

2022 CUSTOMER SATISFACTION SURVEY REPORT

SYED MUHAMMAD NAQUIB AL-ATTAS LIBRARY
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

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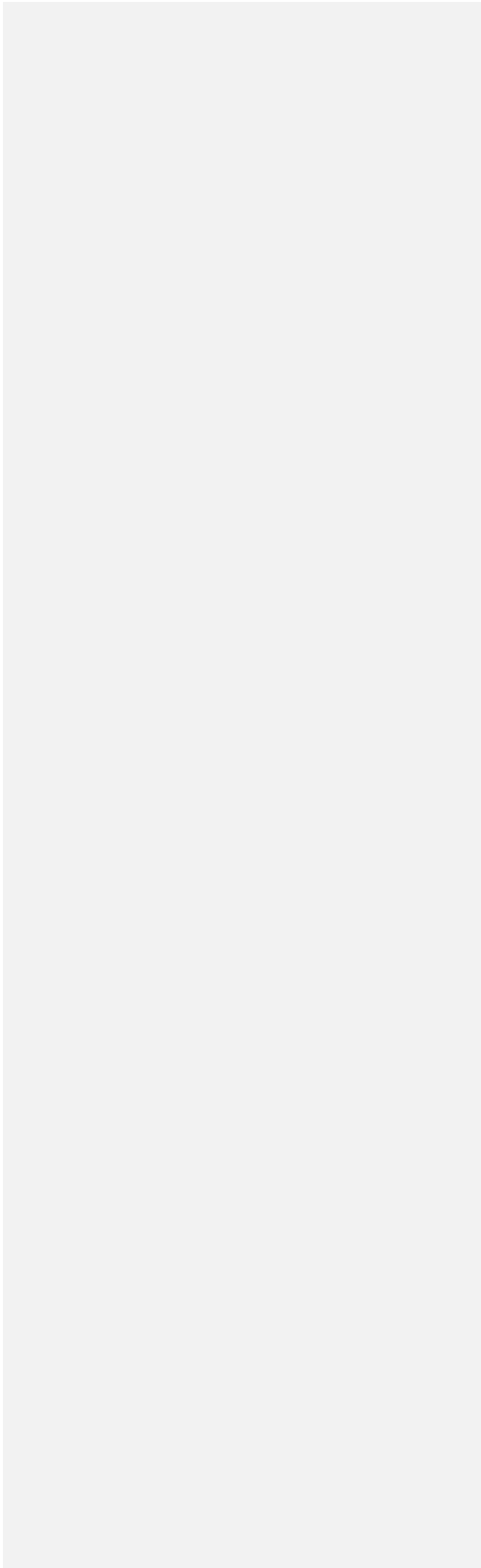
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INTRODUCTION

This report presents an analysis of the library Customer Satisfaction Survey (CSS) conducted to assess the level of satisfaction and identify areas for improvement. The survey serves as a valuable tool in understanding the perceptions and experiences of library clients, providing insights that are crucial for enhancing library services. The report aims to provide a comprehensive overview of the survey findings, including satisfaction levels across various categories, such as information resources, facilities, staff, services, and communication. By analyzing the survey data, the report aims to inform decision-making processes, prioritize areas for improvement, and foster open communication between the library management and its clients. This analysis will contribute to the ongoing efforts of the library to deliver high-quality services and ensure customer satisfaction.

This report centers around the survey conducted at Syed Muhammad Naquib al-Attas library located at the KL Campus. The population of the KL Campus Library amounts to 154 registered members, as recorded in the Library Integrated System (KOHA). This includes a diverse community of active members, consisting of 45 staff members and 109 students.

Background

The Syed Muhammad Naquib al-Attas library has consistently prioritized the delivery of high-quality services to its clients since its establishment. The library is deeply committed to ongoing improvements across all service areas. To ensure accountability and gauge performance, the library has adopted the Customer Satisfaction Survey as one of its key performance indicators. Since 2008, the library has conducted every two years survey to gather valuable feedback from its clients, allowing their perspectives, ideas, and suggestions to shape the library's continuous improvement efforts. This report presents the comprehensive findings of the survey, highlighting important insights and recommendations for enhancing customer satisfaction and meeting the library's commitment to excellence.

Objectives

The survey aims to achieve the following objectives:

- i. Identify areas for improvement in five categories: information resources, services, facilities, staff, and communication.
- ii. Measure and monitor the library's performance over time.
- iii. Enable clients to provide feedback for the enhancement of the five categories.
- iv. Facilitate open and honest communication between clients and the library management, providing clients with the opportunity to express their views openly.

Survey Team

The survey team for the KL campus in 2022 is comprised of seven members, with the Chief Librarian serving as the team's advisor. The list of committee members is shown in Table 1 below:

Table 1: List of 2022 Customer Satisfaction Survey Team

<i>Team member</i>	<i>Committee</i>
<i>Yusrina Abu Bakar</i>	Advisor
<i>Siti Hawa Darus</i>	Coordinator
<i>Ahmad Zaki Rashid</i>	Report writing and editorial
<i>Fazli Omar, Ahmad Zaki, Azman Nokman</i>	Survey distribution and collection
<i>Ahmad Zaki bin Rashid</i>	Data compilation
	Graphic design & special task

METHODOLOGY

The 2022 Library Customer Satisfaction Survey employed a questionnaire as the primary data collection tool. The survey aimed to gather valuable feedback and insights from library clients regarding their satisfaction levels with the library's information resources, services, facilities, staff, and communication. The methods used in this survey are discussed in the following paragraphs:

Questionnaire Design:

A comprehensive questionnaire was developed to assess various aspects of customer satisfaction, including Information Resources, Library Services, Facilities and Equipment, Library staff, and Communication and Promotion. The questionnaire consists of both closed-ended and open-ended questions to gather quantitative and qualitative data.

The questionnaires for the 2022 Customer Satisfaction Survey have undergone revisions compared to the previous 2020 survey. The 2020 CSS was a special survey to gather customer satisfaction levels of the library during the Covid-19 pandemic. These revisions involved combining, adding, and reducing certain questions to align with the current conditions and requirements. The questionnaire is structured into two main parts: Part 1 focuses on collecting demographic information, while Part 2 aims to assess satisfaction levels across five categories. Additionally, the questionnaire includes questions regarding visit frequency, purpose of visit, and overall satisfaction. Part 2 also incorporates two open-ended questions to encourage respondents to provide detailed feedback and opinion. This survey includes five distinct categories that allow respondents to provide feedback on various aspects of the library. These categories are i. Information resources, ii. Library Services, iii. Facilities & Equipment, iv. Library Staff, and v. Communication and promotion. The sample questionnaire is in Appendix B.

Sampling Technique

The systematic random sampling technique was utilized to ensure equal opportunities for all library clients to participate in the survey. This method involved randomly selecting respondents from the population of library clients, thereby minimizing bias and increasing the representativeness of the sample. To ensure a fair survey distribution, Sample Size Calculator by Raosoft, Inc. was adopted to calculate the sample size of population. The recommended sample size was 111 respondents.

Data Collection:

The questionnaire was distributed among the selected respondents, who were invited to provide their feedback based on their experiences with the library. The survey was conducted through various channels, including in-person distribution, online platforms, and email invitations, to maximize participation rates and convenience for the respondents.

Two data collection methods were utilized to distribute the questionnaires. The first method involved distributing an online form through various channels, including the IIUM Community email, individual WhatsApp messages, group WhatsApp conversations, and the Friends of the Library Club (FLIC). This digital distribution approach allowed for convenient access and ease of completion for respondents who preferred online submissions.

The second method involved distributing printed forms at designated locations, such as the General

Reading Areas and library counters. By making physical copies available, the library ensured that clients who preferred or had limited access to online platforms could also participate in the survey.

By implementing these two data collection methods, the library aimed to maximize participation and gather feedback from a diverse range of clients, accommodating their preferences and ensuring inclusivity in the survey process. The distribution schedule of the questionnaires to the selected respondents is presented in Table 2.

Table 1: Distribution Schedule of the CSS Questionnaires

<i>Date</i>	<i>Platform</i>	<i>No. of respondent</i>
22 Feb. 2023	Email, WhatsApp, Library social media, RAD, Mahallah, Liaison, FLIC.	45
20 Mac 2023	Second announcement	62
	TOTAL	107

Data Analysis:

Once the data collection phase was completed, the collected responses were compiled and subjected to rigorous analysis. Quantitative data from closed-ended questions were analyzed using statistical techniques, which is *means* to measure customer satisfaction levels. Qualitative data from open-ended questions were coded and thematically analyzed to identify common trends, suggestions, and areas for improvement.

The data analysis for the customer satisfaction survey was conducted using the statistical software SPSS (Statistical Package for the Social Sciences). SPSS is a powerful tool that enables researchers to analyze data and derive meaningful insights from it. The collected survey data was imported into SPSS to examine the responses and draw conclusions. Descriptive statistics were used to summarize the data, such as mean, and frequency distributions. These measures provided an overview of the respondents' satisfaction levels and the distribution of responses across different variables. By utilizing SPSS for data analysis, the library was able to gain valuable insights into the levels of customer satisfaction, identify key areas of strength and improvement, and make data-driven decisions to enhance the overall library experience for its clients.

Reporting

The findings of the survey were synthesized and presented in a comprehensive report, highlighting key insights, trends, and recommendations. The report served as a valuable resource for library management in identifying areas of strength and areas requiring improvement, facilitating evidence-based decision-making and strategic planning.

By employing the questionnaire as a data collection tool and implementing systematic random sampling via RAOSOFT, the 2022 Library Customer Satisfaction Survey aimed to ensure a systematic and representative assessment of customer satisfaction levels. This methodology allowed for the collection of valuable feedback and insights, ultimately guiding efforts to enhance the library's services and meet the evolving needs of its clients.

Balance Scorecard Target

In 2022, the library maintained the target mean of 3.50 across all five categories in the survey. This target was set to ensure that customer satisfaction with the library services surpassed the level of Somewhat Satisfied and Satisfied. By striving for this target means, the library aimed to continuously improve and exceed customers' expectations, providing a high level of satisfaction in all aspects of its services.

RESULT

Demographic result

The 2022 Customer Satisfaction Survey aimed to gauge the level of satisfaction among library clients across various dimensions of service, facilities, resources, staff, and communication. A total of 107 respondents participated in the survey, providing valuable insights into their experiences and perceptions of the library.

Table 2 Number of respondents according to Categories and Status

Categories	Total	%
Academic	3	2.8
Administrative	3	2.8
Postgraduate	99	92.5
Undergraduate	2	1.8
TOTAL	107	

According to Table 3, the highest representation comes from PhD students, with 99 (92.5%) respondents suggesting their active engagement and interest in the library. On the other hand, the lowest representation is observed among Undergraduate students, with only 2 (1.8%) respondents, indicating a relatively smaller involvement in the survey.

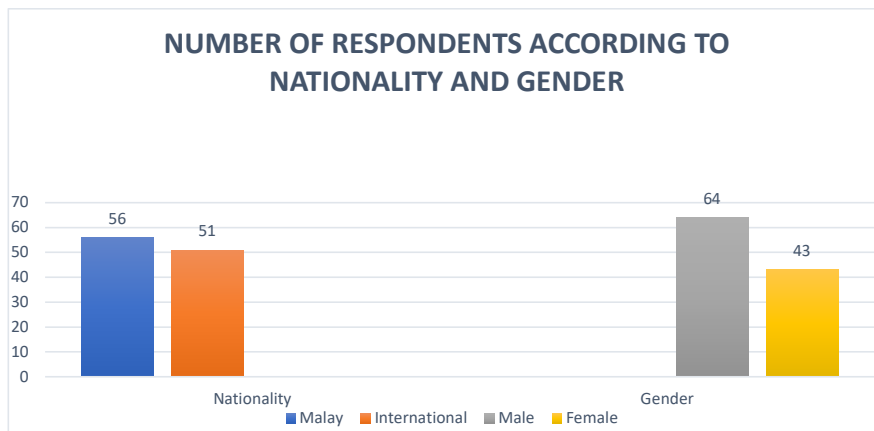


Figure 1: Number of respondents according to Nationality and Gender

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A total of 56 respondents, comprising 52.3% are Malaysian while 51 of the respondents are International. 64 of them are male and 43 respondents are female.

Level of satisfaction

In the following section, we will examine the outcomes regarding a means score for five distinct categories: Information Resources, Library Services, Facilities & Equipment, Library Staff, and Communication & Promotion. In order to comprehensively evaluate satisfaction levels, the analysis took into consideration the distinct groups of respondents and their respective satisfaction levels, as well as capturing the collective satisfaction experienced by all respondents. This approach ensured a comprehensive understanding of satisfaction across different respondent categories, while also capturing the overall satisfaction of the entire respondent pool.

Information resources

This category focuses on assessing the quality, availability, and accessibility of the library's information resources, such as books, journals, databases, and digital collections. It explores the satisfaction levels regarding the range, relevance, and ease of access to these resources. There are five sub-categories for Information Resources which are:

- i. Q1- Required and recommended references as listed in the Course Outlines are appropriate for my learning needs.
- ii. Q2- Printed resources (e.g., books, journals, etc.) meet my learning and research needs.
- iii. Q3- Online resources (e.g., online databases, e-books, e-thesis, e-journals, etc.) meet my learning and research needs.
- iv. Q4- I feel that the resources are current and relevant.
- v. Q5- I could easily find the resources needed.

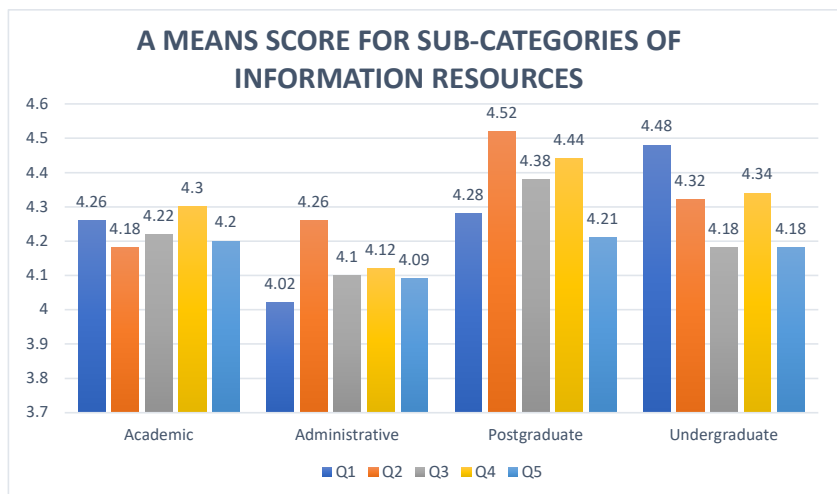


Figure 2: A means score for sub-categories of Information Resources.

According to Figure 2, the means scores for all sub-categories of Information Resources are notably high, surpassing 3.50. This indicates that respondents from various categories express a higher level of satisfaction with Information Resources. Among the different groups of respondents, Postgraduate students have the highest mean score of 4.37, reflecting their overall satisfaction with the availability and quality of resources. On the other hand, administrative staff

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have the lowest overall means, which is 4.12, suggesting a comparatively lower level of satisfaction particularly regarding their ability to locate the necessary resources.

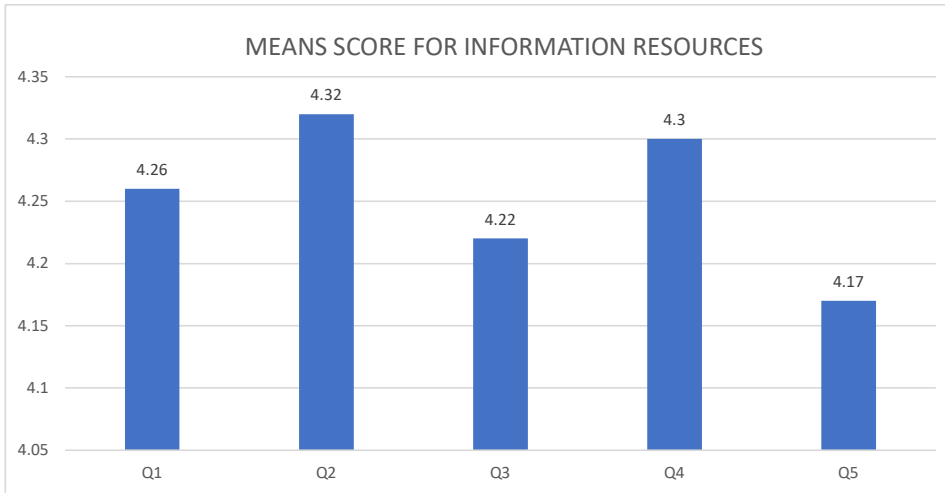


Figure 3: Means score for Information Resources by Questions

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Furthermore, Figure 3 shows the average scores for Information Resources based on questions. Specifically, the highest mean score is attributed to Q2 (Printed resources (e.g., books, journals, etc.) meet my learning and research needs). The respondents indicated a significant level of satisfaction with the availability of printed resources that are appropriate for their learning requirements. This positive sentiment extends to the printed resources provided by the library, as evidenced by a commendable mean score of 4.32. The respondents' satisfaction with the printed resources highlights the library's commitment to offering more valuable materials that support and enhance the learning experience.

Overall, the respondents consistently assigned high mean scores to the other sub-categories within Information Resources. This indicates a strong level of satisfaction with the overall availability and accessibility of resources offered by the library. The positive evaluations received across multiple sub-categories further reinforce the notion that the respondents hold a high regard for the information resources available to them. It implies that the library has effectively met the needs and expectations of the users by providing a wide range of resources that are easily accessible and readily available.

Library services

This category evaluates the library's services, which include opening hours, circulation and counter services, and library skill classes. It aims to measure satisfaction with the efficiency, effectiveness, and helpfulness of the services provided by the library staff. There are three sub-categories for Library Services which are:

- i. Q1- Library opening hours.
- ii. Q2- Library counters (e.g., Circulation Counter, Readers' Advisory Desk, Inter Library Loan, etc.)
- iii. Q3- Library Skill classes

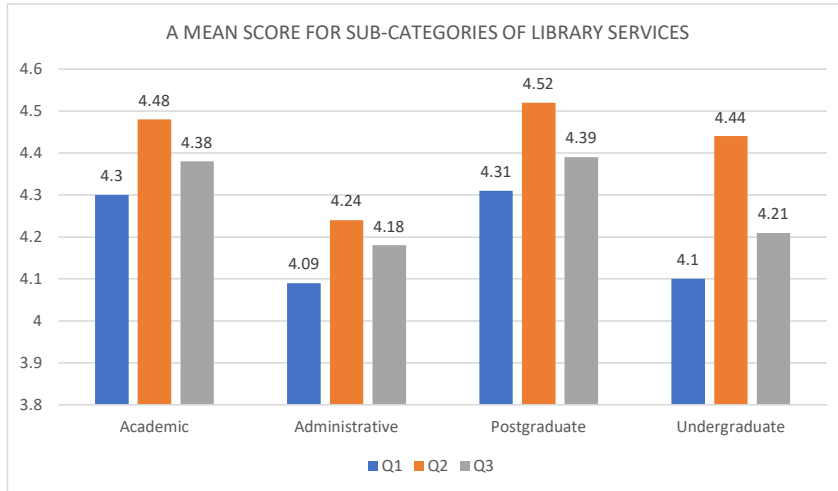


Figure 4: A means score for sub-categories of Library Services

Based on the results presented in Figure 4, it is evident that respondents express a high level of satisfaction with Library Services. The analysis reveals that the Postgraduate category received the highest mean score of 4.40, indicating their strong satisfaction with the services provided. Postgraduate students also show a higher satisfaction level for Library counters which is 4.52. The second higher score is the Academic staff category, with a mean score of 4.38, further highlighting their satisfaction with Library Services. This suggests that both Postgraduate students and Academic staff members exhibit higher levels of satisfaction compared to administrative staff and Undergraduate students.

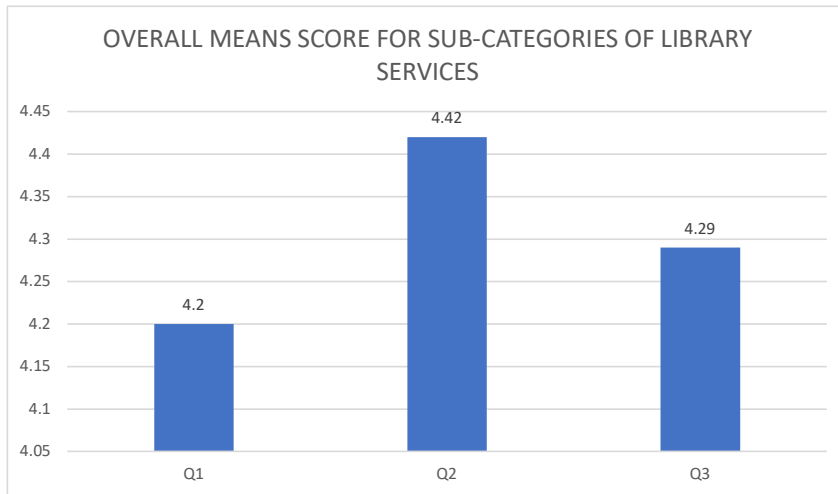


Figure 5: Sub-categories means score for Library Services

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Based on the results presented in Figure 5, it is evident that respondents express a high level of

satisfaction with Library Services. The analysis reveals that the library counters received the highest mean score of 4.42, indicating their strong satisfaction with the services provided. The second higher score is their satisfaction with skills class provided with mean score of 4.29, and the lower mean score is 4.2 for the library opening hours provided.

Facilities and equipment

This category assesses the physical facilities and equipment available within the library premises. It encompasses factors such as the reading area, study rooms, computer lab, printing, and photocopying facilities, and WIFI access. It aims to gauge satisfaction with the comfort, convenience, and functionality of these resources. There are five sub-categories for Facilities and Equipment which are:

- i. Q1- Reading area (Quiet/General)
- ii. Q2- Study rooms (Discussion/Carrel/Research rooms, etc.)
- iii. Q3- Computer Lab
- iv. Q4- WIFI access
- v. Q5- Printing, scanning and photocopying facilities.

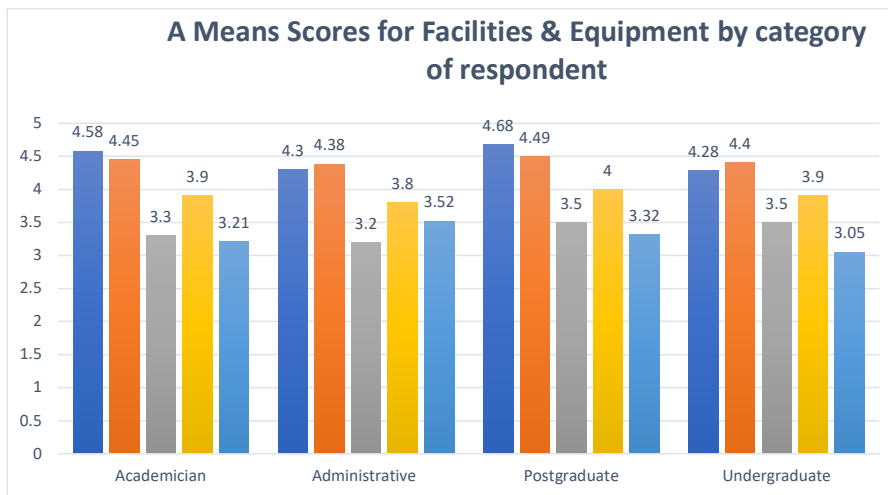


Figure 6: A Means Scores for Facilities & Equipment according by category of respondent

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Based on Figure 6, the average ratings for the five sub-categories of Facilities and Equipment demonstrate substantial levels of satisfaction among both staff and students. The provided facilities and equipment by the library have garnered high satisfaction from all respondents. The average ratings exceed 3.50, indicating that the library has successfully met the diverse needs of its clients in terms of the facilities and equipment offered.

The feedback from the respondents highlights the overall effectiveness of the library's facilities and equipment in enhancing the user experience. It is evident that the library has made significant efforts to ensure that the resources and amenities provided align closely with the requirements and expectations of its clients. However, when examining the individual sub-categories, it is worth noting that both Q3 (Computer lab) and Q5 (Printing, scanning and photocopying facilities) received the lower scores compared to other areas. The details are described in figure 7 below.

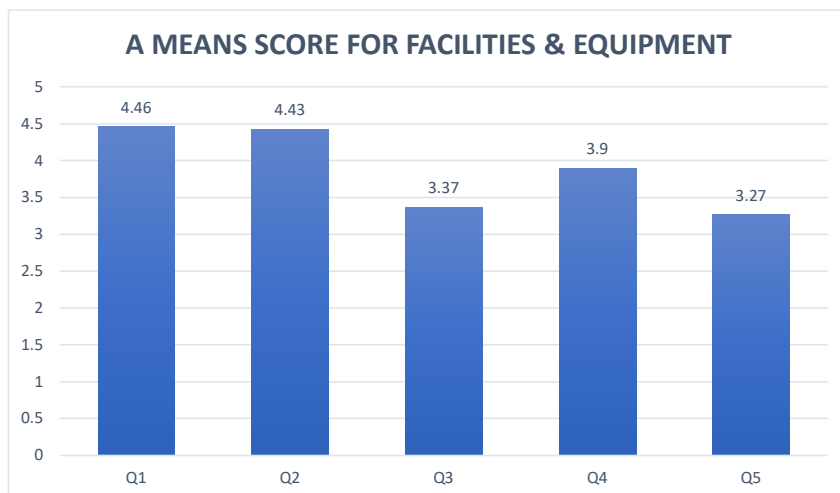


Figure 7: A Means Scores for Facilities & Equipment.

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Figure 7 displays the overall mean scores for the sub-categories of Facilities and Equipment, offering valuable insights into the respondents' perceptions. Notably, the Q5 sub-category, which pertains to Printing, scanning and photocopying facilities, received mean score of 3.27, which is the lowest compared to other sub-categories. The second lower is dissatisfaction with Computer lab provided with mean score of 3.37. On the other hand, the highest mean score was observed for Q1, which represents Reading area (Quiet/General) with an impressive mean score of 4.46. Q2, focusing on Study rooms (Discussion/Carrel/Research rooms, etc.), followed closely in terms of satisfaction levels. It is clear that there is a need for improvement in terms of both Computer Lab and Printing, scanning and photocopying facilities. As WIFI access is a fundamental tool for e-learning, enhancing this facility should be also prioritized to ensure a seamless and efficient online learning experience for library users. WIFI access was also rated slightly lower than other areas, with a mean score of 3.9.

Library staff

This category focuses on the interactions and assistance provided by the library staff. It examines respondents' satisfaction with the knowledge, professionalism, and responsiveness of the library staff members in addressing inquiries, providing guidance, and supporting clients in their information needs. The sub-categories for Library Staff are as follows:

- i. Q1- Library staff are professional, approachable, and friendly.
- ii. Q2- Library staff provide accurate answers to my inquiries.
- iii. Q3- Library staff are helpful in resolving my problems or questions.

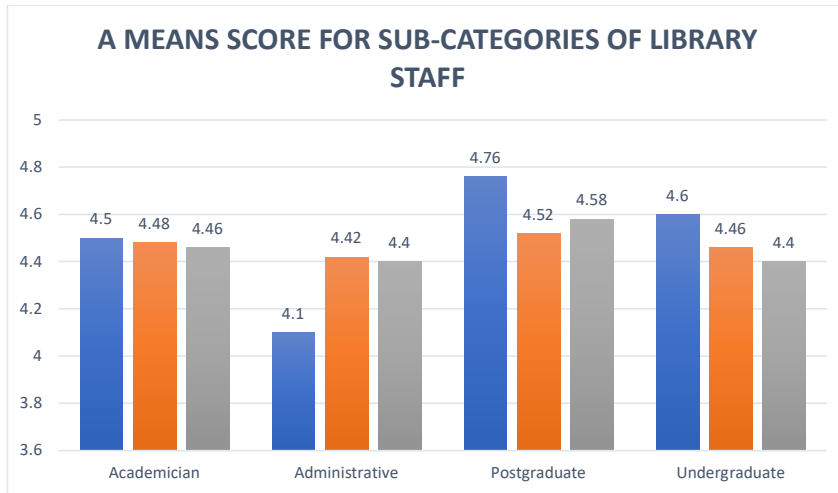


Figure 8: A means scores for sub-categories of Library Staff

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Overall, the means scores for the various sub-categories pertaining to Library Staff are consistently and significantly higher, with values surpassing 4.0 as shown in Figure 8 and 9. These scores serve as a clear indicator of the exceptional professionalism exhibited by the library staff in fulfilling the diverse needs of the clients. The respondents expressed a high level of satisfaction with the services provided by the library staff.

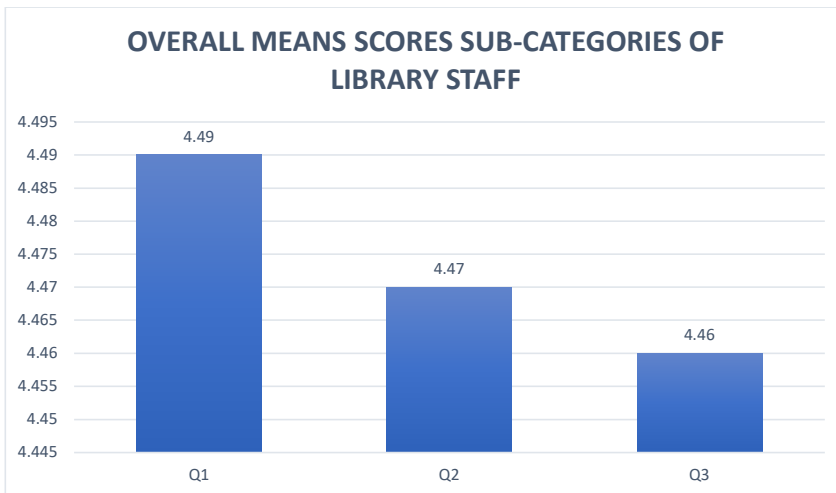


Figure 9: Overall means scores for sub-categories of Library Staff

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The consistently high average scores across the sub-categories of Library Staff highlight the staff's dedication, knowledge, and commitment to delivering exceptional customer service. Whether it is providing guidance in locating resources, offering research assistance, or addressing queries, the library staff consistently demonstrated their expertise and competence, leading to a high level of client satisfaction.

Communication and promotion

This category evaluates the effectiveness of communication channels and strategies employed by the library. It assesses satisfaction with the clarity, informativeness, and timeliness of communication related to library services, updates, events, and promotions. It also includes feedback on the accessibility of information through the library's website, social media platforms, and other communication channels. There are four sub-categories for Communication and Promotion which are:

- i. Q1- Print signages are clear and appropriate.
- ii. Q2- Library websites and social media are informative and interactive.
- iii. Q3- Announcements on new services and facilities are well communicated.
- iv. Q4- Library exhibitions are informative and enhance my knowledge.

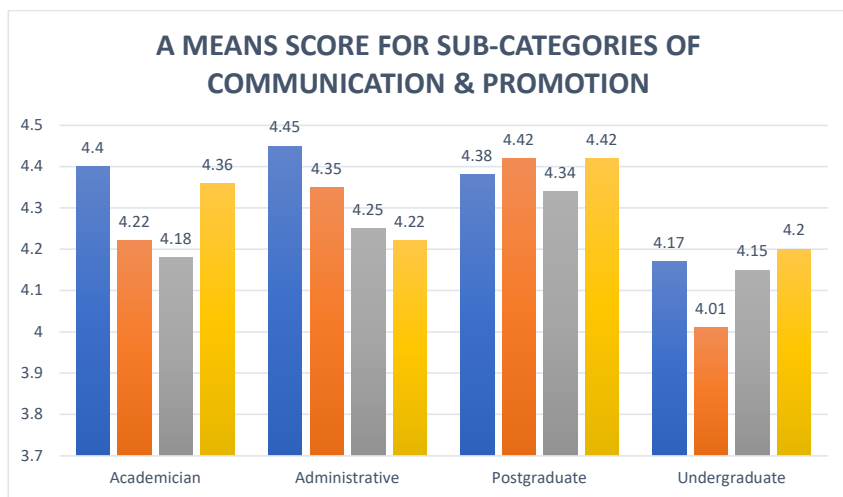


Figure 10: A Means Score for Sub-Categories of Communication & Promotion

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The results depicted in Figures 10 & 11 present the results for the sub-categories pertaining to Communication and Promotion. It is evident from the data that the respondents expressed a high level of satisfaction with all the sub-categories, as indicated by mean scores exceeding 4.00. These results highlight the library's persistent efforts in effectively communicating and promoting events and programmes within the library. The communication and promotion strategies employed by the library have successfully resonated with the respondents, resulting in a positive and satisfactory experience. The consistently high mean scores across all sub-categories underscore the library's commitment to engaging with its clients and effectively disseminating information about various events and programmes.

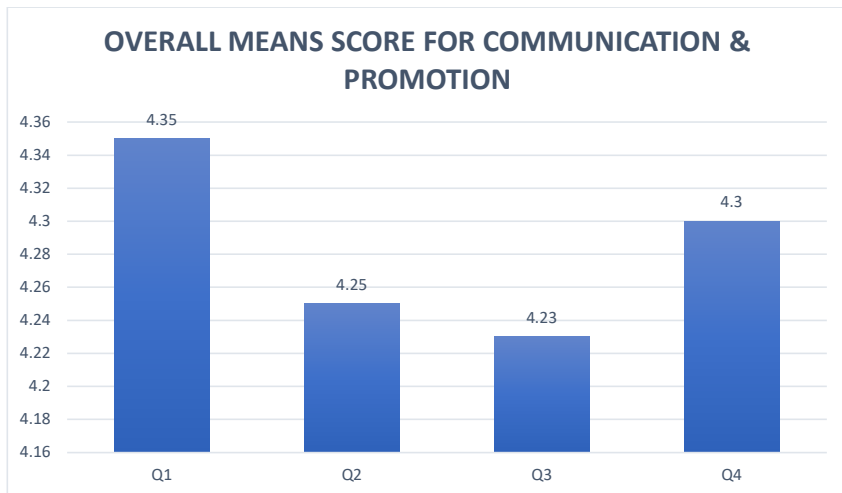


Figure 11: Overall Means Score for Communication & Promotion

It also reflects the effectiveness of the library's initiatives in keeping the respondents informed and engaged. The high levels of satisfaction expressed by the respondents indicate that the library's communication efforts have effectively reached and resonated with its target audience.

Overall satisfaction

In this survey, the respondents were also asked about their overall satisfaction with the library. Figure 12 below shows the results of a means score for their overall satisfaction.

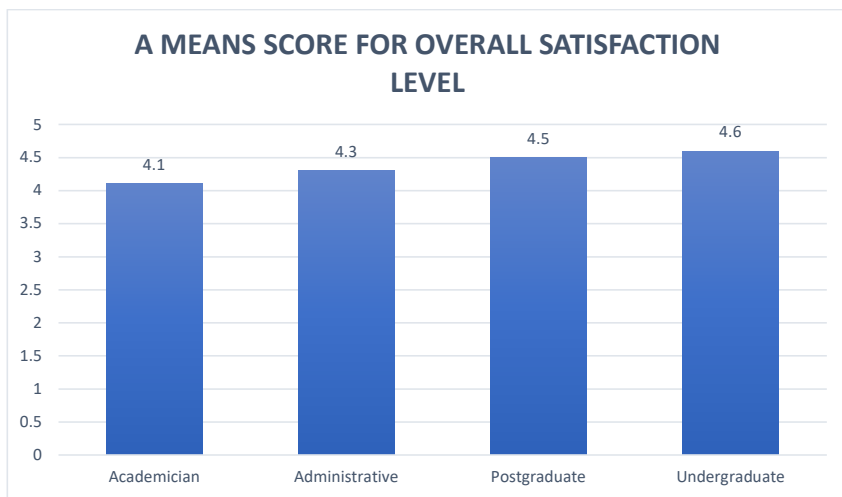


Figure 12: A Means Score for Overall Satisfaction Level

The data presented in Figure 12 clearly indicates a significantly high mean score. All groups of respondents have expressed their satisfaction with the library as a whole. These findings suggest that the library has successfully provided ample resources, efficient services, adequate facilities,

professional staff, and effective communication and promotion strategies. Hence, it reflects their contentment with the comprehensive offerings and services provided by the library. Additionally, the results further indicate that the library has effectively met the needs and expectations of its clients, providing them with the necessary resources and assistance.

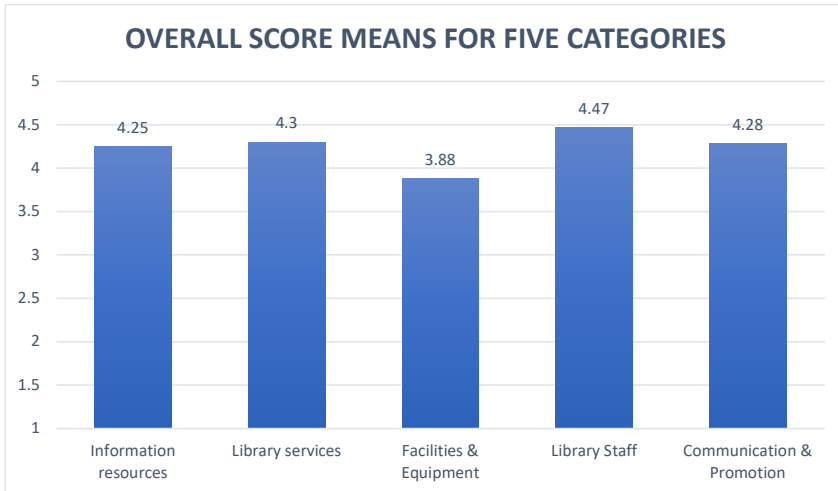


Figure 13: Overall Score means for five categories

Furthermore, Figure 13 illustrates the overall score means for the five categories of satisfaction. The highest mean score is observed in the Library Staff category, closely followed by Library Services and Communication and Promotion. Information Resources received a respectable mean score of 4.25, indicating a satisfactory level of performance. On the other hand, the lowest mean score is found in the Facilities and Equipment category, suggesting that improvements may be needed in this area to enhance customer satisfaction.

Frequency and Purposes of Library Visit

The survey also examines both the frequency and purposes behind the respondents' visits to the library. This aspect of the survey aims to gain insights into how often individuals visit the library and the specific reasons that motivate their visits. Understanding the frequency and purposes of library visits allows for a comprehensive understanding of the clients' behaviors and preferences. Moreover, exploring the purposes of these visits offers deeper insights into the diverse needs and interests of the library's clients. It sheds light on the various reasons individuals choose to visit, such as conducting research, borrowing materials, attending events or workshops, accessing resources, seeking assistance from staff, or simply finding a quiet space for study or leisure. The results are detailed in the section below:

Frequency of library visit

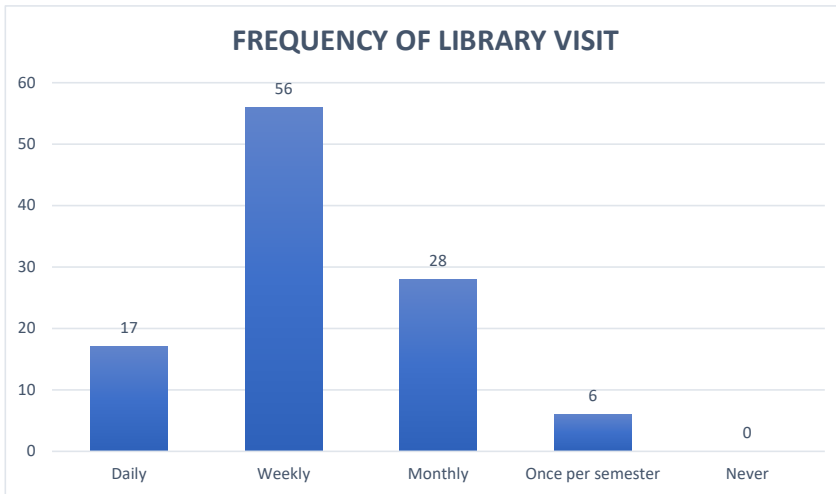


Figure 14: Frequency of Library Visit

The results presented in Figure 14 depict the frequency of library visits. The data reveals that 17 of the respondents has visited the library by daily. The 56 of the respondents has visited the library weekly, 28 of them visited the library monthly and 6 has visited library once per semester. None of the respondents has marked never indicated that 100% of the respondents has visited the library in the year of 2022.

Purposes of library visit

In this survey, respondents were asked about the purpose of their visit to the library. There are five reasons provided in this survey, and respondents may select more than one answer.

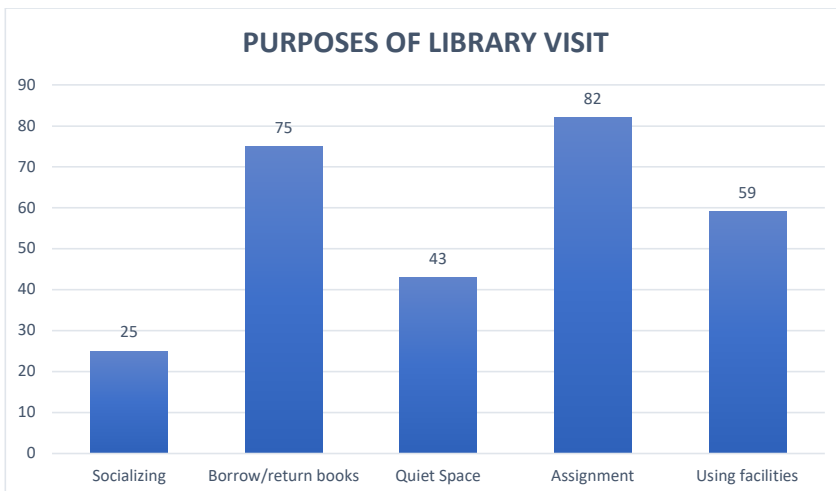


Figure 15: Purposes of Library Visit

The result in Figure 15 provided valuable insights into the primary reasons behind library visits among users. It is noteworthy that a significant majority, amounting to 82 of respondents, utilize the library for their assignments or research endeavors. This highlights the crucial role of the library as an essential resource for academic and scholarly pursuits.

Moreover, approximately 75 of respondents visit the library with the specific intention of borrowing and returning books, underscoring the continued significance of physical book collections despite the digital age. This indicates that users still rely on the library as a repository of knowledge and a source of reading materials.

Additionally, 59 of the visits are driven by the availability of various library facilities, which showcases the value placed by users on the amenities provided by the library. These facilities may include meeting rooms, study rooms or specialized equipment that enhance the learning experience.

Furthermore, the study reveals specifically 43 of library visits, are motivated by the quest for a quiet and conducive environment. This emphasizes the importance of the library as a space that fosters concentration and uninterrupted studying.

It is worth mentioning that the library also serves as a hub for academic activities and social interaction, with 25 respondents indicating that they visit the library for socializing activities and to connect with peers. This highlights the multifaceted role of the library as a gathering place that facilitates educational and social engagement.

In conclusion, the study findings shed light on the diverse motivations behind library visits, with assignments/research, quiet space, library facilities, book borrowing/returning, classes, and socializing emerging as prominent reasons. These insights can help library administrators and staff in understanding and catering to the diverse needs and preferences of their users.

IMPROVEMENT AND EXPECTATIONS

The open-ended question at the end of the survey allowed respondents to provide written comments on improvements and expectations. These responses were collected and subjected to coding and thematic analysis to identify recurring patterns, suggestions, and areas that require improvement. Through this process, five distinct themes were assigned, which were aligned to the main categories of the survey.

Table 3: Open-ended answers for Improvement and Expectation from respondents

THEMES	IMPROVEMENT	EXPECTATION
Information Resources	10	9
Library Services	20	11
Facilities & Equipment	25	17
Library Staff	0	0
Communication & Promotion	2	3
TOTAL	57	40

The survey gathered valuable insights through 97 open-ended answers provided by the respondents. Among these, 57 responses were dedicated to suggesting areas for improvement, while 40 responses expressed their expectations, as outlined in Table 4. List of all comments is in Appendix B.

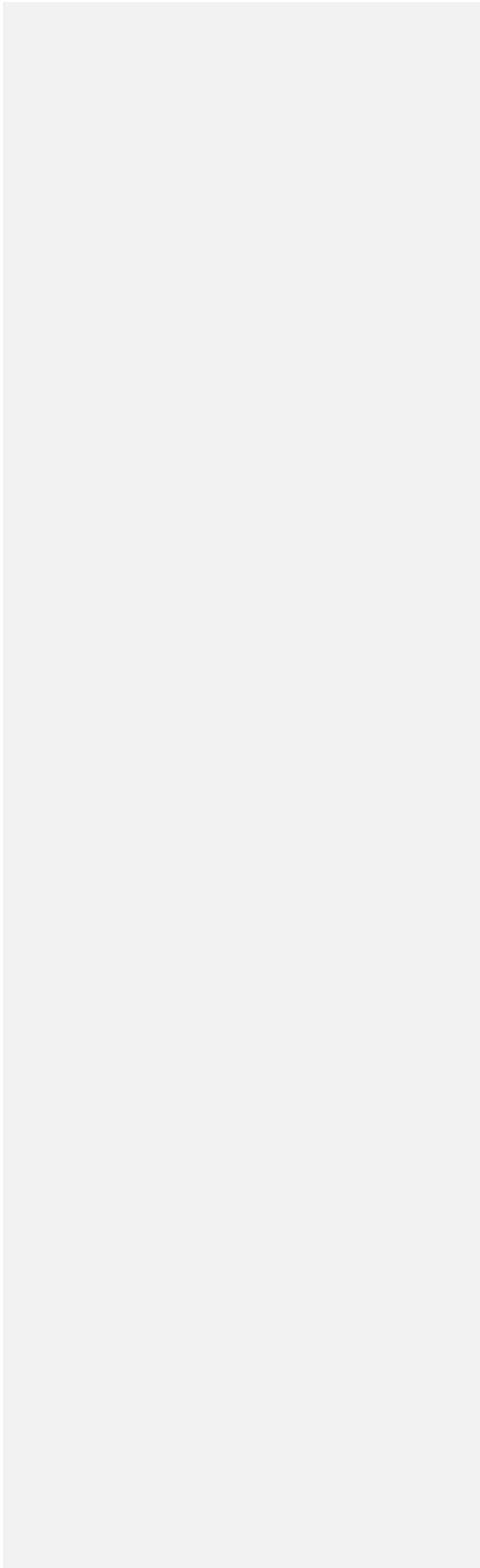
Significantly, the Facilities and Equipment category received the highest number of comments for improvement and expectations. These findings emphasize the critical importance of addressing and enhancing the library's facilities and equipment to effectively cater to the diverse needs and expectations of its customers. Taking these suggestions into account will contribute to an improved overall experience and higher customer satisfaction levels.

Furthermore, the survey also revealed that Information Resources and Library Services also received a significant number of higher comments from the respondents. This suggests that these two categories hold particular importance and serve as focal points for clients' experiences and expectations. Addressing these comments can enhance the overall satisfaction of customers and ensure that the library remains a valuable hub of knowledge.

Furthermore, the survey results indicate that there are no comments for the Library Staff categories. It is suggested that respondents were generally satisfied with the support, assistance, and professionalism demonstrated by the library staff. The positive interactions and quality of service provided by the staff might have contributed to the relatively fewer comments, indicating a higher level of satisfaction among the clients.

Similarly, the lower comments for the Communication and Promotion category suggest that respondents found the library's communication efforts effective and informative. The means score for this category indicates that the library successfully conveys relevant information and promotes its services, events, and resources to the user community. The lower number of comments might

indicate that clients perceive the communication and promotional activities as meeting their needs and expectations.



FINDING

Overall, the results of the means scores indicate a high level of satisfaction across various aspects of the library. Below are the key findings of this survey:

- i. **Library Staff (mean score: 4.47):** The highest mean score which is for library staff reflects a significantly positive perception of the professionalism and effectiveness of the library staff members. This finding suggests that the staff has successfully demonstrated their expertise, responsiveness, and helpfulness in addressing the needs and queries of library clients, resulting in a high level of satisfaction.
- ii. **Library Services (mean score: 4.3):** The high mean score for library services indicates that respondents are highly satisfied with the services offered by the library. This finding suggests that the library has implemented efficient and user-friendly services, such as circulation, interlibrary loans, and learning support, which have successfully met the needs and expectations of its clients.
- iii. **Communication and Promotion (mean score: 4.28):** The mean score for communication and promotion indicates that respondents are highly satisfied with the library's efforts in effectively communicating and promoting events and programs. This finding suggests that the library has successfully engaged with its clients, disseminating information about services, resources, and events in a manner that meets their needs and interests.
- iv. **Library Information Resources (mean score: 4.25):** The high mean score suggests that respondents are highly satisfied with the library's information resources. This finding indicates that the library has effectively updated and provided valuable, relevant, and accessible resources to meet the information needs of its clients.
- v. **Facilities and Equipment (mean score: 3.88):** The mean score for facilities and equipment signifies a positive perception of the library's physical infrastructure and equipment. Although slightly lower than other categories, it still indicates a high level of satisfaction. This finding suggests that the library has provided well-maintained and adequate facilities and equipment that cater to the diverse needs of its clients.
- vi. **Visitation Frequency:** The survey reveals that 56 respondents visit the library weekly, followed by monthly with 28 respondents, 17 for daily visits, and 6 respondents visit the library once per semester.
- vii. **Purposes of Visits:** The purposes behind library visits also exhibit distinct patterns. It should be understood that there are respondents who come to the library with various purposes and are not subject to only one purpose. Most of the respondents come to the library for assignment purposes, followed with borrowing and returning books, using facilities, quiet space and the lowest is socializing.

In summary, the findings demonstrate a consistently high level of satisfaction across various aspects of the library, including information resources, services, facilities and equipment, library staff, and communication and promotion efforts. These results indicate that the library has successfully met the diverse needs and expectations of its clients, providing valuable resources, efficient services, well-maintained facilities, knowledgeable staff, and effective communication strategies.

Means Score 2018-2022

In the beginning, the target means score for Library Customer Satisfaction Survey was 3.00 on a 4 Likert scale. However, starting from the year 2018, the Library Management decided to raise the target means score to 3.50 on a 5 Likert scale.

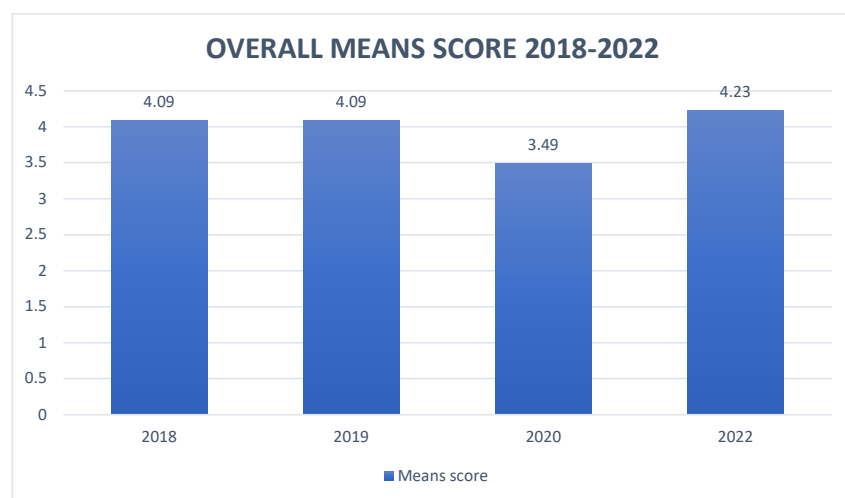


Figure 16: Overall Means 2018-2022

The figure 16 illustrates the overall mean scores from 2018 to 2022, which were based on questions regarding satisfaction with the library. It is worth noting that there was a slight decrease in the mean score in 2020, dropping to 3.49, which below the targeted mean score of 3.50.

In 2020, the Library was severely affected with the changes brought about by the Covid-19 pandemic. The Library was closed a few times in 2020 based on the various stages of the Movement Control Order set by the Malaysian government. Library clients were more dependable on online resources and services compared to the physical resources and services that they have enjoyed before.

The SMNA library has made improvements after taking into account several factors that need to be done after getting a low score of 2020. SMNAL has increased the mean score to 4.23 in the 2022.

This finding highlights the library's success in improving the overall satisfaction levels among its clients. By surpassing the set target mean score particularly in 2022, the library demonstrates its commitment to enhancing the quality of services and resources, resulting in a higher level of satisfaction among clients. This achievement reflects the library's dedication to meeting the evolving needs and expectations of its clients, thereby establishing itself as a reliable and valued

institution within its community.

Means Score for five categories 2018-2022

Table 5 presents the mean scores for the five main categories during the period of 2018-2022, shedding light on the satisfaction levels across different aspects of the library. The finding indicates that the trend has fluctuated between 2018 and 2022.

Table 4: Means Score for five categories 2018-2022

Categories	2018	2019	2020	2022
<i>Information Resources</i>	4.00	3.87	3.32	4.25
<i>Library Services</i>	4.16	4.08	3.47	4.30
<i>Facilities & Equipment</i>	4.19	3.91	3.58	3.88
<i>Library Staff</i>	4.26	4.22	3.68	4.47
<i>Communication</i>	4.09	3.91	3.42	4.28

A higher score means for library staff with 4.47 indicates that customers are satisfied with the performance of the staff in the library. SMNAL places a high value on the quality of staff, particularly when dealing with customers at the service counter. Clients continue to be prioritized to meet their needs. Staff are always reminded to give their best when dealing with clients.

Overall, the findings from Table 5 highlight the positive trajectory of user satisfaction in multiple areas of the library, with significant improvements observed in Information resources, Library Services, Library Staff, and Communication and promotion. These findings showcase the library's commitment to meeting the evolving needs and expectations of its clients, further enhancing the overall library experience.

CONCLUSION

In conclusion, the survey results provide several key findings about the satisfaction levels and perceptions of library services among respondents. The survey indicates a high level of satisfaction among respondents regarding various aspects of the library, including information resources, library services, facilities and equipment, library staff, and communication and promotion efforts. The mean scores consistently surpass the target of 3.50, reflecting the library's success in meeting the needs and expectations of its clients.

Additionally, the survey findings demonstrate an overall improvement in mean scores across different categories over the years. This indicates that the library has been proactive in addressing user feedback, enhancing services, and refining its resources to better serve its clients. Notable improvements were observed in categories such as Information Resources, Library Services, Library Staff, and Communication and Promotion.

The achievement of a high mean score for 2022 indicates that SMNAL is committed to improving service quality and providing the best experience to customers. Following a low score of 2020, several efforts have been made to improve the quality of service. One of the measures is to encourage staff to be more gentle and polite when dealing with clients. We prioritize making clients feel welcomed and appreciated, while also promoting a positive image of our organization.

The qualitative analysis of open-ended responses provided valuable insights into specific client experiences, suggestions, and areas for improvement. These comments and compliments contribute to a more comprehensive understanding of client perspectives, allowing the library to address specific concerns and implement targeted enhancements.

Overall, the survey results affirm the library's success in meeting client expectations and delivering high-quality services and resources. The findings provide valuable feedback and guidance for the library to continue its efforts in enhancing customer satisfaction, further improving services, and ensuring that the library remains a valuable and trusted resource for its clients.

APPENDIX A



Sample size calculator

What margin of error can you accept?

5% is a common choice

%

The margin of error is the amount of error that you can tolerate. If 90% of respondents answer yes, while 10% answer no, you may be able to tolerate a larger amount of error than if the respondents are split 50-50 or 45-55.

Lower margin of error requires a larger sample size.

What confidence level do you need?

Typical choices are 90%, 95%, or 99%

%

The confidence level is the amount of uncertainty you can tolerate. Suppose that you have 20 yes-no questions in your survey. With a confidence level of 95%, you would expect that for one of the questions (1 in 20), the percentage of people who answer yes would be more than the margin of error away from the true answer. The true answer is the percentage you would get if you exhaustively interviewed everyone.

Higher confidence level requires a larger sample size.

What is the population size?

If you don't know, use 20000

154

How many people are there to choose your random sample from? The sample size doesn't change much for populations larger than 20,000.

What is the response distribution?

Leave this as 50%

50 %

For each question, what do you expect the results will be? If the sample is skewed highly one way or the other, the population probably is, too. If you don't know, use 50%, which gives the largest sample size. See below under **More information** if this is confusing.

Your recommended sample size is

109

This is the minimum recommended size of your survey. If you create a sample of this many people and get responses from everyone, you're more likely to get a correct answer than you would from a large sample where only a small percentage of the sample responds to your survey.

APPENDIX B

Questionnaire



CUSTOMER SATISFACTION SURVEY 2022

Congratulations on being the respondent to the survey.

The Dar al-Hikmah Library, IIUM conducts this survey annually to assess the library customers' level of satisfaction with the library services, resources, and facilities at the campus Libraries.

Please take a moment to complete this questionnaire. We will make sure that your participation is anonymous. Collected data will only be accessible to the library researchers conducting the survey.

We appreciate your cooperation. Thank you.

PART 1 – Please fill in your background information

1. Status: Full time Part-time Contract basis
2. Category: Academic Staff Administrative Staff Postgraduate Student Undergraduate Student CFS Student
3. Kulliyah/Centre/
Division/Institute/Office: KIRKHS AIKOL KAED KICT KENMS KOE
 KOED CELPAD II/BF ISTAC KLM KOM
 KON KOS KOP KOD KAHS INHART
 SASMEC IIUM CFS Other: _____
 Academy Gambang
4. Gender: Male Female 5. Nationality: Malaysian International

PART 2 – Please indicate how satisfied you are with the library

A. INFORMATION RESOURCES		<i>To what extent are you satisfied with the following information resources:</i>				
		Very Dissatisfied	Dissatisfied	Somewhat Satisfied	Satisfied	Very Satisfied
1.	Required and recommended references as listed in the Course Outlines are appropriate for my learning needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.	Printed resources (e.g. books, journals, etc.) meet my learning and research needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.	Online resources (e.g. online databases, e-books, e-thesis, e-journals etc.) meet my learning and research needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4.	I feel that the resources are current and relevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5.	I could easily find the resources needed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

B. SERVICES		<i>To what extent are you satisfied with the following services:</i>				
		Very Dissatisfied	Dissatisfied	Somewhat Satisfied	Satisfied	Very Satisfied
1.	Library opening hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.	Library counters (e.g. Circulation Counter, Readers' Advisory Desk, Inter-library Loan, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.	Library Skill classes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

C. FACILITIES & EQUIPMENT						
<i>To what extent are you satisfied with the following facilities & equipment:</i>						
		Very Dissatisfied	Dissatisfied	Somewhat Satisfied	Satisfied	Very Satisfied
1.	Reading area (Quiet/General)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.	Study rooms (Discussion/Carrel/Research rooms, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.	Computer Lab	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4.	WIFI access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5.	Printing, scanning and photocopying facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

D. LIBRARY STAFF						
<i>Satisfaction in the helpfulness/timely/friendliness/convenient of the staff in dealing with library users.</i>						
		Very Dissatisfied	Dissatisfied	Somewhat Satisfied	Satisfied	Very Satisfied
1.	Library staff are professional, approachable and friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.	Library staff provide accurate answers to my inquiries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.	Library staff are helpful in resolving my problems or questions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

E. COMMUNICATION AND PROMOTION						
<i>Satisfaction in how information is communicated (medium/speed/language used, etc.)</i>						
		Very Dissatisfied	Dissatisfied	Somewhat Satisfied	Satisfied	Very Satisfied
1.	Print signage are clear and appropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.	Library website and social media are informative and interactive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.	Announcement on new services and facilities are well communicated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4.	Library exhibitions are informative and enhance my knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

F. How frequently do you visit the library?
 Daily Weekly Monthly Once per semester Never

G. What are your purposes for coming to the library? (You may select more than one answer)
 Classes Socializing Borrowing/returning books
 Quiet space Assignment/Research Using library facilities (e.g. Labs, internet, rooms, etc.)

H. Overall, are you satisfied with the Library?
 Very Dissatisfied Dissatisfied Somewhat Satisfied Satisfied Very Satisfied

I. In what area(s) does the Library need immediate attention to improve its services?

J. What kind of new services(s) are you expecting our Library to provide in the near future?

Thank you for taking the time to complete this questionnaire. If you have any inquiries, please contact the following:

- Gombak Campus Library: 03 64214815
- SMNA Library: 03-64211261
- Indera Mahkota Library: 09-5704180
- Center for Foundation Studies Library: 09-5183480
- Pagoh Campus Library: 06-9742425

APPENDIX C

List of open-ended answers for Improvement according to five categories

No.	Improvement	*IR	*S	*FE	*LS	*C
1	Personal approach, if time and resources permit		1			
2	Buying new books	1				
3	for now improve		1			
4	its very satisfactory		1			
5	First, students need to be quite in library, and more 2 weeks room is available and library open and close hours need to be stability.		1	1		
6	Library management should abolished carrel rooms monthly Rental system and increase the number of carrel rooms for two weeks. Every students has right to have a carrel rooms without any charge and postgraduate students in particular, since students pay huge amount of tuition fees and other fees as well.		1	1		
7	Improving the carrel room facilities, implementing quiet measures more, no excepting staffs, open hours' (8.30 pm- 10 pm regulation) period may extend		1	1		
8	Wifi					
9	Please turn off the sound of video in the siddiq page, it is really disturbing especially when we want to start searching books' shelf.		1			
10	Website			1		
11	It is better if SMNAL Opening hours can be increased		1			
12	Reading area must be much more silent especially carrel rooms		1	1		
13	nothing					
14	its all okay		1			
15	upgrade wifi			1		
16	counter		1			
17	ok					
18	.ok					
19	.ok					
20	All good					
21	.ok					
22	satisfied					
23	.ok					
24	well manage					
25	So far all good					
26	good service					
27	Very good					
28	-ok					
29	great					
30	counter area			1		
31	all good					
32	Reading area			1		
33	😊					
34	.ok					
35	Very good					
36	Nil					
37	Nil					
38	Nil					
39	Nil					
40	Very good					

Commented [ZZ10]: Mana yg jawab kosong or tiada sebarang jawapan boleh delete dari table ni.

Commented [ZZ11]: Mungkin boleh diperbetulkan spelling ni

41	-					
42	Signage, arrangements of bookshelves (SMNA Lib), power socket access,			1		
43	Purchasing more books	1				
44	None					
45	Operating hours since im part time student, i really hope the operating hours can extend to night and weekends.		1			
46	should increase the operating times of SMNAL		1			
47	Shared our rare collections time to time via social media to let students/scholars/researchers get benefits from it. To strengthen our assets and becoming the chosen library for all scholars internationally.					1
48	-					
49	Opening hours needs to be longer since the quest for knowledge is not limited to time, one can begin to experience the birth of a brilliant idea at 10pm in the library, therefore limiting the time of the library reduces these possibilities to occur		1			
50	Overall ok					
51	Think of updating old collection with the latest Books.	1				
52	Computer access area			1		
53	To be honest, as an amputee now, it's hard to physically go to the library, so I do mostly online research. I try to use the library online system but sometimes find it frustrating as I never been to any online tutorial or workshop, which is my mistake. And there are some papers that interests me in other universities but I failed to gain access even though I am a full time student in UIA, I tried. So I cannot actually fairly say if I am satisfied as I have never physically been to the library since I lost my right foot in July 2021. So please contextualise and moderate my response to my present condition. Way forward: 1. If there's an easier OKU access to the Library. 2. If I can have a workshop on searches and access to online databases of both UIA and other institutions. But all this is subject to me getting healthier, so that is entirely in Allah's plan. Audzubillahiminasyaitonirrojim Bismillahirahmanirahim Dhalika Takdirul Azizul Alim. Thank you Brother Fazli.		1	1		
54	Opening hours especially ISTAC library		1			
55	Students are allowed to access physical manuscript (PNM section of manuscript)	1				
56	Good job done					
57	SMNA open hours. Should allocate certain section of the library to remain open 24/7 for reading and study.		1			
58	we may needs to regularly update our books and published articles in all fields.	1				
59	All good					
60	-good					
61	No					
62	nothing					
63	.good					
64	Too cold aircond			1		
65	.ok					
66	.no problem					
67	Wifi not ok sometime			1		
68	.good					
69	.gudjob					
70	,very good					
71	Online resources accessibility	1				
72	2 weeks Carel Room Facility and Internet			1		

73	Expand access to some paid journals	1				
74	Training programs for students		1			
75	Study room for the Ph.D. Students should be free for a month and must increase the room numbers.			1		
76	Computer halls and computers			1		
77	Online resources database	1				
78	Opening hours		1			
79	No comments					
80	No comments					
81	Every thing is ok					
82	It is so cold and i cannot focus anythings. Internet is not good and so noisy.		1			
83ok					
84	wifi					
85	wifi			1		
86	More Study rooms			1		
87	.great					
88	need more computer, upgrade wifi			1		
89	MORE BOOKS	1				
90	.good					
91	.best					
92	COMPUTER FOR STUDENTS			1		
93	.no					
94	ONLINE DB	1				
95	.nothing					
96	canteen			1		
97	.all good					
98	Need more pc			1		
99	.no comment					
100	No wifi			1		
101	.ok					
102	Pc for thesis plz upgrade			1		
103	..PC					
104	nothing					
105	Silent area			1		
106	Promote the mnucript and rare book					1
107	It's smoothly working now					
TOTAL		10	20	25	0	2

List of open-ended answers for **Expectation** according to five categories

No	Expectation	*IR	*S	*FE	*LS	*C
1	NA					
2	Subscription to more journals online	1				
3	all done					
4	online books	1				
5	Buy new books and publications	1				

6	Please remove the carrel rooms rental system. Every students has equal right to have a carrel rooms without any charge, if someone has no ability to pay RM 60 for carrel rooms and can't rent a carrel rooms only for money instead of student here, it is quite discrimination.	1			
7	Carrel rooms facilities, long time open hours period extension		1		
8	..				
9	Please make the opening hours longer. If it is possible, make it open for 24 hours. Because that is how libraries operated in developed countries.		1		
10	Access to research articles	1			
11	SMNAL will be opened on saturday and sunday		1		
12	Borrowing books from outside		1		
13	upgrade wifi			1	
14	.nothing				
15	more pc			1	
16	more excitement				
17	.all ok				
18	.ok				
19	good wifi			1	
20	All good				
21	provide better wifi			1	
22	thumbs up				
23	.ok				
24	.good				
25	_good				
26	-nice				
27	Very good				
28	wifi			1	
29	_best				
30	very good counter service		1		
31	-good				
32	counter service		1		
33	😊				
34	.WIFI			1	
35	Nil				
36	Nil				
37	Very good				
38	Very good				
39	Very good				
40	Nil				
41	Online access for full thesis	1			
42	How to go about library website features		1		
43	More flexible borrowing and returning book period for PG student		1		
44	Lockers would be very useful to store our belongings when we need to step out for a while.			1	
45	-				
46	the increase of SMNAL operating times and days (should be operating on Sat and Sun).		1		

47	Having a lecture time to time to discuss about any specific books by inviting expert in that topic will be great exposure and enhancing our knowledge time to time.					1
48	extending operation time.		1			
49	All services are excellent except for probably an access to the artifacts and physical manuscripts of istac needs to be promoted					1
50	Still all are amazing					
51	African Study.					
52	Cafe		1			
53	To be honest, I don't know as I have not used the physical facilities much, but I do think I need help on facilities accessibility and online searches and access. Fyi, I am researching on Asma an-Nabi (saw) under Prof Osman Bakar. But as I said earlier, much depends on my health, which presently isn't good. Thank you again brother Fazli.					
54	Access to IIUM full thesis	1				
55	Students are allowed to access physical manuscript (PNM section of manuscript)	1				
56	-					
57	More exhibitions and book seminars/conference.					1
58	Hope to maintain and gradually improve our existing services. Inshallah, we will be getting better and better.		1			
59	AI system			1		
60	-nothing					
61	Nothing					
62	computer lab			1		
63	wifi, PC			1		
64	.good					
65	nothing					
66	.nothing					
67	nothing					
68	.ok					
69	.good					
70	.good					
71	Skills in using modern AI tools for research and academic development					
72	Nothing					
73	Access to some paid journals	1				
74	Issues the online books	1				
75	Research skills classes such as primary data analysis tools training.					
76	Classroom			1		
77	Not sure					
78	PC			1		
79	Nothing					
80	Nothing					
81	Online services should be better			1		
82	More better wifi snd more calm . Dont change operations time evertimes.			1		
83					

83	nothing					
84	.no					
85	.nice					
86	.all great					
87	.ok					
88	.ok					
89	.overall ok					
90	.nothing					
91	.good					
92	.great					
93	.nothing					
94	.no comment					
95	.nice					
96	.nothing					
97	.ok					
98	.nothing					
99	ok					
100	no					
101	best					
102	ok					
103	computer lab			1		
104	nice					
105	good					
106	NA					
TOTAL		9	11	17	0	3

***Indicator**

IR	Information Resources
S	Library Services
FE	Facilities & Equipment
LS	Library Staff
C	Communication & Promotion