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Library's Resources and Librarian's Service Quality an Important Determinants for Students' Expectation Towards Students Academic Performance

Sami Alhaderi¹, Khairol Anuar Ishak¹, Dzulhilmi Ahmed Fawzi¹, Mohd Khairi Ishak² and Roslan Mat³

¹ School of Business Management, Universiti Utara Malaysia, Malaysia

E-mail: ssami_ssmi@yahoo.com; khairol@uum.edu.my; dzul@uum.edu.my

² School of Electrical & Electronic Engineering, Universiti Sains Malaysia, Malaysia

³ Edrn Modenas Sdn. Bhd. Gurun, Kedah, Malaysia

Abstract: *The Purpose:* The main purpose of this study is to identify the factors that effecting the satisfaction of students and visitors toward the university library. This paper reports a part of a quantitative study that aims to improve the quality of researches among master and PhD students throughout evaluating the library's performance by measuring the users' satisfaction with (a) library's service quality, library resources and (b) library facilities provided by academic library in university Utara Malaysia. The methodology is that data were collected through a survey of 360 respondents using convenience sampling technique. A non-parametric test using the one-way analysis of variance (ANOVA) was used to analysis satisfaction scores of the respondents. The results of the study revealed that on the average, the respondents were quite satisfied with the library services if these services met their expectation. Also, library facilities have direct effect on the student's satisfaction and that student dissatisfy from library resources. The mean significant of the study is to conduct user satisfaction surveys as a means of identifying areas for service improvement and ensuring that it remains responsive to help in justifying resources and improving the services. Hence, there is a need for university libraries to understand the user needs and satisfy their information and research needs. In order to support in an ongoing learning activities. The study provides literature on user satisfaction of library services.

Keywords: service quality, Library facilities, Expectation, satisfaction, Malaysia

INTRODUCTION

According to university Utara Malaysia's report (2017) Sultanah Bahiyah Library is an academic library located at University Utara Malaysia (UUM). The Sultanah Bahiyah Library had its genesis when UUM was

established in 1984. The Library is housed in two buildings situated in the heart of the campus. It is equipped with the most up-to-date facilities for the use of students and staffs. Sultanah Bahiyah Library provides different services to the staff and students such as circulation services, inter library loan, information desk, photocopy and printing, university archives, serial services, special collection & media services and publication services. Facilities in the library also provide comfortable situation for the users like academic learning common, auditorium, air-conditioner, water dispenser, toilet and auto borrow books machine. For resources, it includes general works, history, social services, law, education, language and literature, science, medicine, technology and others. The management team of UUM provides sufficient academic resources for students and faculty of academic institutions so that they are able to search for information. The Library also makes improvement in order to match with the expectation of library users especially UUM students such as improve the service quality, improve the library facilities, and increase the academic resources in the Library.

DEPENDENT VARIABLE (SATISFACTION)

Malaysia academic library recently are facing increasing of competition form global digital environment and on-going change in user needs and expectation in the library. Traditionally, the quality of an academic library has been described in terms of its collection and measured by the size of the library's holding and various counts of its use (Malik, 2012; Nitecki, 1996). Satisfaction is an overall psychological state that reflects the evaluation of a relationship between the customer/consumer and a company-environment-product-service. Satisfaction involves one of the following three psychological elements which are cognitive (thinking/evaluation), affective (emotional/feeling), and behavioral. For years, researchers in library and information science (LIS) have examined information needs, user wants and user perceptions about the value of library services.

(Madejski, Simbi, Shangheta, 2014; Oliver, 1997) addresses this definitional issue by paraphrasing the emotion literature, noting that “everyone knows what satisfaction is until asked to give a definition. Then it seems, nobody knows”. Based on the perception that satisfaction has been defined, most research focuses on testing models of consumer satisfaction (Mano and Oliver 1993; Oliver 1993; Oliver, DeSarbo, Wayne 1988; Spreng, MacKenzie, and Olshavsky 1996) while operational definition for satisfaction have received little consideration. As a result, the literature is trying to provide different conceptual and operational definitions of consumer satisfaction. As (Peterson, Wilson (1992) suggest, “Studies of customer or users satisfaction are perhaps best characterized by their lack of definitional and methodological standardization”.

Studies for academic library services on user satisfaction have been defined Satisfaction as a person's feelings of pleasure or disappointment that results from comparing a product's perceived performance or outcome with their expectations (Backman, Munanura, 2015; Kotler & Keller, 2009, p. 789). A satisfaction of user refers to either the user (student) get the desired services, facilities and information resources expected in the library and how the users judge the services of a library. According to the study was conducted by (Adeniran, 2011) which mentioned that in order to meet the information needed by the students, it requires the provision of the actual information resources and services that will fully satisfy the information needs of users. So that, the libraries are therefore established to provide information resources and services to meets user's information needs.

According to the study conducted by (Cooper, *et al*, 1998) when the customers (students) get proper treatment. Then in turn, it will create a higher level of satisfaction and that will lead them to raise their level of expectations, demand for better treatment, and motivate libraries to provide better quality offers for the students and lecturers. And this situation will be challenging for library staff, but it can also create a libraries gain valuable support from their visitors. While satisfaction as concept is based on past experience, it also involves future factors that could influence the level of satisfaction. Libraries can use tools or instruments to identify what their users (students and lecturers) want and record students or visitor's experiences and the level of their satisfaction. In addition, library staff should also attempt to anticipate changes in their customers' values and preferences by identifying those external forces that reshape customers (students) and their values (Adeniran, 2011).

The core process of the satisfaction is the comparison of what was expected with the product or service's performance where this process has traditionally been described as the 'confirmation / disconfirmation' process (Joy, Idowu, 2014). Also, the study mentioned that lack of adequate facilities, inadequate/outdated information resources, and internet /ICT services in Nigeria public libraries were revealed by the students as major factors affecting student satisfaction of public library services in this 21st century of information and communication technology. Also, that satisfaction of the students for library services depend on the availability of suitable learning materials, accommodation and staff's abilities in the library. Also, the study conducted by (Joy, Idowu, 2014) mentioned that the main objective of any library is to support the parent organization (university); these objective can be achieved by improving the information system for the library and whole organization to enhance the systematic acquisition of all forms of recorded information in all fields relevant to the goals of the institution in order to make information available to the members of the institution. Student's satisfaction and optimization of resources have become important areas for libraries to maintain awareness of. Many libraries especially the university libraries are focusing on evaluation of the students' needs and their satisfaction with their services (Safdar, Rehman, 2015).

Perhaps the most significant caveat relating to student's satisfaction is the tendency to dwell on satisfaction as meeting, not exceeding, students' expectations. Rather, library staff need to attempt to move beyond student's satisfaction by exceeding student's expectations and by addressing students' desires for innovation and creativity.

MEDIATING VARIABLE (EXPECTATION)

According to the study conducted by (Patrick, Aghojare, Ferdinand, 2015).the study stated that new students and visitors come to the university with different needs and expectations every semester. Therefore, the primary objective of libraries and librarians is the academic libraries' is users' satisfaction. Due to the rapid improvements in new technology, Databases, and information system for accessing information can create challenges and difficulty for both librarians and users. The lack for available resources and the difficulty in being able to determine these resources also create problems for users. The inability to easily identify the specific use of a library's services because of the new technologies, and the difficulty to access information sources can all contribute to user dissatisfaction among academic library users.

Besides that, the study was conducted by (Raitt, 2005) which pointed out that the fast-paced technological developments have changed the way the students' access and retrieve information. Information is an important resource, valuable input and power for societal development, it is power as it is the basis of

all planning, indeed of all activities. Academic libraries are greatly challenged in satisfying their student's needs since their target market are lecturers, researchers, undergraduate students and postgraduate students. These group are highly demanding and dynamic in nature. The internet and the World Wide Web (WWW) have made it possible for university teachers' researchers' and students to locate what they need without getting into the library.

According to (Cooper at. al, 1998) which asserted that needs should generally be more objective than either wants or demands. As a result, these needs are likely to be at least partially based on reason or logic. These are instrumental elements that are; if people do not have their needs met, they may fail to achieve a goal. Expectations are the standards against which a vendor's or service provider's performance should be judged. Expectations are assumptions about the likelihood of something occurring. Alternatively, they reflect anticipated performance. Customers tend to hold expectations that can be considered quite basic. Of greatest importance to customers is a basic solid performance and that promises are kept. Customers desire a quality service or product provided in a friendly and courteous manner (Cooper at. al, 1998). Expectations dimensions involve two service levels. The first is the desired service level or what the customer hopes to receive—a blend of what can and should be. The second represents the adequate service level that level of service a customer finds acceptable. It is relatively easy to state that customers define service quality as the contradiction that exists between their expectations or desires and their perceptions of experiences.

According to A survey of expectations management practices of British service firms was conducted in 1993 (Pitt, Jeantrout, 1994) mentioned that over one hundred key marketing decision makers responded and shared their perceptions. They believed that attention to expectations management resulted in higher levels of customer satisfaction, greater market share, a better understanding of the relationship between pricing and expectations, and greater overall understanding of their customers' expectations gained from regular customer contact and research and that could be applied for student's expectation toward library's services. Another essential component is a major educational effort on the part of library staff. Staffs need to be honest with library users in educating/informing them as to what libraries can or cannot provide and what the costs, both monetary and other, will be to provide the desired services.

Also, according to the study was conducted by (Aarthi, Priy, 2012) which asserted that expectation are beliefs probability that a product or service that contain certain attributes, features or characteristics will produce certain outcomes either benefits or values given by certain anticipated level of performance based on previous affective, cognitive, and behavioral experiences. Expectations are often seen as related to satisfaction and can be measured as follows:

- Importance: Value of the product or service fulfilling the expectation.
- Overall Affect-satisfaction expectation: like or dislike of the product or service.
- Fulfilment of expectation: the expectation level of performance versus the desired expectations. This is "Predictive Fulfilment" and is respondent-specific index of the performance level necessary to satisfy.
- Expected value from use: satisfaction is often determined by the frequency of use. If a product or service is not used as often as expected, the result may not be a satisfying as an anticipated.

SERVICE QUALITY

The study was conducted by (Kassim, 2009) which aim to identify the satisfaction level of the users regarding the services, infrastructure/place/space and collection/information provided by the libraries, the study stated that one element of high quality service is “the incorporation of users’ personal needs and expectations into the development of programs and service”. The concept of user satisfaction in the library literature likewise has evolved to include a broader focus on the users’ perspective of the library.

Also, Jamil, *et al.*, (2015) Suggest that user satisfaction consists of service encounter satisfaction, “the consumer’s dis/satisfaction with a discrete service encounter,” and overall service satisfaction, “the consumer’s overall dis/satisfaction with the organization based on all encounters and experiences with that particular organization”. Customers are usually involved in some of the production processes and therefore have an impact on the outcomes of the service delivery and their satisfaction with it. Dong, *et al.* (2015) have shown that participation, or the use of customers as “partial employees”, can improve productivity for providers as well as improving service quality and customer satisfaction. Also, the study was conducted by (Rani, Murugan, 2016) which aim to explore on Evaluative Study of User Satisfaction in the PG Students by Anna University Regional Centre in Tirunelveli. The study mentioned that university libraries today are faced with challenges on several elements such as mega book stores, online information providers, eLearning and multimedia products, document delivery services, and other competitive sources of information that seem to be threatening the role of academic libraries.

Customers would form expectations before purchasing a product or service. Then, consumption or experience with the product or service form a level of perceived quality that is influenced by expectations. If perceived performance is only slightly less than expected performance, assimilation will occur, perceived performance will be adjusted upward to equal expectations. If perceived performance lags expectations substantially, contrast will occur, and the shortfall in the perceived performance will be exaggerated Buttle, (1998). Ababio *et al.*, (2012) which aimed to determine the satisfaction level of students with respect to the available reading materials and the services provided by the school library officials. Also, the study found that among the sampled students, 57%, 30.8%, 6.7% and 4.3% of them believes that the overall service quality is good, moderate, excellent and poor respectively. Also the overall service quality decreases when students are less satisfied with the individual service components.

According to the study conducted by Adeniran (2011). Which mentioned that by providing quality services and satisfaction to users, academic and research libraries can distinguish their services through friendly, helpful and knowledgeable advice and the best technological resources available. Because academic libraries users have varying needs and expectations, it is the responsibility of the library staff to know these needs and expectations and strive to meet them. Also, for a library to be most functional, the services it renders should correspond closely with the needs of its users. Ensuring that relevant information resources are provided and made accessible to users goes a long way to encourage users to visit the library more often. (Song, 2009) writes on designing library services based on user needs. He notes that user needs change continuously and recognizes also the need to reach out to users with new services.

According to the study was conducted by Iwhiwhu, Okorodudu (2012). The satisfaction of library students is a function of the quality of information product(s) received, the quality of information system and library services provided to access the information product. Therefore, satisfaction is a function of

three main sources quality of the information product, the information system and the services that make the information product available. These three levels of measure of satisfaction are defined by the information resources, facilities and services in this study. These sources of satisfaction, when properly harnessed may contribute to users' overall satisfaction.

Sureshchandar *et al.* (2002) found that service quality and customer satisfaction were highly related. User's expectations have increased as a result of rapid development of advanced information technology, increasing generation of new knowledge and information availability from both printed as well as online media. Thus, library customers actually assume the role of partial employees of the library. Since customer dissatisfaction is often due to the customer's behavior, customers need to understand their role in the service delivery process. Library staff can assist customers in attaining this goal by employing the socialization process. By providing customers with behavioral guidelines that apply to a library, staff enable users to adapt to and come to appreciate the library's values, norms, and required behavior patterns. Many libraries have developed statements of guiding principles, beliefs, or values, and these can greatly facilitate the socialization process.

LIBRARY FACILITIES

According to the study was conducted by Iwhiwhu, Okorodudu (2012). Library facilities, infrastructural or mostly know as equipment are those item and services rendered by the library that will help to achieve the effectiveness and increase the satisfaction of library user. The library is a store house that full with knowledge. Also, Satisfaction is a function of three main sources quality of the information product, the information system and the services that make the information product available. These three levels of measure of satisfaction are defined by the information resources, facilities and services in this study. These sources of satisfaction, when properly harnessed may contribute to users' overall satisfaction.

According to Nkamnebe at el. (2014), the main objective of academic library is to provide materials and services to meet the objectives of the university. A well-equipped library is very necessary in all institutions of learning so that immediate references can be made when the need arises. Also, that the function of the library is to bring information and knowledge and human beings together. He regretted that libraries underutilized due to the fact that they lack the necessary facilities, equipment and conduciveness. Other equipment that would be useful in the library and may lead to good patronage of such libraries include photocopying machines, indexing and abstracting services, internet facilities, etc. It has been proved sufficiently that the availability of functional photocopying services have gone a long way to reduce the incidence of theft or sabotage of library materials to the barest minimum.

The study was conducted by Ogbuiyi, Okpe (2013). Which evaluates the use of library materials and services in four private Universities in south west Nigeria. The study aimed to assess the degree of the usage of university library resources and services, clientele's perception on the adequacy of the available library resources and services. Students have many reasons for using the facility. Users of academic library are not limited to the use of its various resources; the need for librarians to encourage and educate users on the effective use of the facility is eminent. And that information availability does not mean accessibility and use, and that academic libraries should stimulate primary demand for their products and services.

Ababio at el, (2012) which aimed to determine the satisfaction level of students with respect to the available reading materials and the services provided by the school library officials. Also, the study found

that among the sampled students, 57%, 30.8%, 6.7% and 4.3% of them believes that the overall service quality is good, moderate, excellent and poor respectively. Also from the estimated model, the overall service quality decreases when students are less satisfied with the individual service components. In general, the estimated model suggests that among all the variables, availability of current and relevant materials; adequate user instructions; reliable internet facilities as well as friendly and helpful library staff are the first four (4) library service segments that highly influenced the students ratings for overall service quality.

Also, the study conducted by Ababio et al, (2012) suggests that librarians must be friendly and helpful to all students and that students must be aware that librarians and faculty members are there to instruct and encourage their intellectual and should be seen as facilitators. An under resource library will therefore not serve its cardinal purposes and hence undermine effective academic work. This phenomenon exposes library user perception about this academic provision. This brings forth the measurement of expectations against reality: of actual service provision, as opposed to perceptions of that provision. Library user's expectation is very critical in improving the academic facility to suit its general expectations. However a negative perception of library provision vis-à-vis the actual service is as a result of lack of continuous research into user satisfaction surveys.

Posey, (2009) mentioned that Valdosta State University in Georgia has over 600,000 people pass through its library's doors annually. Through surveys and questionnaires, students were asked by library administrators to rate the library. Repeatedly, the same types of comments were provided: "The library is fun. The library is a cool place to hang out. I enjoy being in the library. It's a comfortable place. I can study here. I can relax here. I visit my friends here. Essentially, the library has become a hub on campus for many students". To accommodate students visiting the Odum Library at Valdosta State University, the library provides computer labs; over 2,000 current journals; numerous study tables, soft, comfortable chairs; and wireless access. However, Shill surveyed 357 academic libraries that had completed building projects between 1995 and 2002 concerning the impact on circulation. The results were mixed; of the 103 libraries responding, 56 reported declines after completion of the project, whereas 47 reported increases.

In the other hand, the increasing use of electronic resources off-campus has resulted in both declining circulation of print materials and reduced use of reference services in academic libraries. Posey, (2009) mentioned that Wisner claimed that "we must accept that the historic mission of libraries is finished, that buildings will disappear gradually over the next 100 years, and the portable e-book, once perfected, will drive the nail into the collective coffins" (as cited in Antell & Engel, 2006, p. 536). As a growing number of students are accessing full-text materials such as scholarly journals, newspapers, and electronic books from home via the library's EZ Proxy server, many administrators have been left wondering if the Internet will replace the library. With this new paradigm comes the fear that the library will be deserted and funding will be reduced. Many librarians worry that students will only come to the library to check e-mail, chat, and play games. Also, others wonder if the library staff will be forced to become computer police and if the library will morph into an expensive game room (Gentry et al., 2004). This absence of library use has become a growing trend throughout the country. At the University of Idaho at Moscow, for example, "door counts and book circulation have decreased by more than 20 percent since 1997. But between 1999 and 2001, the number of electronic articles that Idaho students retrieved went up by about 350 percent, and periodical database searches shot up by almost 800 percent". Therefore, the academic library environment is undergoing a transformation, guided by emerging technologies and library users' patterns.

LIBRARY RESOURCES

According to the study was conducted by Oluwatobi et al.(2014) which aimed to investigate the utilization of library resources for effective research output by post graduate ministerial students of Adventist University of Africa (AUA) in Babcock University. The study found that the most frequently used library materials is the online database, dictionaries, books and encyclopedia which are used daily, while the least used material was CD-ROM database. Furthermore, respondents in this study affirmed that the available library resources have a very low impact on their respective research work. This influenced majority of the respondent's level of satisfaction with the use of library information resources to be perceived low.

Also, the study was conducted by (Sohil, Upadhyay, 2012), which suggested that the book's latest edition and material's references should add to library's collection and should guide users to use library's resources, these ways could show that library's resources are fully used. Besides that, the study conducted at Osmania University, Hyderabad by (Ranganathan, Babu, 2012). The study argued that based on library's resources/services awareness and usage, the library's resources adequacy, resources' opinions are reasons for using e-resources and users' satisfaction from information sources. Also, when students find the information and resources meet their expectation that will increase their satisfaction toward the academic library.

Besides that, the study conducted by (Ezeala, 2012) which asserted that libraries could meet user's needs for information by acquiring, organizing and making relevant information resources available which backed by appropriate facilities and deliver it to their users throughout their preferred way, which it is manual or through Information Communication Technologies (ICT). Also, that study mentioned that if any public library wants well performance to meet their user's needs in modern era, it is essential for the Library to adopt information communication technology (ICTs). Also, ICT's roles in libraries' effective utilization has been stressed in literature, particularly in academic libraries.

Moreover, the study conducted by (Jamil, Tariq, Jamil, 2013) which aimed to investigate libraries' resources utilizations and availability. The study found that teachers and students have expressed their willingness to use libraries' existing resources. However, libraries' resources still underutilized. Also, Lack in resources' materials and Lack in human were the main reasons for libraries' underutilization. Most of the students visit the library for reading books, preparing assignments and consuming their spare time. Also, library's staffs need professional training, library's resources purchasing procedures need timely procurement's simplification, library needs virtual linkage to national and international libraries, and proper utilization/enhancing funding are required for improving efficiency. Also, the study concluded that improving library's services and resources can enhance the relevance and libraries' utilization.

Besides that, the study was conducted by (Ntui, Udah, 2015) which aimed to find out whether accessibility to text books influences library's resources utilization by teachers in secondary schools at Calabar Education Zone of Cross River State. Also, to examine whether visuals accessibility influences library's resources utilization by teachers. The study found that Accessibility to text book has significant influence on library's resources utilization of by teachers. In the same direction, the study conducted by (Bhatt2013) was asserted that the successful library services depend mainly on satisfaction level of its users with the relevant library information resources, user centric library services and library staffs' supportive attitude.

THEORY

Expectation Disconfirmation Theory

In the theory was created by Oliver (1997) Disconfirmation of expectations paradigm is an approach to study customer's satisfaction which is comparison of prior expectations with observed performance. Therefore, when the customer makes comparison between his expectation and outcome performance that effecting the customer's perception of overall satisfaction. As a result, outcome performance and expectation are two important variables which can influence the judgment of the satisfaction. In general, expectation disconfirmation theory believes in that the level of satisfaction is depending on customer's expectations (Huang, 2015). *"In the process of satisfaction judgments, first buyers may experience expectations of the specific product or service prior to purchase. Second, consumption reveals a perceive performance level of product which is influence by expectations if the difference between actual performance and expectations is perceived as being small. Hence, perceived performance may increase or decrease directly with expectations as indicated by the arrow drawn from expectations to perceived performance. Third, perceived performance may either confirm or disconfirm pre-purchase expectation. Fourth, satisfaction is positively affected by expectations and the perceived level of disconfirmation. When the outcome performance is object, it is difficult to increase the perceived performance. Thus, to decrease expectations is a viable alternative for the firm"* (Anderson and Sullivan, 1993).

Conceptual Framework and Hypotheses

Based on the above literature on library services, library resources, library facilities, student's expectation and student satisfaction towards university library, the following conceptual framework was developed. The cornerstone of the framework is tied around the fact that effective library services, library resources, library facilities, would lead to increase the level of student's satisfaction throughout meeting the student's expectation. The model is presented in Figure 1.

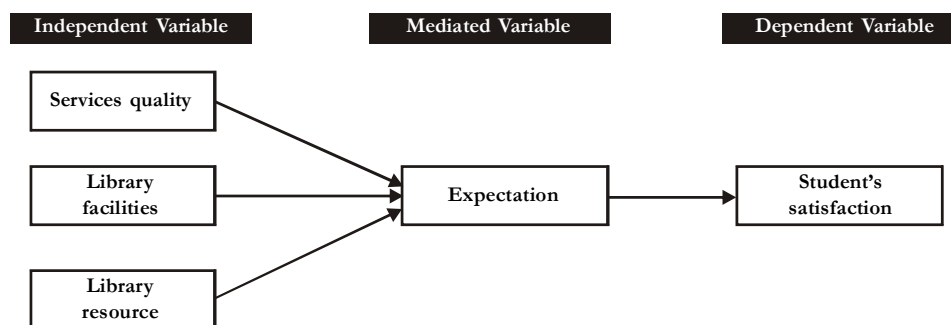


Figure 1: Conceptual Framework

In order to achieve the objectives designed for this study, the following research hypotheses are stated in their alternative form based on the revelations in the review of literature concerning service quality, library facilities, library resources, Expectation, and student satisfaction.

Hypothesis 1: There is a positive relationship between service quality and student satisfaction.

Hypothesis 2: There is a positive relationship between library's facilities and student satisfaction.

Hypothesis 3: There is a positive relationship between library's resources and student satisfaction.

Hypothesis 4: Expectation has mediating relationship between service quality, library's facilities and library's resources and students' satisfaction.

RESEARCH METHODOLOGY

Research design

Research design is a plan for collection, measurement and analysis of data based on the research questions of study. The purpose of the study is exploratory and causal study. The research strategies for this study is survey questionnaire to collection information from UUM students as the objective for data collection. The casual study design permits the researcher to test the relationship between the academic resource, service quality and library facilities affect students' expectation towards students' satisfaction at UUM Sultan Bahiyah Library. The interference of the researcher is minimum which the researcher engaged in distribute the questionnaire. The distribution for the questionnaire was on the contrived environment where the researcher did not modify the natural environment.

According to the study was conducted by Alhaderi, (2015; hair at. el (2010) the sufficient sample size for quantitative analysis (questionnaires) to access the normality is 300 and above. Also, the study used convenience sample technique and a questionnaire were designed and used to collect data for this study and a total of 360 questionnaires were distributed.

Items and scale to measure each variable

A self-administered questionnaire survey was employed for the study. The self-administered questionnaire method enables valid perceptions and responses of qualified respondents to be collected. Besides, this information also known as the first-hand data related to the variables that testing in the study for specific purpose refers to primary data. In another words, primary data is about the data that has not been change or alternate by others human being (Alhaderi, Ahmed, 2015). This study, used questionnaire to obtain the information from the respondents because it is more anonymous than other collecting method. Thus, respondents are more willing to answer the questionnaires honestly as their answer will be kept strictly confidential. Second, by distributing questionnaires it is easier for respondents to answer because all questions that used are fixed-alternative questions. Lastly, it would be a faster way to collect data by using questionnaires.

The questionnaire was divided into six parts. In section A, the general demographic was presented among the student which to characteristics their best describes such as gender, race, age, academic level, year of study and academic school. Students were asked to indicate their view by ticking the answer at the column which is matches on their view closely. Thus, some different variables were used to measures student satisfaction such as library facilities, library academic resource and library service quality. All variables were measured on Likert Scale of 1 to 5 where: 1 = extremely satisfied, 2 = satisfied, 3 = Medium, 4 = dissatisfied, and 5= extremely dissatisfied.

In section B, the first conduct under observation was satisfaction of UUM students regarding Sultan Bahiyah Library which was the library enables student to be more efficient in their academic pursuits or work, library helps student distinguish between trustworthy and untrustworthy information, library provides

student with the information skills which need in their work or study, student satisfied with the way in which they treated at the library and satisfied with library support for their learning, research, and/or teaching needs.

In section C, the second conduct under observation was expectation of UUM students regarding Sultan Bahiyah Library which was library website enabling student to locate information on their own, quiet space for individual activities, the electronic information resources student need, the printed library materials students need for their work, staffs' readiness to respond to users' questions and adequate hours of service.

In section D, the third conduct under observation was library facilities which was the book shelves facilities in this library are well arranged, reading tables in this library are comfortable, the sitting chairs in this library are comfortable, the library space in this library is spacious, the computers in this library are adequate, the photocopier facilities in library are convenience and the carrels/ reading rooms in this library are adequate. In section E, the statement conducts under observation was library academic resource which are printed academic/reference books, journals, magazines and newspapers, pictures and reference materials, records and tapes materials, and audio visual materials.

Last but not least, the statement conducts in section F under observation was library service quality which was reference services, photocopying service, customer care service, adult literacy education service, hours of service provided and online internet search service. Based on literature synthesis, well-structured questionnaire have been formulated to know the satisfaction level of student on Sultan Bahiyah Library.

FINDING

Response Rate

In this research, 360 respondents are targeted for the questionnaires. Questionnaires distributed to this study are 360 units, and 320 questionnaires are successfully being collected. 80 questionnaire were deleted and that was due to missing value and out liars. The completed questionnaire and suitable for analysis were 240. Therefore, the percentage of response rate is 89%. The response rate is a good rate as it has a high return in questionnaires distributed.

Correlations

Table 1
Correlation Analysis

	<i>satisfaction</i>	<i>expectation</i>	<i>facilities</i>	<i>academicre source</i>	<i>serquality</i>
satisfaction	1				
expectation	.305**	1			
facilities	.468**	.417**	1		
academicresource	.316**	.370**	.515**	1	
serquality	.384**	.412**	.460**	.640**	1

** . Correlation is significant at the 0.01 level (2-tailed).

The result of correlation analysis. Based on Table 1, the result indicated that the correlation value for each variable ranged from 0.305 to 0.640. And the significant value is ($p=0.01$). And that means all correlation values between the variable are significant Hair, et al (2010).

RELIABILITY ANALYSIS

Table 2
Reliability Analysis

<i>No. of item</i>	<i>Variables</i>	<i>Alpha</i>
4	Satisfaction	0.674
5	Expectation	0.660
3	Library Facilities	0.666
4	Academic Resources	0.790
4	Service Qualities	0.790

The result of reliability analysis. Based on Table 2, the result indicated that the alpha value for each variable ranged from 0.660 to 0.790. According to Hair, Babin, Money and Samouel (2003); alhaderi, 2013), the value of coefficient alpha or Cronbach's alpha with the range of greater than 0.60 is considered acceptable and good.

REGRESSION

First step is analyzing the regression between the independent variables and the dependent variable directly.

Table 1
Model Summary

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.539 ^a	.290	.281	1.35309

a) Predictors: (Constant), serquality, libfac, academicresource

Table 2
ANOVA^a

<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1 Regression	176.650	3	58.883	32.162	.000 ^b
Residual	432.083	236	1.831		
Total	608.733	239			

a) Dependent Variable: satisfaction

b) Predictors: (Constant), serquality, libfac, academicresource

Multiple Linear Regression has been performed to determine the best set of predictor variable in predicting satisfaction among the students. The R-squared of 0.290 implies that the two predictor variables

Table 3
Coefficients^a

<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1 (Constant)	5.716	.690		8.287	.000
libfac	.404	.062	.437	6.557	.000
academicresource	-.057	.051	-.088	-1.134	.258
serquality	.161	.048	.247	3.386	.001

a) Dependent Variable: satisfaction

explain about 29 % of the variance/variation in the satisfaction of students. This is quite a small correlation between the predictors and the dependent variable and considered as not good in this result. The ANOVA table revealed that the F-statistics (32.162) is large and the corresponding p-value is highly significant (.000) or lower than the alpha value of 0.05. Based on Coefficient table, all the three predictor variables which are library facilities ($p=0.000 < \alpha$), and service quality ($p=0.001 < \alpha$) were found to be of significance in explaining satisfaction. However, academic resource was found insignificant ($p=.258 > \alpha$). The largest beta coefficient is 0.437 which is for library facilities, .247 for service quality and the lowest beta value (-0.088) for academic resource. That means, this variable is insignificant independent variable to explaining the dependent variable (Satisfaction). It suggests that one standard deviation increase in service quality is followed by 0.161 standard deviation increase in satisfaction. Also, it suggests that one standard deviation decrease in academic resource is followed by (-0.057) standard deviation decrease in satisfaction.

Mediating variable

Second step is analyzing the regression between the independent variables and the mediating variable directly.

Table 4
Model Summary

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.435 ^a	.189	.179	1.56707

a) Predictors: (Constant), serquality, libfac, academicresource

Table 5
ANOVA^a

<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1 Regression	135.383	3	45.128	18.376	.000 ^b
Residual	579.551	236	2.456		
Total	714.933	239			

a) Dependent Variable: expectation

b) Predictors: (Constant), serquality, libfac, academicresource

Table 6
Coefficients^a

<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1 (Constant)	5.946	.799		7.442	.000
libfac	.169	.071	.169	2.372	.018
academicresource	.086	.059	.122	1.475	.142
serquality	.161	.055	.227	2.915	.004

a. Dependent Variable: expectation

The Multiple Linear Regression has been performed to determine the best set of predictor variable in predicting expectation of service quality and academic resource among the UUM students. The R-squared of 0.189 implies that the predictor variables explain about 18.9 % of variance/variation in the expectation of service quality and academic resource. This is quite weak correlation but still acceptable result. The ANOVA table revealed that F-statistics is 18.376 and the corresponding p-value is significant which was 0.000 and lower than the alpha value of 0.05. Based on the Coefficient table, predictor variables such as library facilities (p= .018), service quality (p=0.004 < alpha) are highly significant. Academic resource (p=0.142 > alpha) and was found to be insignificant in explaining expectation. The largest beta coefficient is 0.227 which is service quality. This means that this variable makes the strongest unique contribution to explaining the dependent variable (Expectation). It suggested that one standard deviation increase in service quality is followed by 0.161 standard deviation increase in expectation. The beta value for library facilities is (0.169) and the beta for academic resource is the lowest (0.122), indicating that it made the lower contribution.

Result for whole model: Independent Variables, Mediating Variable, & Dependent Variable

Table 7
Model Summary

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.560a	.313	.302	1.33379

a. Predictors: (Constant), expectationn, libfac, serquality, academicresource

Table 8
ANOVA^a

<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1 Regression	190.670	4	47.667	26.795	.000b
Residual	418.063	235	1.779		
Total	608.733	239			

a. Dependent Variable: satisfactioonn

b. Predictors: (Constant), expectationn, libfac, serquality, academicresource

Table 9
Coefficients^a

<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1 (Constant)	4.792	.756		6.342	.000
libfac	.378	.061	.409	6.146	.000
academicresource	-.071	.050	-.108	-1.414	.159
serquality	.136	.048	.209	2.851	.005
expectation	.156	.055	.169	2.807	.005

a. Dependent Variable: satisfaction

Multiple Linear Regression has been performed to determine the best set of predictor variable in predicting satisfaction of service quality, academic resource and expectation among the UUM student. The R-squared of 0.316 implies that the predictor variables explain about 31.6 % of the variance/variation in the satisfaction. This is a respectable result. The ANOVA table revealed that the F-statistics (54.854) is large and the corresponding p-value is highly significant (0.000) or lower than the alpha value of 0.05. This indicates that the slope of the estimated linear regression model line is not equal to zero confirming that there is linear relationship between satisfaction and the three predictor variables (Expectation, academic resources and service quality).

Based on Coefficient table, all the four predictor variables which are academic resource ($p=0.057 > \alpha$), service quality ($p=0.202 > \alpha$), and expectation ($p=0.000 < \alpha$) was found to be significant in explaining satisfaction. The largest beta coefficient is 0.420 which is for expectation. This means that this variable makes the strongest unique contribution to explaining the dependent variable (satisfaction), and fully mediating the relation between independent variables and satisfaction. The interaction of expectation caused the independent variables to be insignificant, academic resource and service quality showed insignificant effect of independent variable on dependent variable with 0.057 and 0.202 respectively.

HYPOTHESIS EVALUATION

According to the table of coefficient in table (6), student's expectation has mediating relation between library facilities and students' satisfaction, p-value = (0.018) which is significant and the hypothesis was accepted, and that means there is mediating effect for student's expectation between library facilities and students' satisfaction. Also, expectation has mediating relation between service quality and students' satisfaction, p-value = (0.004) which is significant and the hypothesis was accepted and that means there is mediating effect for student's expectation between service quality and students' satisfaction., however, student's expectation did not mediating the relation between library resource and students' satisfaction, p-value = (0.142) which is insignificant and the hypothesis was rejected.

Also, According to the table of coefficient in table (9), library facilities has positive effect on students' satisfaction p-value = (0.000) which is significant, and that means the hypothesis was accepted. Also, service quality has positive effect on students' satisfaction p-value = (0.005) which is significant, and that

means the hypothesis was accepted. Besides that, students' expectation has positive effect of students' satisfaction p -value = (0.005) which significant and that the hypothesis was accepted. However, the hypothesis of library resource has effect on the students' satisfaction was rejected p -value = (0.159) which is insignificant

As a result, library facilities and service quality have direct and indirect effect on students' satisfaction throughout the mediating effect of students' expectation. However, library resource does not have effect on the students' satisfaction. Based on the result from the research, where the total valid number of 240 samples has been used, the study found that most of the students are satisfied with the library facilities and library service quality. However, the result shows that student are not satisfy with the library resources. This means that the variables have been affected the satisfaction of students toward the library. Three hypothesis were supported and one hypothesis was rejected after the result of the research has been done.

DISCUSSION

When library customers are faced with a variety of alternative channels of information delivery, many of which are more convenient and can perform well in their education processes, libraries need to re-examine the range and quality of services they provide and develop systems for consultation and cooperation with their students' needs and student's expectations to the highest degree.

This study has presented information on the students' satisfaction towards the libraries' services, infrastructure/ place/ space and collection/ information. The study found that there is direct and indirect effects for library facilities on the student's satisfaction toward library services. Also, there is indirect effect for library facilities variable on the satisfaction throughout student's expectation. In other words, students found the library as convenient place for study, conduct their research or doing their assignments, they found the services, infrastructure/ place/ space, and collection/ information of the library as a whole fulfil their need and expectation. Also, reading tables in this library are comfortable, the sitting chairs in this library are comfortable, the library space in this library is spacious, the computers in this library are adequate, the photocopier facilities in library are convenience and the carrels/ reading rooms in this library are adequate.

Also, the study found that there is direct and indirect effects for library service quality on the student's satisfaction toward library services. Students feel with the reference services, photocopying service, customer care service, adult literacy education service, hours of service provided and online internet search service. Besides that, students feel satisfy from the cooperation and help they received from the library stuff, the staff are prompt enough in putting books back on the correct shelves. Also, they assess and guide the students to the material they need. Library facilities is the highest predictor for the student's satisfaction which score the highest beta value, followed by library service quality.

However, the study found that the student showed dissatisfaction from the library resource, the material they got from these available resources such as (printed academic/reference books, journals, magazines and newspapers, pictures and reference materials, records and tapes materials, and audio visual materials), students may feel that these materials are not relevant for their research or assignment, or these material not enough for them to complete their tasks.

METHODOLOGICAL CONTRIBUTION

This study contributes to the methodological perspective in that the study implemented the expectation confirmation theory which created by Oliver (1997) Disconfirmation of expectations paradigm is an approach to study customer's satisfaction which is comparison of prior expectations with observed performance. The theory was formulated to examine and explain the customer's expectation and behaviors towards product of services that effecting the customer's satisfaction. However, this study implemented the theory of expectation confirmation theory in the academic context to explain the relationship between the dependent variable and the predictor's variables. The study success in providing empirical explanation for the factors that could affect the student's expectation toward student's satisfaction.

Therefore, when the student makes comparison between his expectation and outcome performance from the library that effecting the customer's perception of overall satisfaction. As a result, outcome performance and expectation are two important variables which can influence the judgment of the satisfaction. In general, expectation disconfirmation theory believes in that the level of satisfaction is depending on customer's expectations.

PRACTICAL IMPLICATIONS

The study brings to the library management's intention that it serves to meet the users need and expectations. The points out to the Library's services and resources which are needed to be improved. This study serves as a guide to improve the collection and services of the library. The results of the study will highlight gap for developing to the university library management team. Since, the student's needs for information and student's expectations are continuously and rapidly, the libraries need to recheck their collections, facilities and services, in order to keep itself up to data with the new advancements.

From the managerial perspective, this study provides valuable inputs for library management. There are key aspects that University library management should seek audience from the users and academic staff on what the library should provide, that will help the management for strategy integration with local /international journals and databases to provide the necessary material to meet the students need and expectations. The study suggested some potential opportunities for university library to develop relevant training materials in order to make their staffs aware of these attributional processes which has an impact on student's satisfaction which ultimately affects future service delivery and could potentially increase the incidence of service failures. Besides that, library management should conduct adequate orientation program for the students regarding the importance and type of materials in the library and how they can use the materials for assignment and research work. Many researches showed that the good financial support for the library material and the skillful library staff are an integral component of a student's successful education and increase student academic achievement. Library's users are the best judge to assess the library services. Therefore, library management should conduct a regularly survey as a part of the library's activity to reveal users' satisfaction with the services provided.

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