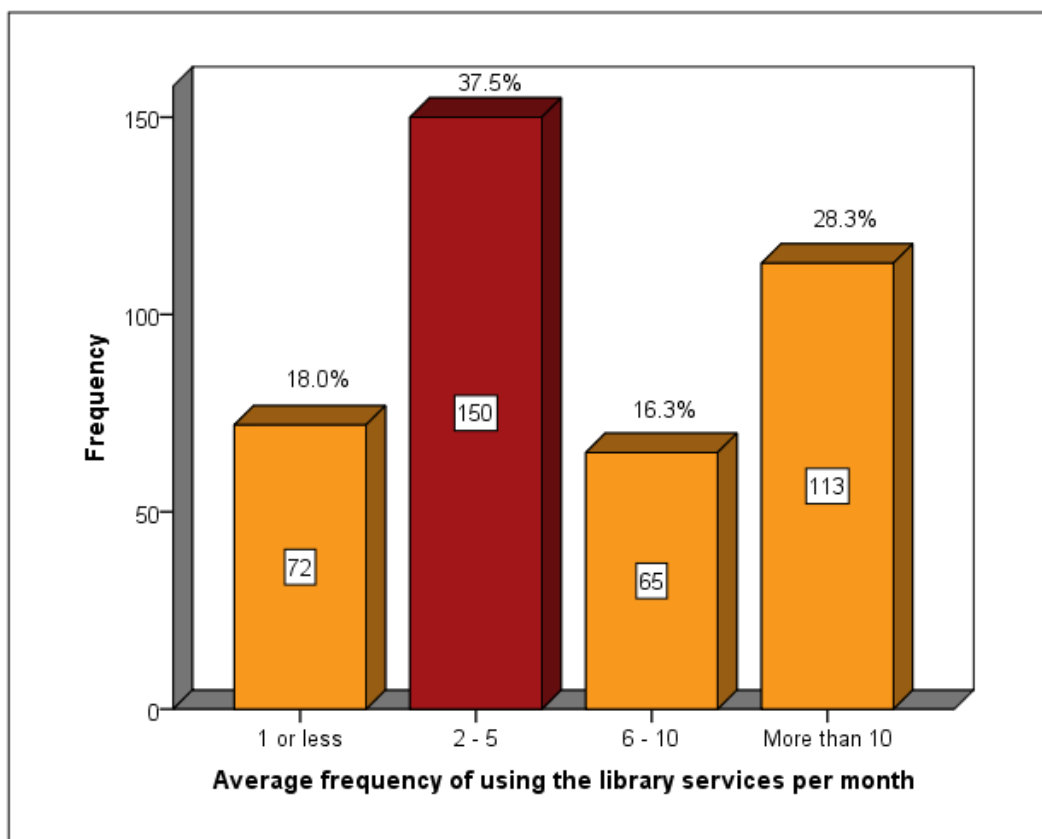
c) Job Position



The above bar chart reflects that 67.0% or 268 respondents did not specify their designation of work or perhaps they belong to different job positions.

e) Frequency of library visit per month

The bar chart below indicates that 37.5% or 150 respondents used the library services between 2 - 5 times in a month. Hence, it may be concluded that on average, a member of the public in Kuching frequented the library once a week only.



G. Descriptive Analysis: Mean and Standard Deviations

Table 3: Perceived Service Quality Evaluation Among Respondents

Items	N	Mean	Std. Deviation
Place			
1. The Library is a quiet place for individual activities.	400	3.96	1.040
2. The Library is a comfortable and inviting location.	400	4.14	.898
3. The Library inspires me to study and learn.	400	4.20	.831
4. The Library has good community space for group learning and group study.	400	4.18	.814
5. The Library is a gateway for study, learning or research.	400	4.27	.734
Average		4.15	.863

Items	N	Mean	Std. Deviation
Service Affect			
6. Employees of the Library instill confidence in me.	400	3.92	.796

7. Employees of the Library are always ready to respond to my questions.	400	3.99	.801
8. Employees of the Library are willing to help me.	400	4.05	.782
9. Employees of the Library can handle service problems dependably.	400	3.88	.824
10. Employees of the Library give users individual attention.	400	3.86	.846
11. Employees of the Library have the knowledge to answer user questions.	400	3.90	.815
12. Employees of the Library are consistently courteous.	400	3.89	.818
13. Employees of the Library deal with users in a caring fashion.	400	3.88	.853
14. Employees of the Library understand the needs of their users.	400	3.95	.824
Average		3.92	.818

Items	N	Mean	Std. Deviation
Personal Control			
15. The library has easy-to-use access tools that allow me to find things on my own.	400	3.92	.828
16. There is a convenient access to the Library collections	400	3.86	.787
17. The Library Website enabling me to locate information on my own	400	3.85	.854
18. The Library's modern equipment lets me access the needed information easily.	400	3.95	.821
19. The Library makes information easily accessible for independent use.	400	3.92	.760
20. The Library makes electronic resources accessible from my home/office.	400	3.79	.856
Average		3.88	.818

Items	N	Mean	Std. Deviation
Information Access			
21. The Library has print and/or electronic journal collections that I need.	400	3.83	.932
22. The Library has convenient service hours.	400	3.91	.969
23. The printed library materials are of good quality.	400	3.93	.836
24. The Library provides electronic information resources that I need.	400	3.91	.847
25. The Library provides timely document delivery/interlibrary loan.	400	3.73	.905
Average		3.86	0.898

Table 3 shows the descriptive statistics on the degree of service quality performed by Pustaka in Kuching. From the scale of 1 to 5 (1 is Very Poor and to 5 is Very Good), the average mean score for all dimensions are at moderate and Good level. Among the four dimensions, Library as a Place scored the highest average mean which is 4.15, followed by Service Affect at 3.92, Personal Control at 3.88 while Information Access scored the lowest average mean of 3.86. Based on this result, it may be concluded that among the four dimensions, Library as a Place is one of the main factors that contribute to customer's satisfaction as compared to the rest of the aspects of Perceived Service Quality.

H. Overall Evaluation

Table 4: Overall Evaluation

Items	N	Mean	Std. Deviation
1. The overall quality of the Library services is good.	400	4.12	.739
2. I am satisfied with the services provided by the Library.	400	4.11	.736
3. The services provided by the Library meet my expectation.	400	3.98	.767
4. I am not disappointed with the services provided by the Library.	400	3.94	.825
5. I would like to continue using the library services	400	4.28	.778
6. I will recommend this Library to others.	400	4.36	.753
Average		4.13	.766

Table 4 shows the descriptive analysis of the overall evaluation on Pustaka in Kuching. From the scale of 1 to 5 (1 is Very Poor and to 5 is Very Good), the average mean score shows Good level only at 4.13. Among the elements are 'I will recommend this Library to others' with a score of 4.36, followed by 'I would like to continue using the Library services' with a score of 4.28, 'The overall quality of the Library services

is good' with a score of 4.12, 'I am satisfied with the services provided by the Library' with a score of 4.11, while 'The services provided by the Library meet my expectation' is at 3.98 and 'I am not disappointed with the services provided by the Library' at 3.94.

I. Cross Tabulation Analysis

a) Gender Versus Information Access

Table 5: Gender-Average Information Access Cross Tabulation

		Average Information Access					Total
		Very poor	Poor	Fair	Good	Very Good	
Gender	Male	0	1	47	94	33	175
	Female	0	4	47	126	48	225
Total		0	5	94	220	81	400

Table 5 above shows that 126 out of 225 female respondents rated Information Access of the library as 'Good'. Based on the 5-point Likert Scale, this is at almost excellent level. Therefore, it may be concluded that generally, female users in Kuching believed that the library collections are of good quality and the assessment of the adequacy of the collections currently available in the library as well as the ability of users in accessing the needed information on a timely basis regardless of their location or medium of resource in question is at satisfactory level.

b) Gender Versus Service Affect

Table 6: Gender - Average Service Affect Cross Tabulation

		Average Service Affect					Total
		Very poor	Poor	Fair	Good	Very Good	
Gender	Male	0	4	47	86	38	175
	Female	0	6	56	125	38	225

Total	0	10	103	211	76	400
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Table 6 shows that 125 out of 225 female respondents rated the library services as 'Good'. Based on 5-point Likert Scale, this is at almost excellent. Therefore, we can concluded that generally the female users in Kuching perceived that the employees of Pustaka were displaying empathy and personal competence especially on the part of instilling confidence in users, readiness to respond to users, willingness to help, ability to handle and solve problems, knowledgeable, courteous, caring and meeting their expectations.

c) Gender versus Personal Control

Table 7: Gender - Average Personal Control Cross Tabulation

		Average Personal Control					Total
		Very poor	Poor	Fair	Good	Very Good	
Gender	Male	0	4	52	87	32	175
	Female	0	0	57	126	42	225
Total		0	4	109	213	74	400

Table 7 shows that out of 225 female respondents, 126 of them rated the element of Personal Control as 'Good'. On the 5-point Liker Scale, this is at almost excellent. As such, it may be concluded that generally female users in Kuching perceived that Pustaka's access tools, access to collections, websites, modern equipments and remote accessibility is at satisfactory level and meeting their needs and wants.

d) Gender Versus Place

Based on Table 8, 93out of 225 female respondents rated the element of Place as 'Good'. On the 5-point Likert Scale, this is good or at almost excellent. Therefore, it may be concluded that in general, the female

users in Kuching perceived Pustaka as a conducive place for their learning needs.

Table 8: Gender - Average Place Cross Tabulation

		Average Place					Total
		Very poor	Poor	Fair	Good	Very Good	
Gender	Male	0	3	32	83	57	175
	Female	1	3	36	93	92	225
Total		1	6	68	176	149	400

e) Age Versus Information Access

Table 9: Age - Average Information Access Cross Tabulation

		Average Information Access					Total
		Very poor	Poor	Fair	Good	Very Good	
Age (Years)	17 or less	0	5	24	45	17	90
	18 - 20	0	1	32	35	13	81
	21 - 30	0	2	19	39	9	69
	31 - 40	0	3	18	62	19	99
	41 - 50	0	0	8	19	17	44
	> 50	0	0	2	11	4	17
Total		0	10	103	211	76	400

Based on Table 9 above, 62 out of 99 respondents aged between 31 - 40 years old rated Pustaka's Information Access as 'Good'. On the 5-point Likert Scale, this is at almost excellent. Thus, it may be concluded that generally, users aged between 31 - 40 years old who are most likely working adults and part time university students, perceived that the information access in Pustaka is meeting their expectation and needs.

f) Age Versus Service Affect

Based on Table 10, 61 out of 99 respondents aged between 31 - 40 years old rated the library service affect as 'Good'. On the 5-point Likert Scale, this is good and at almost excellent. Therefore, it may be concluded that generally, users between the ages of 31 - 40 years old

who are most likely working adults and part time university students perceived that the library is displaying empathy and personal competence especially on the part of instilling confidence in users, readiness to respond to users, willingness to help and ability to handle problems, knowledgeable, courteous and caring.

Table 10: Age - Average Service Affect Cross Tabulation

		Average Service Affect					Total
		Very poor	Poor	Fair	Good	Very Good	
Age (Years)	17 or less	0	2	27	48	13	90
	18 - 20	0	1	22	42	16	81
	21 - 30	0	0	14	41	14	69
	31 - 40	0	2	20	61	16	99
	41 - 50	0	0	9	19	16	44
	> 50	0	0	2	9	6	17
Total		0	5	94	220	81	400

g) Age Versus Personal Control

Table 11: Age - Average Personal Control Cross Tabulation

		Average Personal Control					Total
		Very poor	Poor	Fair	Good	Very Good	
Age (Years)	17 or less	0	4	14	43	29	90
	18 - 20	0	1	12	32	36	81
	21 - 30	0	0	15	28	26	69
	31 - 40	1	0	18	45	35	99
	41 - 50	0	1	7	17	19	44
	> 50	0	0	2	11	4	17
Total		1	6	68	176	149	400

Based on Table 11 above, 45 out of 99 respondents aged between 31 - 40 years old rated the library Personal Control elements as 'Good'. On the 5-point Likert Scale, this is good and at almost excellent level. Therefore, it may concluded that generally, users between the ages of 31 - 40 years old who are most likely working adults and part time university students perceived that the access tools, access to

collections, websites, modern equipments and remote accessibility is at satisfactory level.

h) Age Versus Place

Table 12: Age - Average Place Cross Tabulation

		Average Place					Total
		Very poor	Poor	Fair	Good	Very Good	
Age (Years)	17 or less	0	2	27	48	13	90
	18 - 20	0	1	22	42	16	81
	21 - 30	0	0	14	41	14	69
	31 - 40	0	2	20	61	16	99
	41 - 50	0	0	9	19	16	44
	> 50	0	0	2	9	6	17
Total		0	5	94	220	81	400

Table 12 shows that 61 out of 99 respondents aged between 31 - 40 years old rated the element of Place as 'Good'. Therefore, it may be concluded that generally, users of Pustaka between the ages of 31 - 40 years old who are most likely working adults and part time university students believed that the library is a conducive and comfortable place for their learning activities.

i) Education Level Versus Information Access

Based on Table 13, 87 out of 161 respondents whose highest level of education was SPM rated Information Access element as 'Good'. On the 5-point Likert Scale this is at almost excellent level. Therefore, it is concluded that generally most users with SPM qualification in Kuching perceived that the assessment of the adequacy of the collections currently available in the library as well as the ability of users in accessing the needed information on a timely basis regardless of their location or the medium of the resource in question is meeting their expectation and requirements.

Table 13: Education Level - Average Information Access Cross Tabulation

		Average Information Access					Total
		Very poor	Poor	Fair	Good	Very Good	
Education Level	SPM	0	5	40	87	29	161
	STPM	0	1	31	42	14	88
	Diploma	0	1	12	30	10	52
	Degree	0	1	16	33	10	60
	Postgraduate	0	0	1	6	1	8
	Others	0	2	3	13	13	31
Total		0	10	103	211	76	400

j) Education Level Versus Service Affect

Table 14: Education Level - Average Service Affect Cross Tabulation

		Average Service Affect					Total
		Very poor	Poor	Fair	Good	Very Good	
Education Level	SPM	0	3	38	90	30	161
	STPM	0	2	22	45	19	88
	Diploma	0	0	16	26	10	52
	Degree	0	0	13	37	10	60
	Postgraduate	0	0	0	6	2	8
	Others	0	0	5	16	10	31
Total		0	5	94	220	81	400

Based on Table 14, 90 out of 161 respondents whose highest level of education was SPM rated the library service as 'Good'. On the 5-point Likert Scale this is at almost excellent level. Therefore, it is concluded that generally, most users with SPM qualification in Kuching perceived that the library is displaying empathy and personal competence especially on the part of instilling confidence in users, readiness to respond to users, willingness to help and ability to handle problems, knowledgeable, courteous and caring.

k) Education Level Versus Personal Control

Based on Table 15, 91 out of 161 respondents whose highest level of

education was SPM rated the element of Place as 'Good'. On the 5-point Likert Scale this is at almost excellent level. On the 5-point Likert Scale, this is good and at almost excellent level. Therefore, it is concluded that generally, most users with SPM qualification in Kuching perceived that the access tools, access to collections, websites, modern equipments and remote accessibility is at satisfactory level.

Table 15: Education Level - Average Personal Control Cross Tabulation

		Average Personal Control					Total
		Very poor	Poor	Fair	Good	Very Good	
Education Level	SPM	0	2	41	91	27	161
	STPM	0	1	31	44	12	88
	Diploma	0	0	18	20	14	52
	Degree	0	0	15	34	11	60
	Postgraduate	0	0	0	6	2	8
	Others	0	1	4	18	8	31
Total		0	4	109	213	74	400

I) Education Level Versus Place

Table 16: Education Level - Average Place Cross Tabulation

		Average Place					Total
		Very poor	Poor	Fair	Good	Very Good	
Education Level	SPM	0	2	32	73	54	161
	STPM	0	1	11	38	38	88
	Diploma	0	1	12	23	16	52
	Degree	0	0	11	26	23	60
	Postgraduate	0	0	0	5	3	8
	Others	1	2	2	11	15	31
Total		1	6	68	176	149	400

Table 16 shows that 73 out of 161 respondents whose highest level of education was SPM rated the element of Place as 'Good'. On the 5-point Likert Scale this is at almost excellent level. On the 5-point Likert Scale, this is good and at almost excellent level. Therefore, it is

concluded that generally, most users with SPM qualification in Kuching believed that Pustaka is a conducive and comfortable place for their learning activities.

m) Occupation Versus Information Access

Table 17: Occupation - Average Information Access Cross Tabulation

		Average Information Access					Total
		Very poor	Poor	Fair	Good	Very Good	
Occupation	Student	0	5	58	84	34	181
	Self-employed	0	1	0	7	2	10
	Government Servant	0	1	28	96	38	163
	Private Sector	0	2	12	18	2	34
	Pensioner	0	0	0	2	0	2
	Others	0	1	5	4	0	10
Total		0	10	103	211	76	400

Table 17 shows that 96 out of 163 respondents who were government servants rated Information Access element as 'Good'. On the 5-point Likert Scale this is at almost excellent level. Therefore, it is concluded that generally, the government servants in Kuching perceived that the assessment of the adequacy of the collections currently available in the library as well as the ability of users in accessing the needed information on a timely basis regardless of their location or the medium of the resource in question is meeting their expectation and requirements.

n) Occupation Versus Service Affect

Based on Table 18, 97 out of 181 respondents who were students rated the library service as 'Good'. On the 5-point Likert Scale this is at almost excellent level. Therefore, it is concluded that generally, students in Kuching perceived that the library is displaying empathy and personal

competence especially on the part of instilling confidence in users, readiness to respond to users, willingness to help and ability to handle problems, knowledgeable, courteous and caring and also meeting their expectation.

Table 18: Occupation - Average Service Affect Cross Tabulation

		Average Service Affect					Total
		Very poor	Poor	Fair	Good	Very Good	
Occupation	Student	0	3	49	97	32	181
	Self-employed	0	0	0	6	4	10
	Government Servant	0	2	31	90	40	163
	Private Sector	0	0	11	20	3	34
	Pensioner	0	0	0	2	0	2
	Others	0	0	3	5	2	10
Total		0	5	94	220	81	400

o) Occupation Versus Personal Control

Table 19: Occupation - Average Personal Control Cross Tabulation

		Average Personal Control					Total
		Very poor	Poor	Fair	Good	Very Good	
Occupation	Student	0	1	59	92	29	181
	Self-employed	0	0	2	7	1	10
	Government Servant	0	3	31	88	41	163
	Private Sector	0	0	13	19	2	34
	Pensioner	0	0	0	2	0	2
	Others	0	0	4	5	4	10
Total		0	4	109	213	74	400

Table 19 shows that 92 out of 181 respondents who were students rated the library Personal Control element as 'Good'. On the 5-point Likert Scale this is at almost excellent level. Therefore, it is concluded that generally, students in Kuching perceived that the access tools, access

to collections, websites, modern equipments and remote accessibility is meeting their expectations.

p) Occupation Versus Place

Table 20: Occupation - Average Place Cross Tabulation

		Average Place					Total
		Very poor	Poor	Fair	Good	Very Good	
Occupation	Student	0	4	30	74	73	181
	Self-employed	0	0	0	3	7	10
	Government Servant	1	0	30	76	56	163
	Private Sector	0	1	7	14	12	34
	Pensioner	0	0	0	1	1	2
	Others	0	1	1	8	0	10
Total		1	6	68	176	149	400

Table 20 shows that 76 out of 163 respondents who were government servants rated the element of Place as 'Good'. On the 5-point Likert Scale this is at almost excellent level. Therefore, it is concluded that generally, government servants in Kuching believed that Pustaka is a conducive and comfortable place for their learning activities.

q) Job Position Versus Information Access

Table 21: Job Position - Average Information Access Cross Tabulation

		Average Information Access					Total
		Very poor	Poor	Fair	Good	Very Good	
Job Position	Clerical	0	1	7	39	19	66
	Supervisory	0	0	7	20	4	31
	Managerial and above	0	0	7	20	8	35
	Others	0	9	82	132	45	268
Total		0	10	103	211	76	400

Table 21 shows that 132 out of 268 respondents of different job positions rated the element of Information Access as 'Good'. On the 5-point Likert Scale this is at almost excellent level. Therefore, it is concluded that generally, users of different job positions in Kuching perceived that the assessment of the adequacy of the collections currently available in the library as well as the ability of users in accessing the needed information on a timely basis regardless of their location or the medium of the resource in question is meeting their requirements.

r) Job Position Versus Service Affect

Table 22: Job Position - Average Service Affect Cross Tabulation

		Average Service Affect					Total
		Very poor	Poor	Fair	Good	Very Good	
Job Position	Clerical	0	1	11	35	19	66
	Supervisory	0	1	8	20	2	31
	Managerial and above	0	0	6	19	10	35
	Others	0	3	69	146	50	268
Total		0	5	94	220	81	400

Based on Table 22, 146 out of 268 respondents of different job positions rated the library service as 'Good'. On the 5-point Likert Scale this is at almost excellent level. Therefore, it is concluded that generally users of different job positions in Kuching perceived that the library is displaying empathy and personal competence especially on the part of instilling confidence in users, readiness to respond to users, willingness to help and ability to handle problems, knowledgeable, courteous and caring and also meeting their expectation.

r) Job Position Versus Personal Control

Based on Table 22, 138 out of 268 respondents of different job positions rated the element of Personal Control as 'Good'. On the 5-point Likert

Scale this is at almost excellent level. Therefore, it is concluded that generally, users of different job positions in Kuching perceived that Pustaka's access tools, access to collections, websites, modern equipments and remote accessibility is meeting their expectations.

Table 23: Job Position - Average Personal Control Cross Tabulation

		Average Personal Control					Total
		Very poor	Poor	Fair	Good	Very Good	
Job Position	Clerical	0	1	11	37	19	66
	Supervisory	0	0	6	22	3	31
	Managerial and above	0	1	8	16	10	35
	Others	0	2	84	138	44	268
Total		0	4	109	213	74	400

s) Job Position Versus Place

Table 23: Job Position - Average Place Cross Tabulation

		Average Place					Total
		Very poor	Poor	Fair	Good	Very Good	
Job Position	Clerical	1	0	11	26	28	66
	Supervisory	0	1	5	15	10	31
	Managerial and above	0	0	7	14	14	35
	Others	0	5	45	121	97	268
Total		1	6	68	176	149	400

Table 23 shows that 121 out of 268 respondents of different job positions rated the element of Place as 'Good'. On the 5-point Likert Scale this is at almost excellent level. Therefore, it is concluded that generally, users of different job positions in Kuching believed that the library is a good place for their learning activities.

J. Frequency Analysis

a) Frequency of Library Usage Versus Gender

Table 24: Average frequency of using the library services per month - Gender Cross Tabulation

		Gender		Total
		Male	Female	
Average frequency of using the library services per month	1 or less	36	36	72
	2 - 5	49	101	150
	6 - 10	30	35	65
	More than 10	60	53	113
Total		175	225	400

Based on frequency analysis on library usage versus gender as shown in Table 24 below, 101 out of 225 female respondents frequented the library at least 2 - 5 times per month as compared to their male counterparts.

b) Frequency of Library Usage Versus Age

Table 25: Average frequency of using the library services per month - Age (Years) Cross Tabulation

		Age (Years)						Total
		17 or less	18 - 20	21 - 30	31 - 40	41 - 50	More than 50	
Average frequency of using the library services per month	1 or less	11	11	23	18	6	3	72
	2 - 5	47	21	26	35	16	5	150
	6 - 10	18	13	9	15	7	3	65
	More than 10	14	36	11	31	15	6	113
Total		90	81	69	99	44	17	400

Frequency analysis on library usage versus age as shown in Table 25 indicates that 35 out of 99 respondents between the ages of 21 - 30 years old visited the library at least 2 - 5 times per month.

c) Frequency of Library Usage Versus Education Level

Table 26: Average frequency of using the library services per month - Education Level Cross Tabulation

		Education Level						Total
		SPM	STPM	Diploma	Degree	Post graduate	Others	
Average frequency of using the library services per month	1 or less	31	13	15	11	1	1	72
	2 - 5	63	21	18	27	3	18	150
	6 - 10	34	15	8	5	0	3	65
	More than 10	33	39	11	17	4	9	113
Total		161	88	52	60	8	31	400

The frequency analysis on library usage versus education level as shown in Table 26 below indicates that 63 out of 161 respondents with SPM qualification frequented the library at least 2 - 5 times a month.

d) Frequency of Library Usage Versus Occupation

Table 27: Average frequency of using the library services per month - Occupation Cross Tabulation

		Occupation						Total
		Student	Self-employed	Government Servant	Private Sector	Pensioner	Others	
Average frequency of using the library services per month	1 or less	25	2	31	12	0	2	72
	2 - 5	72	6	56	11	0	5	150
	6 - 10	33	1	26	3	0	2	65
	More than 10	51	1	50	8	2	1	113
Total		181	10	163	34	2	10	400

The frequency analysis on library usage versus occupation as shown in Table 27 indicates that 72 out of 181 respondents who were students had visited the library 2 - 5 times in a month.

e) Frequency of Library Usage Versus Job Position

The frequency analysis on library usage versus job position as shown in Table 28 indicates 102 out of 268 respondents who were of different job positions visited the library at least 2 - 5 times per month.

Table 28: Average frequency of using the library services per month - Job Position Cross Tabulation

		Job Position				Total
		Clerical	Supervisory	Managerial and above	Others	
Average frequency of using the library services per month	1 or less	15	7	6	44	72
	2 - 5	23	13	12	102	150
	6 - 10	14	4	3	44	65
	More than 10	14	7	14	78	113
Total		66	31	35	268	400

K. Conclusion, Perception and Recommendations

a) Conclusion

Overall, the service performance of Pustaka in Kuching was perceived by users as above satisfactory across the four dimensions of library service quality. The values range from 3.86 (Information Access) to 4.15 (Place) on a 5-point Likert Scale. Compared to 2011 survey, the service quality for Pustaka in Kuching has shown a slight decrease.

Table 29: Average Mean Score for all dimensions

LibQual Elements		Average Mean Score	
		2011	2012
1	Place	4.16	4.15
2	Service	3.95	3.92
3	Personal Control	3.92	3.88
4	Information Access	3.84	3.86

b) Perception

In general, the mean score for the performance of services in Pustaka in Kuching as perceived by users for the four dimensions are at almost excellent level. The highest rating was on Place with the average mean score of 4.15 which is 'Good' and the least favoured was Information Access at 3.86 which is 'Moderate' and almost 'Good'.

c) Recommendations

The lowest rating scored was for Information Access, particularly on the limited variety and depth of the library collections. Major improvement in the variety and depth of library collections made available and how they can be easily accessed by users are among the factors that can help boost up user's satisfaction towards Pustaka in Kuching.

As for Personal Control which scored the second lowest rating, particularly on online and remote access to information resources in the library holdings, enhancement of current online system can give positive result.

On the element of Service, which also received above average rating, it is highly recommended that the front liners should portray a more friendly service and to intensify the existing customer service efforts. Although there were many compliments on staff received, it is suggested that training on customer service should be considered to all staff including newly recruited staff.

Findings of Survey in Miri

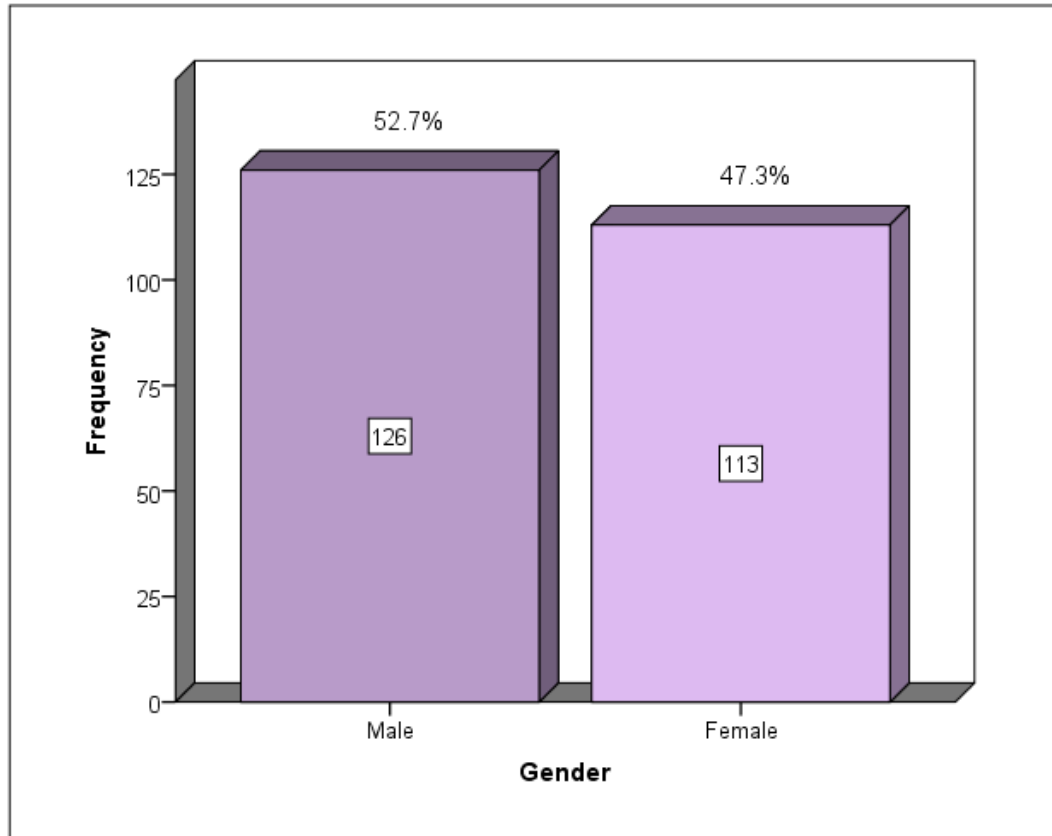
L. Demographic Factors

Table 30: Demographic Profile of Respondents

	DEMOGRAPHIC FACTORS	FREQUENCY	(%)
1	GENDER		
	Male	126	52.7
	Female	113	47.3
2	AGE		
	< 17 years old	75	31.4
	18 - 20 years old	69	28.9
	21 - 30 years old	39	16.7
	31 - 40 years old	28	11.7
	41 - 50 years old	21	8.8
	> 50 years old	7	2.9
3	EDUCATIONAL LEVEL		
	SPM	124	51.9
	STPM	37	15.5
	Diploma	23	9.6
	Degree	35	14.6
	Postgraduate	2	0.8
	Others	18	7.5
4	OCCUPATION		
	Student	153	64.0
	Self-employed	10	4.2
	Government Servant	47	19.7
	Private Sector	16	6.7
	Pensioner	2	0.8
	Others	11	4.6
5	JOB POSITION		
	Clerical	7	2.9
	Supervisory	12	5.0
	Managerial and Above	17	7.1
	Others	203	84.9
6	FREQUENCY OF LIBRARY USAGE		
	1 or less	30	12.6
	2 - 5	99	41.4

6 - 10	34	14.2
> 10	76	31.8

a) Gender

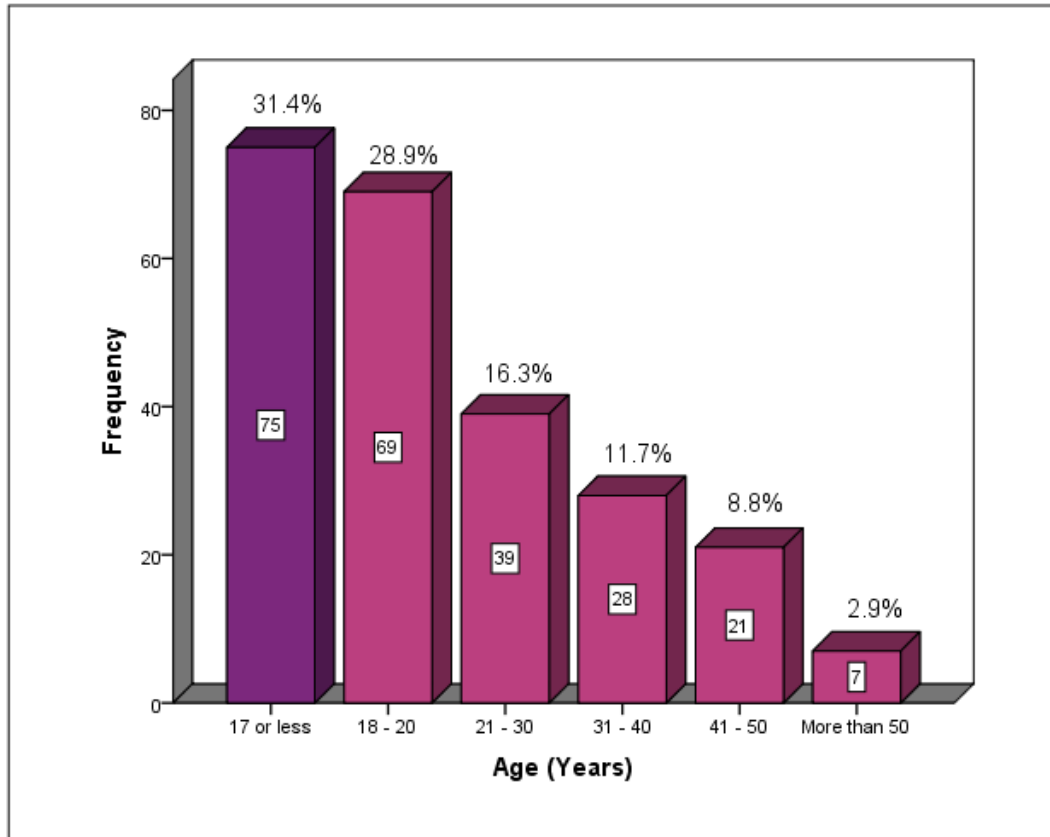


The above bar chart shows that 52.7% or 126 respondents were male and 47.3% or 113 respondents were female. Generally, in Miri there were more male library users.

b) Age

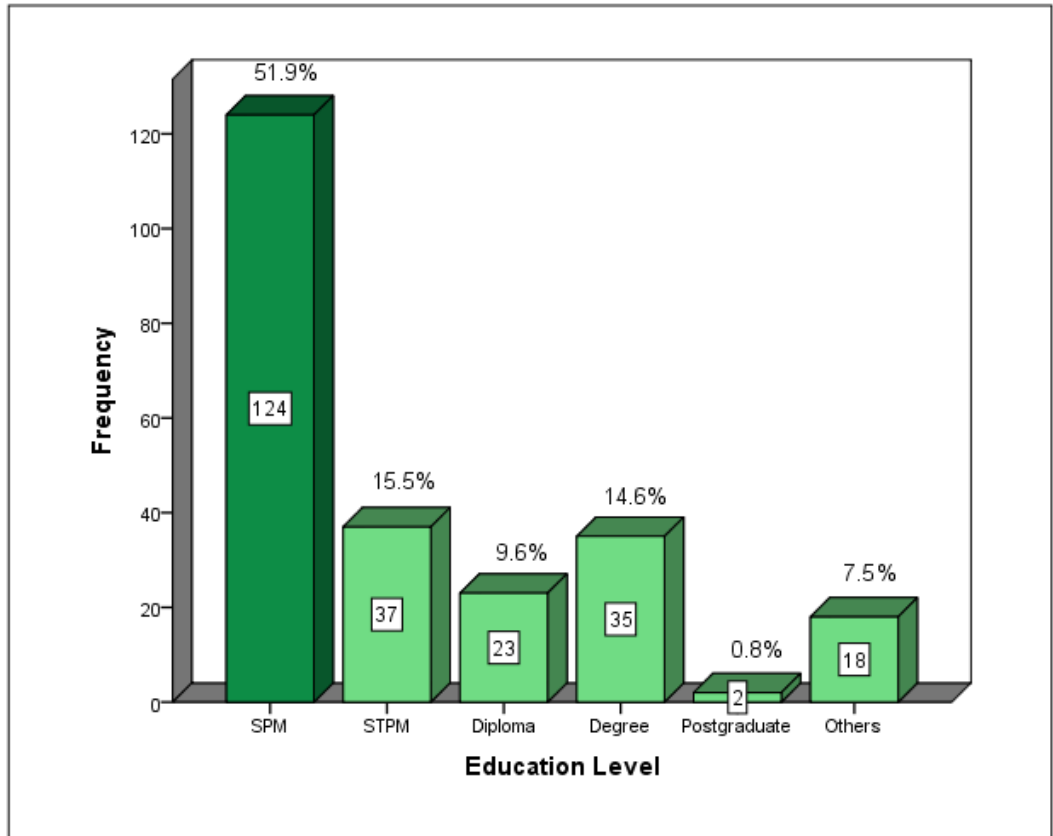
The bar chart below shows that users that came to Pustaka Miri were mainly those from the age range of less than 17 years old (75 persons or 31.4%) followed by the age range of 18 until 20 years old (69 person or 28.9%). Coming in third is the age range of 21 until 30 years old (39 persons or 16.3%), followed by the age range of 31 until 40 years old (28 persons or 11.8%). Only 8.8% or 21 respondents from the age range of 41 until 50 years old and 2.9% or 7 respondents from the age group of 51 years old and above came. It may be concluded that most of Pustaka

Miri library users were school, college and university students.

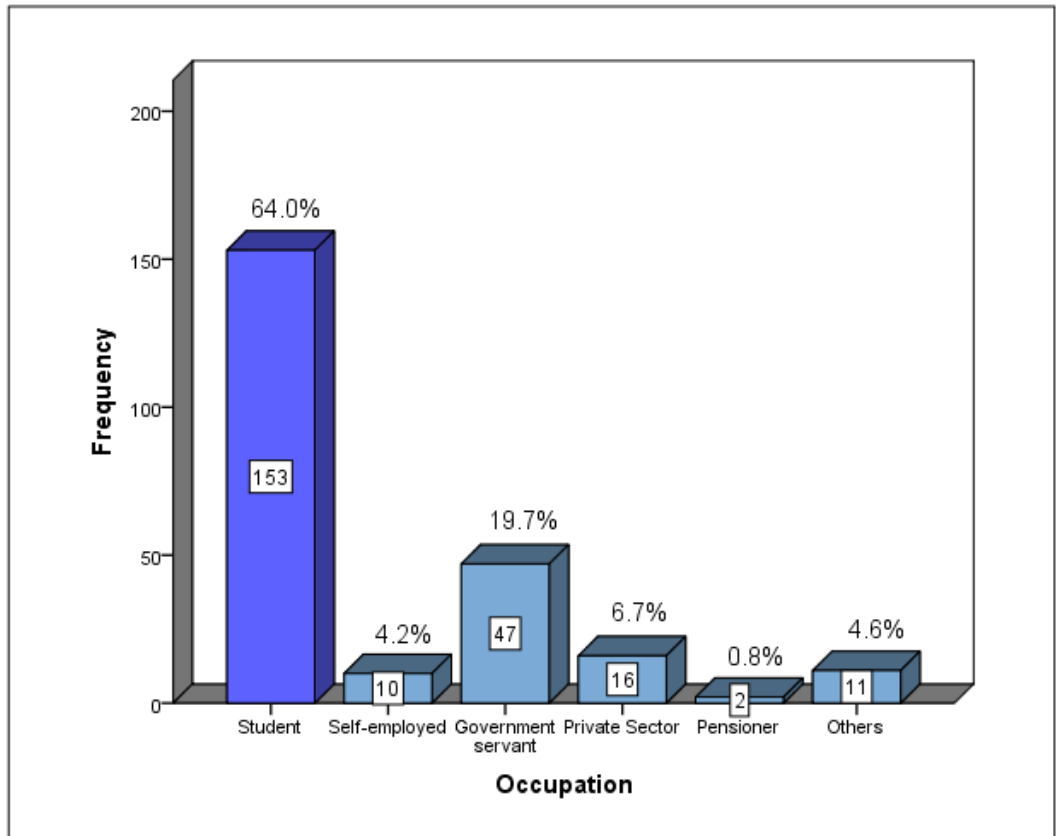


c) Education Level

Based on the bar chart below, 51.9 % or 124 respondents were SPM holders followed by STPM holders with 15.5% or 37 respondents and Degree holders with 14.6% or 35 respondents. Diploma holders were 9.6% or 23 respondents, Post graduates 0.8% or 2 respondents and Others, 7.5% or 18 respondents. Therefore, it may be concluded that most library users in Miri were SPM holders.

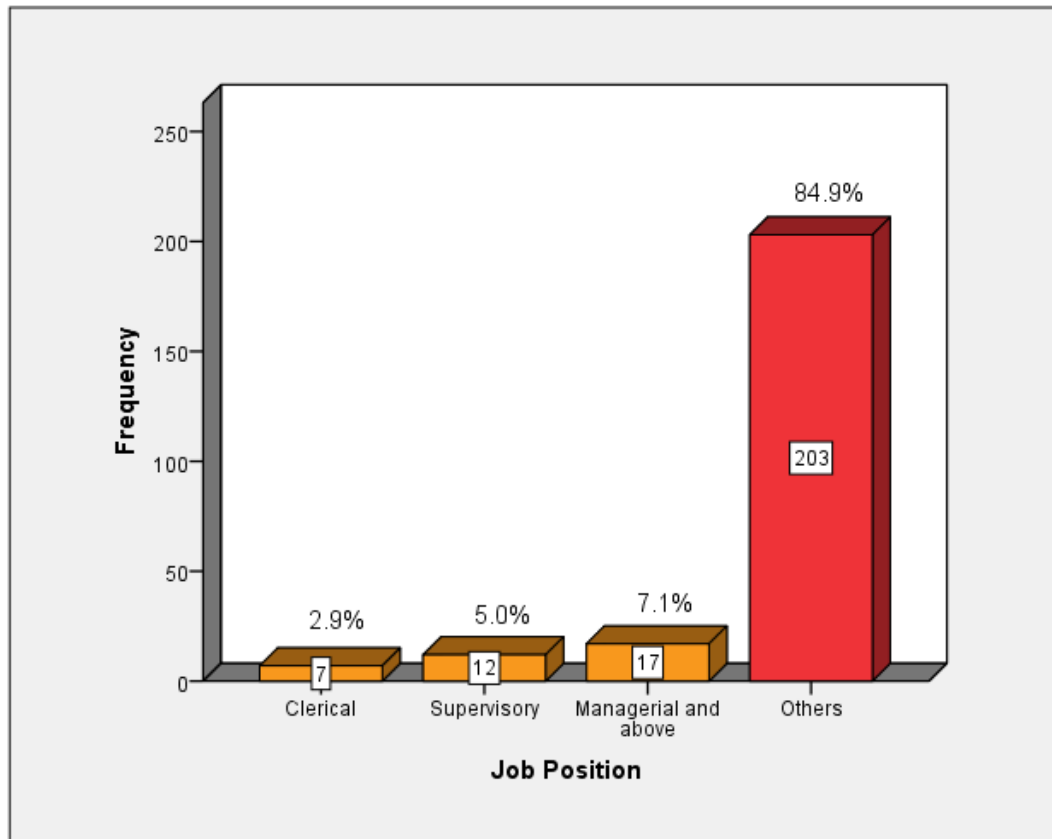


c) Occupation



Based on the bar chart above, 64% or 153 respondents were mostly students. Therefore, we can conclude that most library users in Miri were those from schools, colleges and universities.

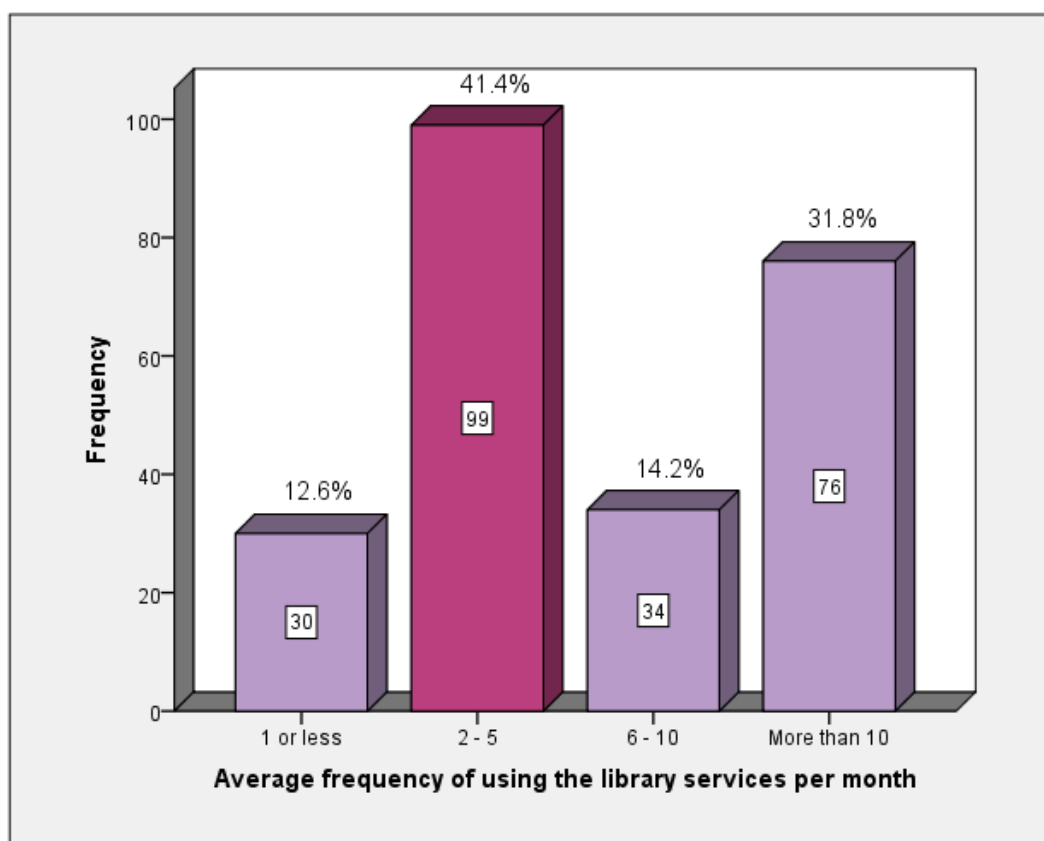
d) Job Position



The above bar chart reflects that 84.9% or 203 respondents did not specify their designation of work or perhaps they belong to different levels of job position.

e) Frequency of library visit per month

The bar chart below indicates that 41.4% or 99 respondents had used the library services between 2 - 5 times in a month. Hence, it may be concluded that on average, a member of the public in Miri may frequent the library only once a week.



M. Descriptive Analysis: Mean and Standard Deviations

Table 31: Perceived Service Quality Evaluation Among Respondents

Items	N	Mean	Std. Deviation
Place			
1. The Library is a quiet place for individual activities.	239	4.31	.857
2. The Library is a comfortable and inviting location.	239	4.46	.787
3. The Library inspires me to study and learn.	239	4.46	.731
4. The Library has good community space for group learning and group study.	239	4.35	.794
5. The Library is a gateway for study, learning or research.	239	4.39	.770
Average		4.39	0.79

Items	N	Mean	Std. Deviation
Service Affect			
6. Employees of the Library install confidence in me.	239	3.92	.925

7. Employees of the Library are always ready to respond to my questions.	239	4.01	.930
8. Employees of the Library are willing to help me.	239	4.11	.953
9. Employees of the Library can handle service problems dependably.	239	3.92	.854
10. Employees of the Library give users individual attention.	239	3.82	.964
11. Employees of the Library have the knowledge to answer user questions.	239	3.94	.896
12. Employees of the Library are consistently courteous.	239	3.91	.848
13. Employees of the Library deal with users in a caring fashion.	239	3.70	.975
14. Employees of the Library understand the needs of their users.	239	3.89	.942
Average		3.91	.921

Items	N	Mean	Std. Deviation
Personal Control			
15. The library has easy-to-use access tools that allow me to find things on my own.	239	3.89	.893
16. There is a convenient access to the Library collections	239	3.89	.838
17. The Library Website enabling me to locate information on my own	239	3.74	.980
18. The Library's modern equipment lets me access the needed information easily.	239	3.81	.933
19. The Library makes information easily accessible for independent use.	239	3.90	.873
20. The Library makes electronic resources accessible from my home/office.	239	3.66	.948
Average		3.82	.911

Items	N	Mean	Std. Deviation
Information Access			
21. The Library has print and/or electronic journal collections that I need.	239	3.68	.996
22. The Library has convenient service hours.	239	3.87	1.047
23. The printed library materials are of good quality.	239	3.94	.975
24. The Library provides electronic information resources that I need.	239	3.85	.874
25. The Library provides timely document delivery/interlibrary loan.	239	3.89	2.052
Average		3.85	1.189

Table 31 shows the descriptive statistics on the degree of service quality performed by Pustaka in Miri. From the scale of 1 to 5 (1 is Very Poor and to 5 is Very Good), the average mean score for all dimensions are at moderate and Good level. Among the four dimensions, Library as a Place scored the highest average mean which is 4.39, followed by Service Affect at 3.91, Information Access at 3.85 while Personal control scored the lowest average mean of 3.82. Based on this result, it may be concluded that among the four dimensions, Library as a Place is one of the main factor that contributes to customer's satisfaction as compared to the rest of the aspects of Perceived Service Quality.

N. Overall Evaluation

Table 32: Overall Evaluation

Items	N	Mean	Std. Deviation
1. The overall quality of the Library services is good.	239	4.20	.721
2. I am satisfied with the services provided by the Library.	239	4.21	.771
3. The services provided by the Library meet my expectation.	239	4.08	.789
4. I am not disappointed with the services provided by the Library.	239	4.15	.809
5. I would like to continue using the library services	239	4.49	.733
6. I will recommend this Library to others.	239	4.45	.775
Average		4.26	.766

Table 32 shows the descriptive analysis of the overall evaluation on Pustaka. From the scale of 1 to 5 (1 is Very Poor and to 5 is Very Good), the average mean score shows Good level only at 4.26. Among the elements are 'I would like to continue using the Library services' with a score of 4.49 followed by 'I will recommend this Library to others' at 4.45, 'I am satisfied with the services provided by the Library' at 4.21,

'The overall quality of the Library services is good' at 4.20, while 'I am not disappointed with the services provided by the Library' is at 4.15 and 'The services provided by the Library meet my expectation' is at 4.08.

O. Cross Tabulation Analysis

a) Gender Versus Information Access

Table 33: Gender-Average Information Access Cross Tabulation

		Average Information Access					Total
		Very poor	Poor	Fair	Good	Very Good	
Gender	Male	0	6	39	61	33	126
	Female	1	4	33	48	27	113
Total		1	10	72	109	47	239

Table 33 above shows that 61 out of 126 male respondents rated the Information Access of Pustaka Miri as 'Good'. Based on the 5-point Likert Scale, this is at almost excellent level. Therefore, it may be concluded that generally, male users believed that Pustaka Miri's collections are of good quality and the assessment of the adequacy of the collections currently available in the library as well as the ability of users in accessing the needed information on a timely basis regardless of their location or medium of resource in question is at satisfactory level.

b) Gender Versus Service Affect

Table 34 shows that 63 out of 126 male respondents rated the service quality of Pustaka Miri as 'Good'. Based on 5-point Likert Scale, this is at almost excellent. Therefore, we may conclude that male users in general perceived that the employees of Pustaka Miri have been displaying empathy and personal competence especially on the part

of instilling confidence in users, readiness to respond to users, willingness to help, ability to handle and solve problems, knowledgeable, courteous, caring and meeting their expectations.

Table 34: Gender - Average Service Affect Cross Tabulation

		Average Service Affect					Total
		Very poor	Poor	Fair	Good	Very Good	
Gender	Male	0	2	33	63	28	126
	Female	0	4	30	46	33	113
Total		0	6	63	109	61	239

c) Gender versus Personal Control

Table 35: Gender - Average Personal Control Cross Tabulation

		Average Personal Control					Total
		Very poor	Poor	Fair	Good	Very Good	
Gender	Male	0	2	35	58	31	126
	Female	0	4	30	54	25	113
Total		0	6	65	112	56	239

Table 35 shows that 58 out of 126 male respondents rated the element of Personal Control as 'Good'. On the 5-point Liker Scale, this is at almost excellent. As such, it may be concluded that generally, male users perceived that Pustaka Miri's access tools, access to collections, websites, modern equipments and remote accessibility is at satisfactory level and meeting their needs and wants.

d) Gender Versus Place

Based on Table 36, 47 out of 126 male respondents rated the element of Place as 'Good'. On the 5-point Likert Scale, this is good or at almost excellent. Therefore, it may be concluded that in general, male users perceived Pustaka Miri as a conducive place for their learning needs.

Table 36: Gender - Average Place Cross Tabulation

		Average Place					Total
		Very poor	Poor	Fair	Good	Very Good	
Gender	Male	0	1	13	47	65	126
	Female	0	1	7	40	65	113
Total		0	2	20	87	130	239

e) Age Versus Information Access

Table 37: Age - Average Information Access Cross Tabulation

		Average Information Access					Total
		Very poor	Poor	Fair	Good	Very Good	
Age (Years)	17 or less	1	4	26	32	12	75
	18 - 20	0	4	30	34	1	69
	21 - 30	0	1	4	23	11	39
	31 - 40	0	0	4	10	14	28
	41 - 50	0	1	6	8	6	21
	> 50	0	0	2	2	3	7
Total		1	10	72	109	47	239

Based on Table 37 above, 34 out of 69 respondents aged between 18 - 20 years old rated Pustaka's Information Access as 'Good'. On the 5-point Likert Scale, this is at almost excellent. Therefore, it may be concluded that generally, users aged between 18 - 20 years old, who are likely college and university students, perceived that information access in Pustaka Miri is meeting their expectations and needs.

f) Age Versus Service Affect

Table 38: Age - Average Service Affect Cross Tabulation

		Average Service Affect					Total
		Very poor	Poor	Fair	Good	Very Good	
Age (Years)	17 or less	0	4	19	36	16	75
	18 - 20	0	2	32	31	4	69
	21 - 30	0	0	7	17	15	39
	31 - 40	0	0	1	9	18	28

	41 - 50	0	0	4	12	5	21
	> 50	0	0	0	4	3	7
Total		0	6	63	109	61	239

Based on Table 38, 36 out of 75 respondents aged 17 years old and below rated the library service affect as 'Good'. On the 5-point Likert Scale, this is good and at almost excellent. Therefore, it may be concluded that generally, users aged 17 years old and below perceived that employees of Pustaka Miri are displaying empathy and personal competence especially on the part of instilling confidence in users, readiness to respond to users, willingness to help and ability to handle problems, knowledgeable, courteous and caring.

g) Age Versus Personal Control

Table 39: Age - Average Personal Control Cross Tabulation

		Average Personal Control					Total
		Very poor	Poor	Fair	Good	Very Good	
Age (Years)	17 or less	0	2	21	39	13	75
	18 - 20	0	4	29	31	5	69
	21 - 30	0	0	6	16	16	38
	31 - 40	0	0	3	14	11	28
	41 - 50	0	0	5	10	6	21
	> 50	0	0	0	2	5	7
Total		0	6	64	112	56	238

Based on Table 39, 39 out of 75 respondents aged 17 years old and below rated Personal Control element as 'Good'. On the 5-point Likert Scale, this is good and at almost excellent level. Therefore, it may concluded that generally, users aged 17 years old and below perceived that the access tools, access to collections, websites, modern equipment and remote accessibility at Pustaka Miri are at satisfactory level.

h) Age Versus Place

Table 40: Age - Average Place Cross Tabulation

		Average Place					Total
		Very poor	Poor	Fair	Good	Very Good	
Age (Years)	17 or less	0	0	8	24	43	75
	18 - 20	0	2	9	27	31	69
	21 - 30	0	0	2	13	24	39
	31 - 40	0	0	1	12	15	28
	41 - 50	0	0	0	10	11	21
	> 50	0	0	0	1	6	7
Total		0	2	20	87	130	239

Table 40 shows that 43 out of 75 respondents aged 17 years old and below rated the element of Place as 'Very Good'. Hence, it may be concluded that generally, users aged 17 years old and below believed that Pustaka Miri is a very conducive and comfortable place for their learning activities.

i) Education Level Versus Information Access

Table 41: Education Level - Average Information Access Cross Tabulation

		Average Information Access					Total
		Very poor	Poor	Fair	Good	Very Good	
Education Level	SPM	1	2	39	61	21	124
	STPM	0	2	11	14	10	37
	Diploma	0	1	5	11	6	23
	Degree	0	2	12	15	6	35
	Postgraduate	0	0	0	2	0	2
	Others	0	3	5	6	4	18
Total		1	10	72	109	47	239

Based on Table 41 above, 61 out of 124 respondents whose highest level of education was SPM rated Information Access element as 'Good'. On the 5-point Likert Scale this is at almost excellent level.

Therefore, it may be concluded that generally, users with SPM qualification in Miri perceived that the assessment of the adequacy of the collections currently available as well as the ability of users in accessing the needed information on a timely basis regardless of their location or the medium of the resource in question are meeting their expectations and requirements.

j) Education Level Versus Service Affect

Table 42: Education Level - Average Service Affect Cross Tabulation

		Average Service Affect					Total
		Very poor	Poor	Fair	Good	Very Good	
Education Level	SPM	0	3	30	65	26	124
	STPM	0	1	15	10	11	37
	Diploma	0	1	5	9	8	23
	Degree	0	0	6	19	10	35
	Postgraduate	0	0	0	2	0	2
	Others	0	1	7	4	6	18
Total		0	6	63	109	61	239

Based on Table 42, 65 out of 124 respondents whose highest level of education was SPM rated Pustaka Miri's service quality as 'Good'. On the 5-point Likert Scale this is at almost excellent level. Therefore, it may be concluded that generally, users with SPM education perceived that employees of Pustaka Miri are displaying empathy and personal competence especially on the part of instilling confidence in users, readiness to respond to users, willingness to help and ability to handle problems, knowledgeable, courteous and caring.

k) Education Level Versus Personal Control

Based on Table 43, 62 out of 124 respondents whose highest level of education was SPM rated the element of Place of Pustaka Miri as 'Good'. On the 5-point Likert Scale this is at almost excellent level. On the 5-point Likert Scale, this is good and at almost excellent level.

Therefore, it is concluded that generally, users with SPM education in Miri perceived that the access tools, access to collections, websites, modern equipment and remote accessibility are at satisfactory level.

Table 43: Education Level - Average Personal Control Cross Tabulation

		Average Personal Control					Total
		Very poor	Poor	Fair	Good	Very Good	
Education Level	SPM	0	2	34	62	26	124
	STPM	0	1	7	19	10	37
	Diploma	0	1	6	11	5	23
	Degree	0	1	10	15	9	35
	Postgraduate	0	0	0	1	1	2
	Others	0	1	8	4	5	18
Total		0	6	65	112	56	239

l) Education Level Versus Place

Table 44: Education Level - Average Place Cross Tabulation

		Average Place					Total
		Very poor	Poor	Fair	Good	Very Good	
Education Level	SPM	0	0	10	38	76	124
	STPM	0	0	2	11	23	37
	Diploma	0	1	1	10	11	23
	Degree	0	1	2	19	13	35
	Postgraduate	0	0	0	2	0	2
	Others	0	0	4	9	5	18
Total		0	2	20	87	130	239

Table 44 shows that 38 out of 124 respondents whose highest level of education was SPM rated the element of Place as 'Good'. On the 5-point Likert Scale this is at almost excellent level. On the 5-point Likert Scale, this is good and at almost excellent level. Therefore, it is concluded that generally, users with SPM education believed that Pustaka Miri is a conducive and comfortable place for their learning activities.

m) Occupation Versus Information Access

Table 17: Occupation - Average Information Access Cross Tabulation

		Average Information Access					Total
		Very poor	Poor	Fair	Good	Very Good	
Occupation	Student	1	9	58	71	14	153
	Self-employed	0	0	5	4	1	10
	Government Servant	0	0	2	18	27	47
	Private Sector	0	0	6	6	4	16
	Pensioner	0	0	0	2	0	2
	Others	0	1	1	8	1	11
Total		0	10	72	109	47	239

Table 45 shows that 71 out of 153 respondents who were students rated Information Access element as 'Good'. On the 5-point Likert Scale this is at almost excellent level. Therefore, it may be concluded that generally, students perceived that the assessment of the adequacy of the collections currently available in Pustaka Miri as well as the ability of users in accessing the needed information on a timely basis regardless of their location or the medium of the resource in question are meeting their expectations and requirements.

n) Occupation Versus Service Affect

Table 46: Occupation - Average Service Affect Cross Tabulation

		Average Service Affect					Total
		Very poor	Poor	Fair	Good	Very Good	
Occupation	Student	0	6	55	70	22	153
	Self-employed	0	0	3	4	3	10
	Government Servant	0	0	0	20	27	47
	Private Sector	0	0	3	9	4	16
	Pensioner	0	0	0	2	0	2

	Others	0	0	2	4	5	11
Total		0	6	63	109	61	239

Based on Table 46, 70 out of 153 respondents who were students rated the library service as 'Good'. On the 5-point Likert Scale this is at almost excellent level. Therefore, it is concluded that generally, students perceived that employees Pustaka Miri are displaying empathy and personal competence especially on the part of instilling confidence in users, readiness to respond to users, willingness to help and ability to handle problems, knowledgeable, courteous and caring and also meeting their expectations.

o) Occupation Versus Personal Control

Table 47: Occupation - Average Personal Control Cross Tabulation

		Average Personal Control					Total
		Very poor	Poor	Fair	Good	Very Good	
Occupation	Student	0	6	53	74	20	153
	Self-employed	0	0	4	5	1	10
	Government Servant	0	0	1	18	28	47
	Private Sector	0	0	4	8	2	16
	Pensioner	0	0	0	0	2	2
	Others	0	0	3	7	1	11
Total		0	6	65	112	56	239

Table 47 shows that 74 out of 153 respondents who were students rated Pustaka Miri's Personal Control element as 'Good'. On the 5-point Likert Scale this is at almost excellent level. Therefore, it may be concluded that generally, students in Miri perceived that the access tools, access to collections, websites, modern equipments and remote accessibility are meeting their expectations.

p) Occupation Versus Place

Table 48: Occupation - Average Place Cross Tabulation

		Average Place					Total
		Very poor	Poor	Fair	Good	Very Good	
Occupation	Student	0	2	18	54	79	153
	Self-employed	0	0	0	5	5	10
	Government Servant	0	0	0	14	33	47
	Private Sector	0	0	1	8	6	16
	Pensioner	0	0	0	1	1	2
	Others	0	1	1	5	5	11
Total		0	2	20	87	130	239

Table 48 shows that 79 out of 153 respondents who were students rated the element of Place as 'Very Good'. On the 5-point Likert Scale this is excellent level. Therefore, it is concluded that generally, students believed that Pustaka Miri is a very conducive and comfortable place for their learning activities.

q) Job Position Versus Information Access

Table 49: Job Position - Average Information Access Cross Tabulation

		Average Information Access					Total
		Very poor	Poor	Fair	Good	Very Good	
Job Position	Clerical	0	0	2	2	3	7
	Supervisory	0	0	3	6	3	12
	Managerial and above	0	0	5	7	5	17
	Others	1	10	62	94	36	203
Total		1	10	72	109	47	239

Table 49 shows that 94 out of 203 respondents of different job positions rated the element of Place of Pustaka Miri as 'Good'. On the 5-point Likert Scale this is at almost excellent level. Therefore, it is concluded

that generally, users of different job positions in Miri perceived that the assessment of the adequacy of the collections currently available in the library as well as the ability of users in accessing the needed information on a timely basis regardless of their location or the medium of the resource in question are meeting their requirements.

r) Job Position Versus Service Affect

Table 50: Job Position - Average Service Affect Cross Tabulation

		Average Service Affect					Total
		Very poor	Poor	Fair	Good	Very Good	
Job Position	Clerical	0	0	1	5	1	7
	Supervisory	0	0	2	4	6	12
	Managerial and above	0	0	1	9	7	17
	Others	0	6	59	91	47	203
Total		0	6	63	109	61	239

Based on Table 50, 91 out of 203 respondents of different job positions rated the library service as 'Good'. On the 5-point Likert Scale this is at almost excellent level. Therefore, it is concluded that generally, users of different job positions in Miri perceived that employees Pustaka Miri are displaying empathy and personal competence especially on the part of instilling confidence in users, readiness to respond to users, willingness to help and ability to handle problems, knowledgeable, courteous and caring and also meeting their expectations.

r) Job Position Versus Personal Control

Table 51: Job Position - Average Personal Control Cross Tabulation

		Average Personal Control					Total
		Very poor	Poor	Fair	Good	Very Good	
Job Position	Clerical	0	0	1	4	2	7
	Supervisory	0	0	2	6	4	12

	Managerial and above	0	0	2	8	7	17
	Others	0	6	60	94	43	203
Total		0	6	65	112	56	239

Based on Table 51, 94 out of 203 respondents of different job positions rated the element of Personal Control as 'Good'. On the 5-point Likert Scale this is at almost excellent level. Therefore, it is concluded that generally, users of different job positions in Miri perceived that Pustaka Miri's access tools, access to collections, websites, modern equipments and remote accessibility are meeting their expectations.

s) Job Position Versus Place

Table 52: Job Position - Average Place Cross Tabulation

		Average Place					Total
		Very poor	Poor	Fair	Good	Very Good	
Job Position	Clerical	0	0	0	2	5	7
	Supervisory	0	0	0	6	6	12
	Managerial and above	0	0	0	8	9	17
	Others	0	2	20	71	110	203
Total		0	2	20	87	130	239

Table 52 shows that 110 out of 203 respondents of different job positions rated the element of Place as 'Very Good'. On the 5-point Likert Scale this is an excellent level. Therefore, it is concluded that generally, users of different job positions in Miri believed that Pustaka Miri is a very good place for their learning activities.

P. Frequency Analysis

a) Frequency of Library Usage Versus Gender

Based on frequency analysis on library usage versus gender as shown in Table 53 above, 54 out of 126 male respondents frequent Pustaka Miri

at least 2 - 5 times per month as compared to their female counterparts.

Table 53: Average frequency of using the library services per month - Gender Cross Tabulation

		Gender		Total
		Male	Female	
Average frequency of using the library services per month	1 or less	11	19	30
	2 - 5	54	45	99
	6 - 10	18	16	34
	More than 10	43	33	76
Total		126	113	239

b) Frequency of Library Usage Versus Age

Table 54: Average frequency of using the library services per month - Age (Years) Cross Tabulation

		Age (Years)						Total
		17 or less	18 - 20	21 - 30	31 - 40	41 - 50	More than 50	
Average frequency of using the library services per month	1 or less	8	5	6	4	5	2	30
	2 - 5	34	33	16	6	9	1	99
	6 - 10	12	10	4	7	1	0	34
	More than 10	21	21	13	11	6	4	76
Total		75	69	39	28	21	7	239

Frequency analysis on library usage versus age as shown in Table 54 indicates that 34 out of 75 respondents aged 17 years old and below visited Pustaka Miri at least 2 - 5 times per month.

c) Frequency of Library Usage Versus Education Level

The frequency analysis on library usage versus education level as shown in Table 56 indicates that 56 out of 124 respondents with SPM qualification visited Pustaka Miri at least 2 - 5 times a month.

Table 55: Average frequency of using the library services per month - Education Level Cross Tabulation

		Education Level						Total
		SPM	STPM	Diploma	Degree	Post graduate	Others	
Average frequency of using the library services per month	1 or less	11	3	2	9	2	3	30
	2 - 5	56	10	11	17	0	5	99
	6 - 10	15	7	6	3	0	3	34
	More than 10	42	17	4	6	0	7	76
Total		124	37	23	35	2	18	239

d) Frequency of Library Usage Versus Occupation

Table 57: Average frequency of using the library services per month - Occupation Cross Tabulation

		Occupation						Total
		Student	Self-employed	Government Servant	Private Sector	Pensioner	Others	
Average frequency of using the library services per month	1 or less	16	1	9	2	0	2	30
	2 - 5	71	5	12	5	2	4	99
	6 - 10	24	1	7	2	0	0	34
	More than 10	42	3	19	7	0	5	76
Total		153	10	47	16	2	11	239

The frequency analysis on library usage versus occupation as shown in Table 57 indicates that 71 out of 153 respondents who were students visited Pustaka Miri library 2 - 5 times in a month.

e) Frequency of Library Usage Versus Job Position

The frequency analysis on library usage versus job position as shown in Table 58 indicate that 84 out of 203 respondents of different job positions visited Pustaka Miri at least 2 - 5 times per month.

Table 58: Average frequency of using the library services per month - Job Position Cross Tabulation

		Job Position				Total
		Clerical	Supervisory	Managerial and above	Others	
Average frequency of using the library services per month	1 or less	1	2	4	23	30
	2 - 5	2	5	8	84	99
	6 - 10	3	2	1	28	34
	More than 10	1	3	4	68	76
Total		7	12	17	203	239

Q. Conclusion, Perception and Recommendations

a) Conclusion

Overall, the service performance of Pustaka Miri was perceived by users as above satisfactory across the four dimensions of library service quality. The values range from 3.82 (Personal Control) to 4.39 (Place) on a 5-point Likert Scale. Compared to 2011 survey, the service quality of Pustaka Miri has shown some improvements.

Table 59: Average Mean Score for all dimensions

LibQual Elements		Average Mean Score	
		2011	2012
1	Place	4.23	4.39
2	Service	3.76	3.85
3	Information Access	3.66	3.84
4	Personal Control	3.77	3.82

b) Perception

In general, the mean score for the performance of services in Pustaka Miri as perceived by users for the four dimensions is at almost excellent level. The highest rating was on Place with the average mean score of

4.39 which is 'Good' and the least favoured was Personal Control at 3.82 which is 'Moderate' and almost 'Good'.

c) Recommendations

The lowest rating scored was for Personal Control, particularly on online and remote access to information resources in the library holdings. Enhancement of current online system can give positive result where personal control is concerned.

As for Information Access, which scored the second lowest rating particularly on the limited variety and depth of the library collections, major improvement in the variety and depth of library collections made available and how they can be easily accessed by users are among the factors that can help boost up user's satisfaction towards Pustaka Miri.

On the element of Service, which also received above average rating, it is highly recommended that the front liners should portray a more friendly service and to intensify the existing customer service efforts. Although there were many compliments on staff received, it is suggested that training on customer service should be considered to all staff including newly recruited staff.