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## Students Perceptions Regarding Quality of Library Services in The University of Peshawar

Jalal-ud-din<sup>1</sup> Saeed Ullah Jan<sup>2</sup>, Muhammad Zeeshan<sup>3</sup> and Amjad Reba<sup>4</sup>

### ABSTRACT

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#### Keywords:

Service quality  
Perceptions & Expectations,  
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Peshawar Universities Libraries

The purpose of this paper is to analyze the service quality known as SERVQUAL dimensions for library services in the different departments in the University of Peshawar. Objectives of research paper is to empirically estimate the SERVQUAL attributes and their relevant dimensions and to evaluate the measuring gaps between perceptions and expectations of service quality provided by libraries in the University of Peshawar. Quantitative and descriptive research design is used to investigate the problem in depth. Structured questionnaire was adopted to collect the responses for perceptions and expectations of library users through seven-point semantic scales. Stratified random sampling techniques were used while data was collected from all 399 respondents out of 14456 populations. The finding of study says that highest expectations observed about welcoming and positive attitude of library staff and attractive physical appearance of library holdings. Whereas, users were satisfied with the availability of services at accurate time as well as always cooperation of staff towards borrowers providing library services. The result showed that all expectations were found higher than perceptions. However, narrow gaps were observed between perceptions and expectations of library users providing library services relevant to the SERVQUAL dimensions. That's mean satisfaction and overall service quality of University libraries were perceived to some extends good.

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## INTRODUCTION

The study is aimed to investigate the quality of library services given at different department of university of Peshawar. It is obvious being a largest university of province hundreds of students visit the library and fulfill their academic need for reading, research and making assignments. Library is supposed not only to fulfill the academic need of the students but also to ensure the quality of services. As other service organizations it is necessary for a library to come up to the mark of expectations of the users. Supposedly University of Peshawar expected to minimize the gap between what they offer as services and what consumer receive in fact. This study is an attempt to investigate the quality gaps between

<sup>1</sup> Librarian, Institute of Education & Research (IER), University of Peshawar

<sup>2</sup> Chairman, Department of Library & Information Science, Khushal Khan Khattak University KARAK.

<sup>3</sup> Assistant Professor, City University of Science & IT, Peshawar

<sup>4</sup> Assistant Professor, Institute of Education & Research (IER), University of Peshawar

expectations and perceptions of users of library in the University of Peshawar. If the gap is calculated as minimum as possible the services quality is said to be optimum and vice versa.

The concept of service quality was firstly emerged in the 1990s and applied in public sector organizations including libraries, higher education, health and business. The word “quality” has several meanings but most famous is used by the researchers in marketing such as measuring, meeting and evaluating customer expectations (Evans & Lindsay, 2004).

Parasuraman, Zeithaml and Berry (2002) described the conceptual meaning of the word “service quality” and divided in to the term perceived quality and objective quality. Perceived quality is customer’s opinion about total quality of entity and their judgment is essential to evaluate the service quality.

Snoj & Petermanec (2001) stated about the perceived quality concept that customer’s satisfaction and customer’s loyalties towards organization are essential. It could be possible due to result of durable cooperation and long-term relationships. Parasuraman, Zeithaml and Berry(1985) stated that service quality is the perceptions of customer’s as compared to expectations & contrary to perceptions. He further determined the formula

$$Q=P-E$$

Where Q indicates perceived quality while P and E are the rate of the perceptions and expectations of the users respectively. AsogwaandUgwu (2015) noted that high quality service depends upon to fulfill the customer’s expectations which is result of the combination of perceptions and expectations. However, numerous authors agreed that in every organization customer are constantly evaluated the services which is based on staff performance, the performance-based services measurement result is different from the measurement of overall service quality. (Oliver, 1989; Bolton & Drew, 1991; Cronin & Taylor, 1992; Boulding et al., 1993).

Hernon and Altman (2010) defined “service quality” in libraries means to bring improvement in the existing services of the libraries pertaining to fulfill the mission & goals of its organization. Service quality differentiates between perceptions and expectations of customers and it’s the characteristics of organization to find out customer expectations. While, perceived service quality evaluates the comparison between customers’ expectations and perceptions which deliver by the traders. However, service quality is thoroughly means judgment of the customer’s attitude towards the organization of services which is based on the customer’s satisfaction and if the customer expectations are extensive with reference to services offer by the organization, it shows that perceived quality is low and customer is dissatisfy (Ramseook-Munhurrun, Lukea-Bhiwajee, & Naidoo, 2010; Parasuraman, Zeithaml & Berry, 1988; Zeithaml & Bitner, 1996; Zeithaml, Valerie, Parasuraman & Berry, 1990; Parasuraman *et*

*al.*, 1985; Lewis & Mitchell.1990).

### **Statement of the Problem**

In every library, the services are considered as important tool to enhance library usage. Today due to the excess of research activities at university level, libraries are playing tremendous role in satisfying the required need of the scholars. The students obviously has some expectations form the library services and if they are provided their required characteristic in the services the result would be more in favor of research contribution in any kind of field. University of Peshawar is continuously entertaining the multidisciplinary research in numerous departments. The user of library and his expectations are required to be investigated keenly to see the gap if any between their perceptions what they perceive in getting any service from library and their expectation when they use it. Therefore, it is felt essential to analyze the satisfaction level of users with the available services provided by the concerned department's libraries. However, the present study would focus to evaluate the different services' attributes and their relevant dimensions.

### **Research Questions**

The argument so far compelled author to design a research to find the answer whether the departments of the University of Peshawar are providing the services as per user's expectations?

### **Objectives of the Study**

The objective of the study is to investigate the quality gaps between the perceptions and expectations of users of library.

## **LITERATURE REVIEW**

Quality of any services is supposed to have many attributes and dimensions. So far as the library is concerned it is supposed to have as many books for the readers and as well as other services like newspapers, magazines, research journals and online services in recent times. Hernon & Altman (2010) described that from the historical point of view, quality of library services is evaluated & assessed on the bases of the size of collection of the library. But it is not essential that the availability of the maximum number of volumes in the library might be according to the taste of readers and not relevant with the maximum titles. However, collection size of the library associated with quality in 1939. Pritchard (1996) mentioned that quality & effectiveness are both interrelated and confirmed from the literature "quality & effectiveness are the same meaning and their application in the different disciplines" (p.17). Morgan (1995) that in academic libraries to judged service quality firstly periodical services is evaluated then

circulation services and provision of electronic databases service is measured. The material which include books, circulation desk record, borrower's visits, weed out record is statistically measured (Crawford, 2006).

Pritchard (1996) stated that assessment & evaluation regarding quality services were immediately begun in the mid of 1940s and 1950s. Various techniques were instigated in different fields except library sciences e.g research in organization, research in institution, evaluation in education were the main terms. Since 1960s, in academic and public libraries, borrowers have awareness to evaluate the services. In order to check the public library borrower's satisfaction level, that measured the services provided by the personnel to the community, number of books available, and building size. If standards did not meet the satisfaction level of library users then resources of the library should be increased (Evans et al, 2013). Nitecki (1996) observed that the concept of comparison between library perceptions and expectations regarding quality library services were created in 1970s. It is the best example of Orr's in 1973 that service quality is distinction between perceptions and expectations to measure the library services. He mentioned that (how to improve the quality of library services) and described the four areas of variables (library collection, library staff, library circulation & library environment).

In 1980s, the need of assessing quality of library services was focused. By the said era, the librarians were low interest to satisfy users towards library services. However, the concept of assessing service quality had increased. Arshad & Ameen (2011) stated that scientific evaluation regarding library services was emerged in academic libraries confirmed from the earlier literature. Initially, public libraries stressed on effectiveness and user satisfaction. Maximum credit goes for the evaluation research in library services to the (McClure et al. 1990). The terms Performance & measurement were used in 1990s in the academic libraries in order to evaluate library services. Performance based on measurement was usually linked to describe the quality of organization (McClure et al. 1990). Perceived and objective qualities are used to measure quality of library services both have different meanings & functions. Objective quality is to evaluate & measure the overall performance by the customer. It's equitant to performance and produces the results in the shape of comparison between perceptions & expectations. While objective quality is pursued by the professionals in the organization on basis of any codes (Parasurman et al. 1988).

### **SERVQUAL Model Applied in Library Services**

An instrument used for the assessment & measurement of service quality about any organization/institution. Initially, it was developed in 1988 by three academicians of business & Marketing which include Parasuraman, Berry and Zeithaml for commercial purposes. But later on,

libraries and other organizations have adopted and utilized it according to their own parameters and needs. Approximately, above eighty dissertations have been conducted internationally with reference to adopted SERVQUAL standardized instrument to evaluate & assess the service quality while about fifty studies have been conducted by using SERVQUAL instrument in different disciplines nationally (Heath & Cook, 2003 & Ijaz et al. 2011).

Parasuraman, Zeithaml and Berry (1985) developed the SERVQUAL instrument to measure & evaluate the services. Earlier SERVQUAL composite was based on ten dimensions but on the inventor in 1988 described the five dimensions e.g. tangibility, reliability, responsiveness, assurance & empathy in order to find out the customers perceptions regarding services provided by the organization.

- Tangibility mean evaluate the library staff which has direct interaction with the library borrowers in order to measure the appearance of the staff, dress and communication etc.
- Reliability means accuracy of services which is provided by the library staff. To measure the services provided by the staff to the borrowers at the exact time of promise.
- Responsiveness is the scale which evaluates the library staff for rapid and immediate response regarding library user demand or queries.
- Assurance means to evaluate dedication, honesty towards library staff professional responsibilities.
- Empathy refers to judge & measure the attitude of library personal with the library borrowers.

According to Cook & Heath (2001) Herbert Francoise used first SERVQUAL model in the public libraries in (1990s). While, Daunta and Nitiki initially applied SERVQUAL instrument in the academic libraries in (1995). Nitecki (1996) applied the SERVQUAL model with few modifications to observe the reliability and validity of instrument. She evaluated the circulation, reference & interlibrary loan services in the academic library. She further found that the perceptions & expectations of prescribed library services under the standardize SERVQUAL instrument, indicated 22 statements and 5 dimensions. She concluded that SERVQUAL is the best instrument to evaluate library services in the academic libraries. But findings of the study did not follow the five dimensions due to the less validity showed and suggested three dimensions. Because, said instrument of five dimensions did not match with the academic library services. Saini (2018) observed about SERVQUAL instrument in his study to analyzed the gap between perceptions and expectations of library borrowers to found quality of library services, SERVQUAL data collection tool utilized by the numerous researchers in different sectors.

Nimsomboon (2003) described that it is essential to find out library services through library users & SERVQUAL instrument was mostly applicable to all type of the library services e.g academic, special & public. In this connection, author selected SERVQUAL model in order to evaluate library services of

Thai academic library. Bose & Gupta (2013) used SERVQUAL instrument to evaluate comparative services of the banking sector in India. They concluded that Indian commercial banks provided best services to their clients as compared to public sector banking in India. Commercial banking system in India provided innovative services of marketing to the customers. In 1988 the SERVQUAL developer perceptions that SERVQUAL instrument could be more effective to assess & evaluate library services for academic libraries after possible modification. In this regard, Association of Research Library (2011) confirmed that SERVQUAL is the best instrument for measuring & assessing the library services (Asogwa, 2014; Association of Research Library ARL, 2011; Parasuraman, Zeithaml, & Berry, 1988). Sanja (2018) stated that to measure and evaluate the quality of library services in order to improve library services SERVQUAL standardized data collection tool was used.

## **RESEARCH METHODOLOGY**

It was a quantitative research designed to investigate problem in depth. The population of this study was all students of the University of Peshawar session 2015-2016. The total population of the students in the said session was 14456. All the programmes including BS (Hons), Master's, MPhil and Ph. D's were included in the study. By indicating 95 % is confident level, degree of precision rate is 5 % and degree of variability is 0.05%. While "N" shows the population size, "n" is the sample size of the population to be given and "e" is the degree of variability, formula applied by the Arshad and Ameen (2010). Therefore, desired sample size which is drawn 399 students out of total population 14456 students.

Stratified random sampling was used in the study as sampling design. In stratified sampling, population is divided and subdivided on the basis of homogenous group with the purpose to find out exact representation from the population (Best, 2006). The targeted population was stratified in to six stratum of different faculties in the University of Peshawar. It includes Faculty of Arts and Humanities", "Faculty of Islamic & oriental Studies", Faculty of Life and Environmental Sciences", "Faculty of Management and Information Sciences", "Faculty of Numerical and Physical Sciences, and "Faculty of Social Sciences". The requisite sample size was proportionally allocated to the 6 faculty of stratum. Kumar (2009) noted that proportionate stratified sampling is relations of stratum to its proportion on the basis to which total population is to be selected.

SERVQUAL questionnaire was used as data collection tool to find out perceptions and expectations of library users in the University of Peshawar with the formal permission of instrument developer Bery et al (1985) used data collection SERVQUAL tool internationally to measure the service quality (Abari et

al., 2011; Akhlaghi et al., 2012; Carrasco et al., 2012;& Cook and Thompson, 2000)

Arshad and Ameen (2011) stated that surveys are the oldest and reliable method used in libraries research which is easy to understand, conduct and economical for respondents. Thus, researcher decided to select User Survey Method for investigation. Questioner was divided in to two sections. Section A indicates demographic data Section B includes 22 statements based on SERVQUL instrument which to find out perceptions & expectations level of respondents about library services in the University of Peshawar. Researcher used seven semantic scale, series of 1 to 7, from extremely, quiet, slightly low, neither, slightly quite, extremely high to investigate accurate responses of respondents. Data was fed on SPSS and one sample t-test was applied to test the significance of mean values of perceptions and expectations items.

### **Descriptive Analysis for Comparative Analysis of different Faculties**

Table 1 and figure 1 shows the comparative size of samples taken from these faculties. It can be seen that the sampling is designed by keeping total strength of students in each faculty.

**Table1: Strength wise Comparative Analysis of Different Faculties in the Peshawar University**

| <b>Faculties</b>                               | <b>No. of Departments</b> | <b>No. of Students in Departments</b> | <b>Sample of Students</b> |
|--|---------------------------|---------------------------------------|---------------------------|
| Faculty of Islamic and oriented society        | 6                         | 833                                   | 23                        |
| Faculty of Arts and Humanities                 | 5                         | 576                                   | 16                        |
| Faculty of Life and environmental Sciences     | 11                        | 4652                                  | 128                       |
| Faculty of Management and Information Sciences | 4                         | 2539                                  | 70                        |
| Faculty of Numerical and Physical Sciences     | 5                         | 2632                                  | 73                        |
| Faulty of Social Sciences                      | 11                        | 3224                                  | 89                        |
| <b>Total</b>                                   | <b>42</b>                 | <b>14456</b>                          | <b>399</b>                |

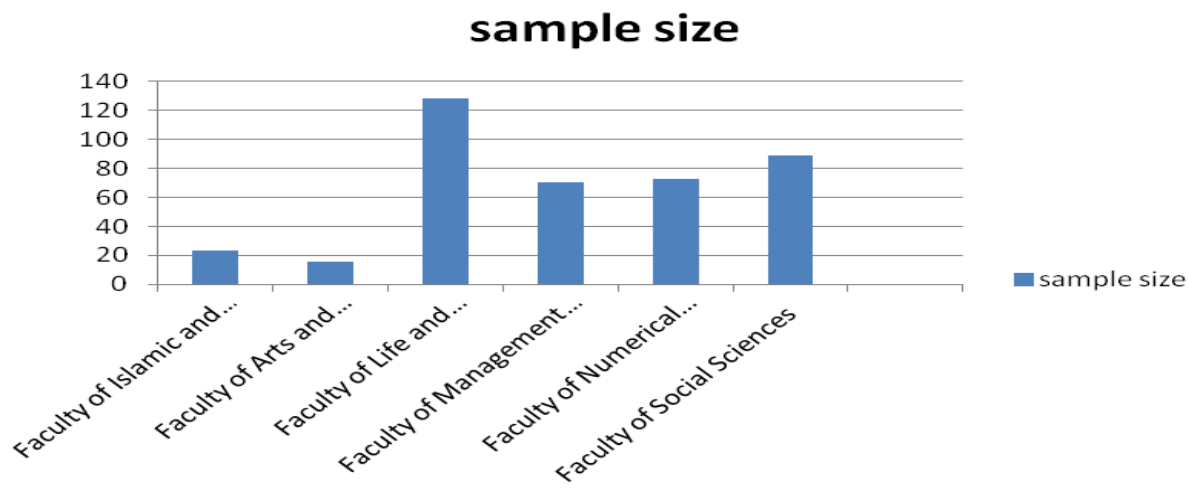


Figure 1: Strength wise Comparative Analysis of Different Faculties in the Peshawar University

### One Sample t test

Here in the following table 2 the mean value of all responses of each item is tested against the test value 4 if mean is found significantly different than it is said to have an idea about the tendency of the responses toward agreement and disagreement

Table 2: One Sample t-test for significance of means for Perceptions Questions

| Statements  | One-Sample Test with Test Value = 4 |                |        |                 |                 |
|---|-------------------------------------|----------------|--------|-----------------|-----------------|
|   | Mean                                | Std. Deviation | T      | Sig. (2-tailed) | Mean Difference |
| <b>RESPONSIVENESS</b>   |                                     |                |        |                 |                 |
| 1. Providing prompt service to users  | 4.55                                | 1.748          | 6.299  | .000            | .551            |
| 2. Library staff who are consistently polite/well-manner                    | 4.58                                | 1.653          | 6.966  | .000            | .576            |
| 3. Library staff gives users personal attention                             | 4.67                                | 1.661          | 8.109  | .000            | .674            |
| 4. Library Staff Provide service at the promised time                       | 4.76                                | 1.619          | 9.371  | .000            | .759            |
| <b>ASSURANCE</b>  |                                     |                |        |                 |                 |
| 5. library staff who understands the needs of their users                   | 4.73                                | 1.645          | 8.857  | .000            | .729            |
| 6. Library materials associated with the service have attractive appearance | 4.60                                | 1.732          | 6.938  | .000            | .602            |
| 7. Library staff always willing to help users                               | 4.80                                | 1.469          | 10.839 | .000            | .797            |



|   |      |       |        |      |      |
|---|------|-------|--------|------|------|
| 8. Maintaining error-free user and catalogue records                    | 4.84 | 1.545 | 10.918 | .000 | .845 |
| <b>EMPATHY</b>  |      |       |        |      |      |
| 9. Keeping users informed when services will be informed                | 4.45 | 1.767 | 5.128  | .000 | .454 |
| 10. Providing service as promised                                       | 4.65 | 1.640 | 7.936  | .000 | .652 |
| 11. Library staff who have the knowledge to answer customer's questions | 4.75 | 1.576 | 9.530  | .000 | .752 |
| 12. Library staff never too busy to respond to user's questions         | 4.71 | 1.588 | 8.919  | .000 | .709 |
| 13. Library staff show a sincere interest in solving users' problems    | 4.77 | 1.485 | 10.417 | .000 | .774 |
| <b>RELIABILITY</b>  |      |       |        |      |      |
| 14. Visually appealing physical facility                                | 4.70 | 1.637 | 8.535  | .000 | .699 |
| 15. Giving user individual attention                                    | 4.78 | 1.639 | 9.469  | .000 | .777 |
| 16. Library staff who have a neat, professional appearance              | 4.86 | 1.342 | 12.757 | .000 | .857 |
| 17. Convenient library hours  | 4.82 | 1.580 | 10.424 | .000 | .825 |
| 18. Modern looking equipment  | 4.67 | 1.735 | 7.673  | .000 | .667 |
| <b>TANGIBILITY</b>  |      |       |        |      |      |
| 19. Library users feel safe in their transactions                       | 4.91 | 1.523 | 11.897 | .000 | .907 |
| 20. Performing service right the first time                             | 4.90 | 1.589 | 11.341 | .000 | .902 |
| 21. Library staff who instill confidence in their users                 | 4.87 | 1.543 | 11.261 | .000 | .870 |
| 22. Library staff who have the users best interest at heart             | 4.81 | 1.598 | 10.182 | .000 | .815 |

As per Table 3 the item for perceptions are tested for one sample mean on based on test value 4. Test value 4 as true mean indicates that the test is conducted to see the difference of respondents with mean value 4 which is neutral behavior. Mean difference is found positive of all the factors that means that all the respondents unanimously is towards agreement and p-value of all item conclude significant difference with mean 4 at 1% significance level.

The theme behind the test was to observe unanimous tendency of respondent inclination toward agreement or disagreement of each question P-Value all the way showing significant mean value which

means that the all responses against each question is significantly differ from its mean (test value 4) and positive. Positive means confirm the unanimous inclination towards agreement side, none of them have shown to disagreement in any question which brings confidence over the service providers.

**Table3: One Sample t-test for significance of means for Expectations Questions**

| Statements  | One-Sample Test with Test Value = 4 |                |        |                 |                 |
|---|-------------------------------------|----------------|--------|-----------------|-----------------|
|   | Mean                                | Std. Deviation | t      | Sig. (2-tailed) | Mean Difference |
| <b>RESPONSIVENESS</b>   |                                     |                |        |                 |                 |
| 1. Providing prompt service to users  | 4.97                                | 1.175          | 16.486 | .000            | .970            |
| 2. Library staff who are consistently polite/well-manner                    | 5.07                                | 1.066          | 19.959 | .000            | 1.065           |
| 3. Library staff gives users personal attention                             | 5.09                                | 1.245          | 17.494 | .000            | 1.090           |
| 4. Library Staff Provide service at the promised time                       | 5.01                                | 1.160          | 17.288 | .000            | 1.005           |
| <b>ASSURANCE</b>  |                                     |                |        |                 |                 |
| 5. library staff who understands the needs of their users                   | 5.11                                | 1.094          | 20.226 | .000            | 1.108           |
| 6. Library materials associated with the service have attractive appearance | 5.20                                | 1.121          | 21.427 | .000            | 1.203           |
| 7. Library staff always willing to help users                               | 5.10                                | .957           | 23.008 | .000            | 1.103           |
| 8. Maintaining error-free user and catalogue records                        | 5.12                                | 1.057          | 21.211 | .000            | 1.123           |
| <b>EMPATHY</b>  |                                     |                |        |                 |                 |
| 9. Keeping users informed when services will be informed                    | 5.15                                | 1.087          | 21.093 | .000            | 1.148           |
| 10. Providing service as promised   | 5.10                                | 1.092          | 20.039 | .000            | 1.095           |
| 11. Library staff who have the knowledge to answer customer's questions     | 5.24                                | 1.112          | 22.235 | .000            | 1.238           |
| 12. Library staff never too busy to respond to user's questions             | 5.24                                | 1.170          | 21.179 | .000            | 1.241           |
| 13. Library staff show a sincere interest in solving users' problems        | 5.14                                | 1.078          | 21.139 | .000            | 1.140           |
| <b>RELIABILITY</b>  |                                     |                |        |                 |                 |
| 14. Visually appealing physical facility                                    | 5.26                                | 1.170          | 21.413 | .000            | 1.256           |

|   |      |       |        |      |       |
|---|------|-------|--------|------|-------|
| 15. Giving user individual attention                        | 5.26 | 1.139 | 22.029 | .000 | 1.256 |
| 16. Library staff who have a neat, professional appearance  | 5.16 | 1.135 | 20.472 | .000 | 1.163 |
| 17. Convenient library hours                                | 5.28 | 1.066 | 23.955 | .000 | 1.278 |
| 18. Modern looking equipment                                | 5.18 | 1.114 | 21.217 | .000 | 1.183 |
| <b>TANGIBILITY</b>  |      |       |        |      |       |
| 19. Library users feel safe in their transactions           | 5.11 | 1.075 | 20.677 | .000 | 1.113 |
| 20. Performing service right the first time                 | 5.15 | 1.065 | 21.479 | .000 | 1.145 |
| 21. Library staff who instill confidence in their users     | 5.15 | 1.195 | 19.189 | .000 | 1.148 |
| 22. Library staff who have the users best interest at heart | 5.22 | 1.090 | 22.407 | .000 | 1.223 |

As per Table 3 shows one sample t test for the items of expectations questions with same test value as 4. The results are also same that the positive mean difference indicates the inclination towards agreement and mean difference found significant at 1% significance level as p-value is less than 0.01. All respondents are here again showing unanimous tendency towards the agreement regarding each factor of expectation

Here in the Tables 4 and 5 the mean values for perceptions and expectations respectively are close enough that the difference between is said to be in lower range or gap as suggested by literature. Another thing to be noted is that the mean value of all questions for perceptions ranges in between 4-5 and expectations ranges in between 5-6. All the way is expectations is high than perceptions which is common and natural in human psychology and does support the SERVQUAL theory as well.

### **Gap Analysis**

The data was analyzed following the formula regarding gap analysis, Arshad and Amin (2010) stated that the gap of SERVQUAL model is found by taking difference between perception and expectation that is  $P - E$ , if this gap is positive it means perception is higher than the expectation which is nearly difficult to find in the reality. If the gap is negative it means that expectation is higher than the perception It is further argued that the gap in between 0 and -1 indicates that the respondents have good perception

about service quality, while gap in between -1 and -2 indicates that the expectations are higher.

**Table.4 Service Quality Gap Analyses**

| <b>Statements</b>  | <b>Perceptions</b> | <b>Expectations</b> | <b>Gaps(P-E)</b> |
|--|--------------------|---------------------|------------------|
| Providing prompt service to users  | 4.55               | 4.97                | -0.42            |
| Library staff who are consistently polite/well-manner                    | 4.58               | 5.07                | -0.49            |
| Library staff gives users personal attention                             | 4.67               | 5.09                | -0.42            |
| Library Staff Provide service at the promised time                       | 4.76               | 5.01                | -0.25            |
| library staff who understands the needs of their users                   | 4.73               | 5.11                | -0.38            |
| Library materials associated with the service have attractive appearance | 4.60               | 5.20                | -0.60            |
| Library staff always willing to help users                               | 4.80               | 5.10                | -0.31            |
| Maintaining error-free user and catalogue records                        | 4.84               | 5.12                | -0.28            |
| Keeping users informed when services will be informed                    | 4.45               | 5.15                | -0.69            |
| Providing service as promised  | 4.65               | 5.10                | -0.44            |
| Library staff who have the knowledge to answer customer's questions      | 4.75               | 5.24                | -0.49            |
| Library staff never too busy to respond to user's questions              | 4.71               | 5.24                | -0.53            |
| Library staff show a sincere interest in solving users' problems         | 4.77               | 5.14                | -0.37            |
| Visually appealing physical facility                                     | 4.70               | 5.26                | -0.56            |
| Giving user individual attention   | 4.78               | 5.26                | -0.48            |
| Library staff who have a neat, professional appearance                   | 4.86               | 5.16                | -0.31            |
| Convenient library hours   | 4.82               | 5.28                | -0.45            |
| Modern looking equipment   | 4.67               | 5.18                | -0.52            |
| Library users feel safe in their transactions                            | 4.91               | 5.11                | -0.21            |
| Performing service right the first time                                  | 4.90               | 5.15                | -0.24            |
| Library staff who instill confidence in their users                      | 4.87               | 5.15                | -0.28            |
| Library staff who have the user's best interest at heart                 | 4.81               | 5.22                | -0.41            |

The highest gap is found in keeping users informed when service will be informed here in the questions the item no 9 which is -0.69. While, the lowest gap is found in item 19 which states the library users feel safe in their transactions which is -0.21. The entire gap in the service found not in bigger range and the expectations were found all the way higher than the perceptions.

In detail analysis, the theory proposed five dimensions' first, responsiveness which embedded with the politeness of staff, their prompt response, attention to customer and fulfilling promised time. Promised time found with least gap in perception and expectation where former three characteristics found bit higher but still in the range of 0 to -1. Second dimension is Assurance which contains understanding the needs of the users, attractive appearance of services, willing of staff to help users and Maintaining error-free user and catalogue records. Again, all the items lie in same range of 0 to -1. but attractive appearance has greater gap -0.60 and least gap is in maintaining the records that is -0.28. Third dimension is Empathy has five items, the largest gap found in Keeping users informed when services will be informed that is -0.69 and least gap is in sincere interest of staff in solving users' problems that is -0.37. fourth dimension is reliability with five items where maximum gap found in Visually appealing physical facility with -0.56 and least gap is in professional appearance of staff that is -0.31. Fifth dimension is tangibility with four items with largest gap in Library staff who have the users best interest at heart with -0.41 and least gap in users feel safe in their transactions -0.21. This analysis gives us the maximum and minimum gaps only to put serious consideration on high gaps items.

### **Findings**

The paper found that highest expectations observed about welcoming and positive attitude of library staff and attractive physical appearance of library holdings. Whereas, users were satisfied with the availability of services at accurate time as well as always cooperation of staff towards borrowers providing library services. These findings supported by the previous studies (Arshad, 2010 & Afthanorhan, 2019). The result showed that all expectations were found higher than perceptions. However, narrow gaps were observed between perceptions and expectations of library users providing library services relevant to the SERVQUAL dimensions. These findings were supported by (Ahmed, 2015). It was found that the highest gap found in Library staff, they were consistently polite/well-mannered which showed -0.49 in the Responsiveness dimension. On the other hand, Farooq (2019) revealed that the responsiveness is in between empathy and customer satisfaction. The empathetic employees can enhance responsiveness and as a result the students would be satisfied with the library services. Moreover, Ahmad (2015) further mentioned that tangibility and empathy ranked high by female borrower expectations, whereas, the dimensions of reliability, responsiveness and assurance rated

high by the male borrowers. Overall, the finding of the study has found consistent with the available literature on international universities as well but the variation and generosity of objective does not conclude to this finding at all. The need of research is still required for as many such institutions so that one can come up with more common understanding of the issue. The technological development and service modification with latest time need to study the same issue with more dimensions as well.

Assessment tells that the people in general are having good perceptions regarding the services provided by the University of Peshawar and the gap found is at lower range. The lower range between 0 and -1. The highest gap found in Library staff; they were consistently polite/well-mannered which showed -0.49 in the Responsiveness dimension. In the Assurance dimension highest gap was found in library materials associated with the service have attractive appearance which was -0.6. In the Empathy dimension the highest gap -0.69 was found in "keeping users informed when services will be informed". The highest gap is found -0.56 in the visually appealing physical facility in the reliability dimension. The highest gap was found that the library staff who have the user's best interest at heart, shows -0.41 in the Tangibility dimension.

## CONCLUSION

The study evaluated different services attributes and their relevant dimension as followed SERVQUAL theory on the library services in the University of Peshawar. Expectations are always supposed to be very higher than perceptions and the matter of fact, it provides the trueness of the philosophical approach of the theory. Responsiveness, Assurance, Empathy, Reliability and Tangibility are the dimensions what SERVQUAL theory advises the same. The respondents were found enthusiastic in providing the responses which made the analysis more interesting and worthy. It was also concluded that the perceptions and expectations level of the services users separately in such a way to avoid the bias response. It is duly expected that expectations level remains ever high what they perceived. The result showed that all expectations found higher than perceptions. It does not mean that the service provider compromising on the quality of services, but it validates the SERVQUAL theory phenomena. The matter here is to evaluate the gap actually, because usually the gaps are defined as if the gap is negative, it means that expectations are higher than the perceptions. Arshad (2011) argued that the gap in between 0 and -1 indicates that the respondents have good perceptions about service quality, while gap in between

-1 and -2 indicates that the expectations are high. Here in the analysis the gap is 0 to -1, the study concludes that the respondents had good perceptions regarding the library services in the University of Peshawar.

## **Recommendations**

The following recommendations are made to Peshawar University Authorities that try to implement the said, in order to increase the usage of the library, provide maximum services/facilities to the borrowers within the departments/Institute Libraries in the University of Peshawar. There is a need to enhance welcoming and positive attitude of library staff towards library borrowers, proper training/instructions may be initiated. Library material may be properly arranged, exhibit new arrivals which attract readers in order to increase reading habits. University must introduce with the library services as well as library holdings, proper orientation program should be organized for new comers in the departments/institutions. Budget regarding department libraries may be increased that library building and other equipment may be more physically attractive i.e. (furniture, lighting system etc). University should introduce with the library services as well as library holdings, proper orientation Program should be organized for new comers in the departments/institutions.

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