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The **International Journal of Library and Information Services (IJLIS)** provides comprehensive coverage on the latest developments and technological advancements in library service innovation. Public, academic, special, and school libraries, as well as information centers worldwide are continuously challenged as library spaces evolve. IJLIS faces these challenges head on by offering innovative methods for developing an effective organizational structure, optimizing library space use, and implementing programs designed to improve user experience and engagement.

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Measuring Customer Satisfaction in Bowen University Library, Nigeria

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ABSTRACT

This study examines user satisfaction with the library products and services, facilities and conduciveness of the library environment, and ease of obtaining materials, as they affect their decision in patronizing the library. The study population comprises Bowen University students from diverse disciplines, levels and ages. Data was collected with an adapted questionnaire administered to over 400 respondents using convenience sampling technique. Descriptive statistics were adopted in measuring user satisfaction. Findings revealed that Bowen University Library users were satisfied with the products, services, facilities and conduciveness of the library environment. Nevertheless, a majority of the respondents reported that they seldom obtain materials from the library promptly. It was therefore recommended that library management should work more on training users on how to access materials through available services (e.g. OPAC, Library Portal) provide stable internet services, functional reference service, regular shelf maintenance, provide current information resources.

KEYWORDS

Academic Libraries, Bowen University Library, Customer Satisfaction, Information Resources, Library Facilities, Library Services, Library User, Nigeria, User Satisfaction

INTRODUCTION

The library as a service-oriented institution is user-centric. All activities ranging from resource acquisition, to processing, storage, dissemination and preservation are user-centered. The desire to satisfy users' needs has always been the driving force behind all library activities. It is therefore not surprising that libraries all over the world are interested in measuring their customers' satisfaction. Hence, Herson and Altman (2010) realized that a library that adheres to all the professionally approved rules and procedures for acquiring, organizing, managing, and preserving material but has no customers cannot claim quality because a major element is missing - satisfying people's needs, requests, and desires for information.

From her humble beginning of an inherited building, Bowen University Library is presently a network of libraries comprising three libraries: the main library also known as "Timothy Olagbemi

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Library,” Bowen University Medical Library, and the Law Library. All offering cutting-edge services to their teeming customers. In line with this, in 2007 Bowen University Library automated its services, adopting Koha ILS for better service delivery. In order to remain relevant and keep customers satisfied therefore, Bowen University Library continues to provide good quality services to its customers.

LITERATURE REVIEW

Presently, libraries the world over are increasingly reorganizing management and work practices and constantly updating resources and services in order to meet the needs of a wide range of customers. This demonstrates that libraries, like other service providers, are becoming more customer-oriented, customer-driven, and customer-focused. Cozin and Turrini (2008) opined that the focus of the renewal of libraries are the users, evidenced by their opinion about the services provided from the availability of information in various databases to the performance of the professional providing services there.

The urgent need for libraries to give good quality services to customers has led to the automation of some or all library activities. According to Choukhande (2003), “nowhere has the impact of computers been felt greater than in the field of library and information services... libraries are moving further and faster towards total automation and libraries that cannot adjust to these trends will not survive.” With automation, libraries are coming up with different ways to measure customer satisfaction as seen as customer’s perception that the service provider’s performance meets or exceeds the customer’s expectations.

Customer satisfaction is also referred to as user satisfaction or client satisfaction. Applegate (1997) defines it as whether users are satisfied or not with a service or resources in a library. Similarly, Salokun (2007) says it is the extent to which a firm fulfils a customer’s desires and expectations. Automation makes the library system, resources and services more attractive and interactive, while being less complex and tedious thereby helping libraries to meet the users’ expectations. Libraries, the world over serve various customers with varying needs. A successful library will therefore be seen as one that delivers goods and services that consistently satisfy the needs of its users, clients or customers. Thus, the onus lies on the staff of a library to recognize customers’ needs and rise to the occasion to satisfy these needs.

Various libraries periodically conduct customer satisfaction surveys to learn how to improve library services and products and keep customers satisfied. These libraries include Iowa State University Library (Public Services & Collections Division,), Victoria University Library (Parker, Maquignaz & Miller, 2001), Leeds University Library (2012), The Administrative Services Team (AST) of the College Center for Library Automation (CCLA) (Jewell, 2009), Association of Research Libraries (ARL, 2010), Loughborough University Library (Walton & Leahy, 2012) and Auckland University of Technology Library (AUT, 2006). A few libraries in Nigeria have also carried out customer satisfaction surveys, though not periodically, to determine the extent to which users are satisfied with products and service delivery (Ugah, 2007; Adeniran, 2011; Ezeala & Yusuff, 2011; Iwhiwhu, & Okorodudu, 2012; Uganneya, Ape & Ugbagir, 2012; Uganneya, Rematu, Abah & Ape, 2013; Onuoha, Omokoje, & Bamidele, 2013; Onuoha, Ikonne & Madukoma, 2013; Ijiekhuamhen, Patrick, & Omosekejimi, 2015; Adekunjo, Adepoju, & Adeola, 2015; Ekere, Omekwu, & Nwoha, 2016; Tiemo & Ateboh, 2016).

Customer satisfaction surveys help to provide vital information about how customer needs and expectations are being met by library services and resources. Satisfaction surveys also point to areas where the library needs to improve service quality in order to better meet customers’ needs. The areas focused on and the range of indicators in most surveys includes library facilities and equipment, staff, service delivery and quality. Customer satisfaction surveys also help to initiate changes in the provision of library services that affect library users and what they do. They also influence changes in tasks and work habits of library users which in turn will affect the provision of library services. Satisfaction

has also been described as a sense of contentment that arises from an actual experience in relation to an expected experience (Hernon & Whitman 2001) in Onuoha, Adesina and Bamidele (2013).

Jewell (2009) also recognizes that conducting customer satisfaction surveys will enable processes to be reviewed on a periodic basis to determine if there are better, more efficient ways to provide customers with increased customer service, to provide a medium for customers to give feedback on the organization's performance, and to make customers more patient when they know the organization listened to them and is taking steps to make improvements. Hence, Larson, and Owusu-Acheaw (2012) reported that their study provided evidence for the Institute for Educational Development and Extension (IEDE) management to allocate sufficient and regular budget because funds for library items were more often ignored or glossed over. According to the authors, the findings would also enable management of the Institute in collaboration with library management to re-focus their attention on the library.

The University of Melbourne Library pioneered customer satisfaction surveys in 1997 when a client service perception survey was piloted. Victoria University (VU) Library also undertook a survey over a 7-year period and was able to improve customer satisfaction by focusing on quality. Similarly, Liu and Allmang (2008) assessed customer satisfaction in the National Institute of Standard and Technology (NIST) Research Library. It was realized that mounting customer expectations, explosions in technologies and contents, and rising costs and declining budgets have made assessment activities a routine part of library management. A comprehensive customer satisfaction survey was conducted in 2001, but technology, content delivery and storage changed so much that a follow-up survey became necessary "to make sure that the library would remain in sync with current and future customer needs." A campus-wide customer satisfaction survey was conducted in 2007.

Likewise, Seneviratne (2006) discussed the results of a customer satisfaction survey as a guide to improving the collection and services of a library. According to the survey, most respondents were somewhat or very satisfied with overall library services and staff performance, moderately satisfied with the print collection, and least satisfied with space and ventilation, lack of study areas, and the noisy environment. The helpfulness of the staff was ranked highest. Based on the findings, several steps were taken to modify or change collection development, services and customer care while the more grievous problems still to be responded to by the authorities were forwarded to the appropriate authorities. Furthermore, the survey led to more intimate analysis of the strengths and weaknesses of the library, and it illustrated that such studies are needed at regular intervals for improvement of the library products and services.

Kent and Samarchi (2008), in a study demonstrating the benefits of a quality approach to managing direct satisfaction at Victoria University (VU) library, Australia, examined the emergence of customer satisfaction surveys in libraries using the SERVQUAL model developed by Hernon and Altman in late 1980's. This model was later developed into LibQUAL+® for the Association of Research Libraries (ARL). Kent and Samarchi noted that 214 libraries worldwide used the LibQUAL+® Survey in 2008. With LibQUAL+®, libraries can solicit, track, understand and act upon users' opinions of service quality. According to ARL (2010), more than 1,000 libraries have participated in LibQUAL+® including college and university libraries, community college libraries, health sciences libraries, academic law libraries and public libraries in the US, Africa, Asia, Australia and Europe. LibQUAL+® enables users to tell the library where services need improvement so that the library can manage their expectations. It also helps libraries to compare their data with other libraries and examine the practices of other libraries evaluated highly by their users (Association of Research Libraries, 2010).

Rather than using LibQUAL+®, NIST Research Library management designed its own survey instrument after deciding that "LibQUAL+® would not be the most useful instrument for NIST Library with its distinct mission and clientele." Items in the survey instrument addressed library resources, services, customer preferences and impact of the library on the customer's work.

Begum (2009) gave a bird's eye view of library automation in East West University (EWU) Library and reported the level of users' satisfaction after the system was improved. The library

conducted a user survey on 100 users of the library representing EWU community in order to measure the satisfaction level of users with the library's automated services. Among other results, the survey showed that some 68% were satisfied with overall services and mentioned that automation helps search and locate resources quickly and efficiently.

In the same vein, Sellers (2010) reported the experience of OCLC (Online Computer Library Center, Inc.) in maintaining customer satisfaction with performance of its online system. As a service provider, OCLC was concerned with customer satisfaction with its online services of cataloguing, interlibrary loan, serials control and acquisitions, but an important component of that satisfaction is online system performance, primarily measured by response time and system availability. In order to improve response time and system availability, considerable effort had to be devoted to system support activities and these were reported to have had a positive effect on user satisfaction with OCLC's online system.

Mahawar et al.'s (2009) study covers the satisfaction level of post-graduate level students in the University of Lucknow Library with the services provided by the library. It studied the frequency of library visits, satisfaction with open hours of the library, library collections, user satisfaction with library services and the use of reference sources in the library. The results show that, although the users of library were partially satisfied with the present library services, they were not satisfied with library opening hours, slow library automation process, disorderly arrangement of the books on shelves and catalogues, insufficient number of computers to provide effective library services to users, and insufficiency of trained and untrained staff. Most of this could be eradicated if the budget was sufficient and more regular.

Similarly, Larson, and Owusu-Acheaw (2012) conducted a study to discover user satisfaction with services and resources at the Institute for Educational Development and Extension (IEDE) Library in University of Education, Winneba, Ghana. Findings revealed that students were satisfied with the present services, although there was need for improvement concerning the services and resources of the library.

Several authors have also conducted similar studies in Nigeria to measure users' satisfaction with different library services and facilities. While some studies reported users' lack of satisfaction with the factors measured (Adekunjo, Adepoju, & Adeola, 2015; Ezeala & Yusuff, 2011; Onuoha, Ikonne & Madukoma, 2013; Ugah, 2007; Uganneya, Rematu, Abah & Ape, 2013), several others reported that users were highly satisfied (Adeniran, 2011; Ekere, Omekwu, & Nwoha, 2016; Ijiekhuamhen, Patrick, & Omosekejimi, 2015; Kwaghgba, Chorun & Goshie, 2015; Onuoha, Omokoje, & Bamidele, 2013), although there could be need for improvement in a few areas. Other studies however reported both satisfaction with some factors and lack of satisfaction with others (Iwhiwhu, & Okorodudu, 2012; Tiemo & Ateboh, 2016; Uganneya, Ape & Ugbagir, 2012).

Petri and Graumann (2014) note that customer satisfaction has many benefits. Customer satisfaction is very important for any good service provider as it keeps customers loyal to the company, and it is very important for the success of any organization. They also noted that with better customer satisfaction, an organization is able to gain an understanding of how satisfied and loyal its customers are. With customer satisfaction surveys the also acquire a precise understanding of what the real drivers to improve customer satisfaction and retention are, amass detailed knowledge about the structure of its customers, identify the organization's strengths and weaknesses in the eyes of the customer at the level of each single product or service. They also identify key areas where there is high need for action as regards to customer management, investing only in the products and services that promise improved customer satisfaction and retention, and compare its performance with similar libraries, even over a number of years.

Smith (2001) concludes that customers will usually come back if the organization keeps its promises, is willing to help, inspires confidence, treats customers as individuals, makes it easy for customers to do business, and if all physical aspects of its product or service have favorable impressions among its customers.

Automated libraries represent a significant improvement that will help keep promises and make it easier to attend to customers because it takes less time to perform many tasks, thereby potentially increasing staff productivity and enhancing customer satisfaction. It is evident that automation makes it easier to update resources and improve services regularly in order to achieve customer satisfaction that has become the ultimate goal in today's changing information industry. Crawford (2008) concludes that customer satisfaction is the key to success for any service provider while Kotelnikov (n.d.) recognizes that it is a critical component of profitability.

In order to remain relevant and keep customers satisfied, Bowen University Library intends to provide good quality services to its customers. Ijiekhuamhen, Blessing, and Omoisekejimi (2015) noted that the extent to which the users' needs are satisfied depends on the size and collection of the library, the adequacy and accuracy of the organization of its materials, the usefulness of its catalogs and finding tools in providing access to its collection, the ability and cooperation of the library staff in bringing these materials (or information on these materials) to the attention of the users, and the ability to expose users to these resources and to other library services. A customer satisfaction survey becomes an imperative to determine where products and services need to be improved. A survey instrument was therefore designed based on literature studies instead of adapting any scientific model of user satisfaction and service quality. The questions in the survey instrument addressed the library collection, electronic resources, facilities, staff and services.

To aid this survey, the following questions, adopted from a study by Petri and Graumann (2013), will be answered:

1. How satisfied are the users with the products and services offered in the library?
2. How satisfied are the users with the facilities and conduciveness of the library environment?
3. How satisfied are the users with obtaining materials from the library promptly?
4. How satisfied are the users with customer services of the library?
5. Where should the services be improved and why?
6. What measures should be taken in order to improve user satisfaction and retention?

Objectives

1. To investigate the extent of users' satisfaction with the products and services offered in the library.
2. To investigate users' satisfaction with the facilities and conduciveness of the library environment.
3. To determine users' satisfaction with obtaining materials from the library promptly.
4. To find out if users are satisfied with customer services of the library.
5. To examine where the services should be improved and why.
6. To determine what measures should be taken in order to improve user satisfaction and retention.

METHODOLOGY

Research Design and Sampling Procedures

The survey was designed to investigate customer satisfaction of the library's products and services, facilities and conduciveness of the library environment, obtaining materials from the library promptly and customer services. The population comprised Bowen University students from diverse disciplines, levels and ages. A non-probabilistic sampling technique, convenience sampling, was used to select 352 respondents from the study population.

Instrumentation

A structured questionnaire was used to collect the required data from Bowen University library users. The questions used in the survey were gleaned from available literature particularly from the study by Martensen and Gronholdt (2003) "Improving Library Users' Perceived Quality, Satisfaction and

Loyalty: an Integrated Measurement and Management System,” and the Pierce County Library System questionnaire “Customer Satisfaction Survey” by Parikh. The survey instrument contained 25 questions which according to Martensen and Gronholdt (2003) “are flexible and can be used across libraries.”

Data Collection and Analysis

The survey was conducted through face-to-face contact with Bowen University library patrons on campus in different locations including the library itself at different times and on different days in order to get a broad sample of students. This was done with the assistance of student research assistants. In all, four hundred (400) copies of the questionnaire were distributed but 398 (99.5%) copies were retrieved and 352 (88%) copies were found useable for analysis.

RESULTS

Demographic Characteristics of the Respondents

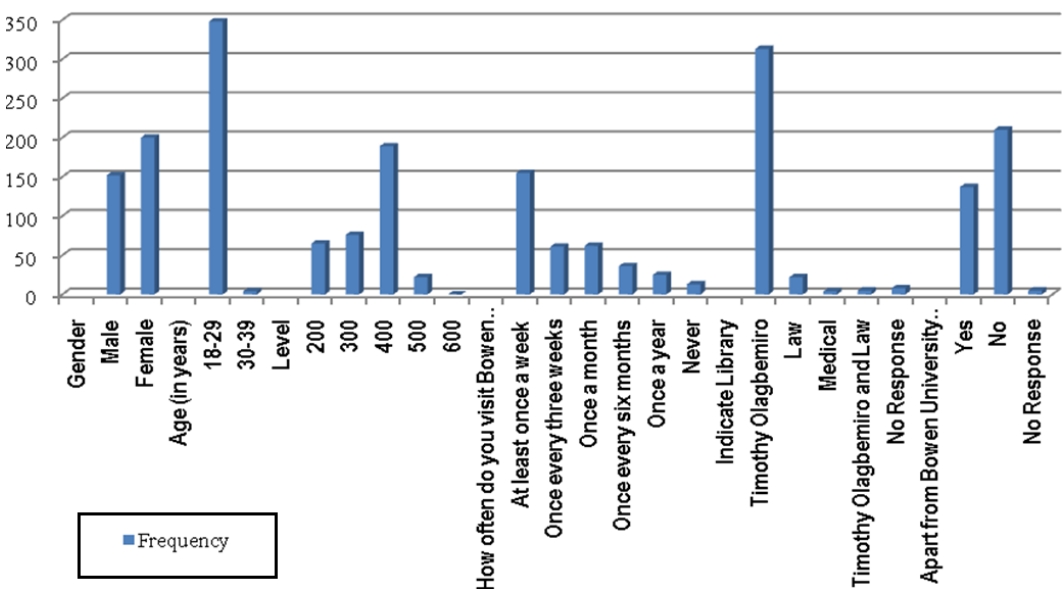
Respondents’ Demographics

The demographic characteristics of the Bowen University library patrons as presented in Figure 1 revealed that the male respondents accounted for 43.2% while the female accounted for 56.8% of the total respondents. Nearly all the respondents were between 18 to 29 years of age (98.9%).

Since the target respondents were Bowen University Library patrons, respondents who had advanced in their studies (400 level students) were the majority (53.7%) while one fifth of the respondents were in 300 level (21.6%), 18.5% of the respondents were in 200 level and the remaining 6.3% of the respondents were in 500 level.

It is interesting to note that the majority of respondents visited one of the Bowen University Library branches at least once a week (44.0%), some others visited the library once every three weeks (17.3%), once a month (17.6%), once every six months (10.2%), once a year (7.1%) while just a small number of the respondents never visited any of the library’s branches since they were admitted into the University.

Figure 1. Demographic characteristics of Bowen University Library patrons



Respondents were asked to indicate which of the libraries they visited most. Most of the respondents patronized the Timothy Olagbemi Library (88.9%), a few other respondents patronized the Law Library (6.3%), and Medical Library (1.1%), while a small number of respondents utilized both the Timothy Olagbemi and Law libraries. Apart from Bowen University Library, respondents who indicated that they used other libraries were 38.9% whereas majority of the respondents (59.7%) claimed they did not use other libraries apart from Bowen University Library.

RESULTS OF RESEARCH QUESTIONS

The results of research questions are presented in this section. Six research questions adopted from a study by Petri and Graumann (2013) are answered as follows.

Research Question 1: How satisfied are the users with the products and services offered in the library?

The results in Tables 1, 2, 3, and 4 and Figures 2 and 3 show that Bowen University Library users were satisfied with the products and services offered in the library. The results also indicated that a majority of the respondents agreed that services offered in the library were generally satisfactory.

Table 1 reveals respondents' opinions in the following areas of service as good: Reference desk (87.2%), check-out desk (86.9%), multimedia room/items (76.4%), e-library (84.1%), toilets (89.5%), reading rooms (94.6%) and availability of internet computers (68.5%).

The opinions displayed in Table 2 indicate that more than two-thirds of the respondents concurred that services offered in the library were by and large satisfactory agreeing with each and every statement on services offered in the library as close to the ideal except for training, seminars and workshops organized by the library wherein about one-third (31.3%) disagreed.

In responding to the questions about the services of the library, Table 3 reveals that a majority of the respondents used (e.g. read, viewed, listened to, browsed) materials while in the Library (20%), just a handful of them accessed an online database at the library (6.5%) as well as library services from a location other than the library (7.1%). Some others borrowed items (e.g. books and/or other materials) (12.5%), used the library's equipment (e.g. computers/workstations, audio/video equipment, copiers) (13.8%), attended events, programmes or meetings (18.5%), used the library's facilities (e.g. chairs, tables, rooms, washrooms, parking lot) (7.1%) while others accessed the internet while at the library (13.9%).

Table 1. Opinions on the following areas of service

S/N	Areas of Service	Response (%)			
		DU(1)	P(2)	G (3)	NR
i	Reference Desk	6.0	1.4	87.2	5.4
ii	Check-out Desk	5.7	1.7	86.9	5.7
iii	Multimedia room/items	11.4	4.3	76.4	8.0
iv	E-library	7.1	4.5	84.1	4.3
v	Toilets	3.4	4.5	89.5	2.6
vi	Reading Rooms	1.4	2.0	94.6	2.0
vii	Availability of Internet Computers	7.7	20.7	68.5	3.1

Key: % =Percent, G=Good, P=Poor, DU=Don't use and NR = No Response

Table 2. The following statements were rated on the services offered in the library

S/N	Services Offered in the Library	Response (%)		
		D(1)	A(2)	NR
i	The library's services satisfy your needs for knowledge, learning and development	6.0	88.6	5.4
ii	The library plays a crucial role for you	14.5	81.0	4.5
iii	The waiting time at the lending counter is suitably short	12.2	80.4	7.4
iv	The waiting time at the information counter is suitably short	14.5	77.3	8.2
v	It is easy to submit suggestions and comments	28.1	63.1	8.8
vi	Materials describing available services are excellent e.g. the OPAC, Library Portal, Library guide and bookmarks	11.6	82.1	6.3
vii	Opening hours meet your requirements	12.8	81.3	6.0
viii	The library fulfils your expectations to a great extent	15.9	79.0	5.1
ix	Training, seminars and workshops organized by the library meet my requirements	31.3	57.3	11.4
x	It is easy to borrow materials	16.8	77.8	5.4
xi	It is easy to reserve materials	19.3	72.4	8.2
xii	It is easy to renew loans	19.9	69.6	10.5
xiii	Borrowing period is suitable	15.3	76.7	8.0
xiv	Imagine a library which is perfect in all aspects, Bowen University Library is close to this ideal	19.0	75.6	5.4
xv	You are generally satisfied with your experience of Bowen University Library	13.1	80.1	6.8
xvi	You intend to be using more of the library's services in the future	13.6	81.5	4.8
xvii	You would recommend the library to other users	7.4	87.2	5.4

Key: % =Percent D= Disagree, A= Agree and NR = No Response

Table 3. Services of the library used by the respondents in the past year

S/N	Services Offered in the Library	Response (%)
i	Borrowed items (e.g. books and/or other materials)	12.5
ii	Used materials while in the Library (e.g. read, viewed, listened to, browsed)	20.0
iii	Used the Library's equipment (e.g. computers/workstations, audio/video equipment, copiers)	13.8
iv	Attended events, programs or meetings	7.7
v	Used the Library's facilities (e.g. chairs, tables, rooms, washrooms, parking lot)	18.5
vi	Accessed Library services from a location other than the Library (e.g. online from the hostel/ office, over the phone)	7.1
vii	Accessed the Internet while at the Library	13.9
viii	Accessed an online database at the Library	6.5
	Total	100

Whilst respondents indicated the duration of their use of the library’s online services as shown in Figure 2, half of them said that they started using online services in the previous year while the remaining half said that they have been using it for the past one to four years.

In Figure 3, about one-third of the respondents indicated that they visited the library’s website about once a month (32.1%), 18.2% said several times a month, 12.2% said several times a week, 12.2% said it was their first visit while just a small number indicated that they visited the library’s website daily (3.1%).

In Table 4, the statements on electronic resources were rated favorably high with more than two-thirds of the respondents being well-disposed to all the items on electronic resources.

Research Question 2: How satisfied are the users with the facilities and conduciveness of the library environment?

Figure 2. Duration of use of the library’s online services

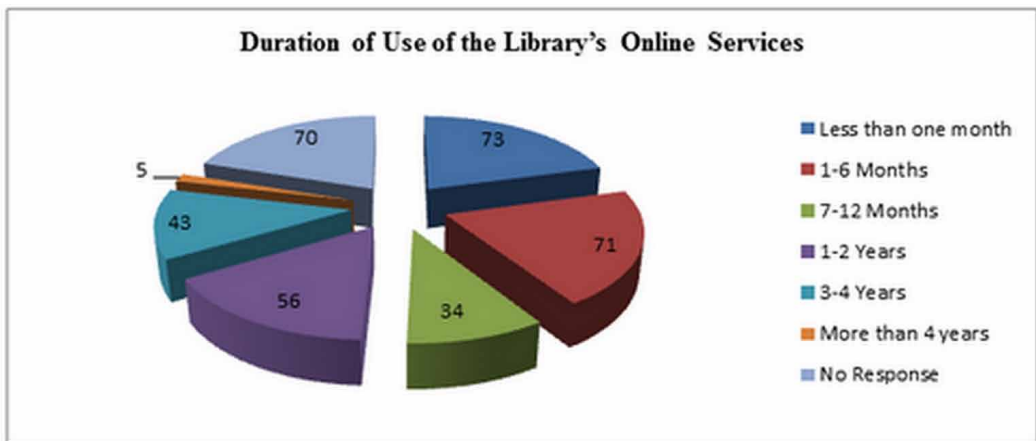


Figure 3. Frequency of visits to the library’s website

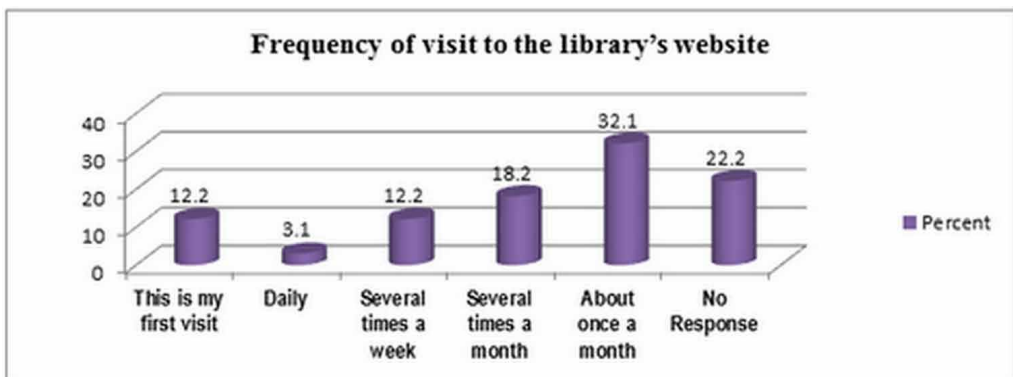


Table 4. Electronic resources

S/N	Electronic Resources	Response (%)		
		D(1)	A(2)	NR
i	Electronic resources in the library meet your requirements	16.2	72.7	11.1
ii	More computers to access the collection	20.7	65.9	13.4
iii	More Internet access	26.1	62.5	11.4
iv	More CD-ROM workstations	23.3	58.2	18.5
v	Improved access from home computers	19.9	65.4	14.7
vi	Word processing and spreadsheet capability	15.9	66.5	17.6
vii	More on-line databases	19.6	62.2	18.2

Key: % =Percent, D= Disagree, A= Agree and NR = No Response

The results in Tables 5 and 6 show that Bowen University Library users were satisfied with the facilities and conduciveness of the library environment.

As shown in Table 5, respondents were of the opinion that the library’s design, atmosphere and arrangement were in good shape (88.1%). They also rated very high the cleanness of the toilets (85.5%), library environment (92.0%) and the reading rooms (70.7%) except for the functionality of the air conditioners/fans that was rated low (33.2%).

Respondents, as displayed in Table 6, indicated some high level of satisfaction with the library facilities: Multimedia (65.1%), Reference (58.6%), E-Library (61.1%), Electronic Databases (52.9%), Library collection in their discipline (textbooks, journals, reference materials, etc.) (63.6%), Reprography/Photocopy (64.8%), Toilets/Convenience (68.8%), Reading room (furniture, lighting, ACs, ventilation) (63.9%), Staff (66.5%), Reception (69.0%), Library Building (77.8%) and Library Environment (72.2%).

Research Question 3: How satisfied are the users with obtaining materials from the library promptly?

The results in Figures 4 and 5, and Tables 7, 8 and 9 show that just a few Bowen University Library users were satisfied with obtaining materials from the library promptly.

As shown in Figure 4, more than two-thirds of the respondents signaled that they “rarely find” information resources they were looking for in the library (71%). Some others stated that they “sometimes find” materials they were looking for in the library (12.2%), just a few indicated that they

Table 5. Regarding library facilities, the following statements were as follows

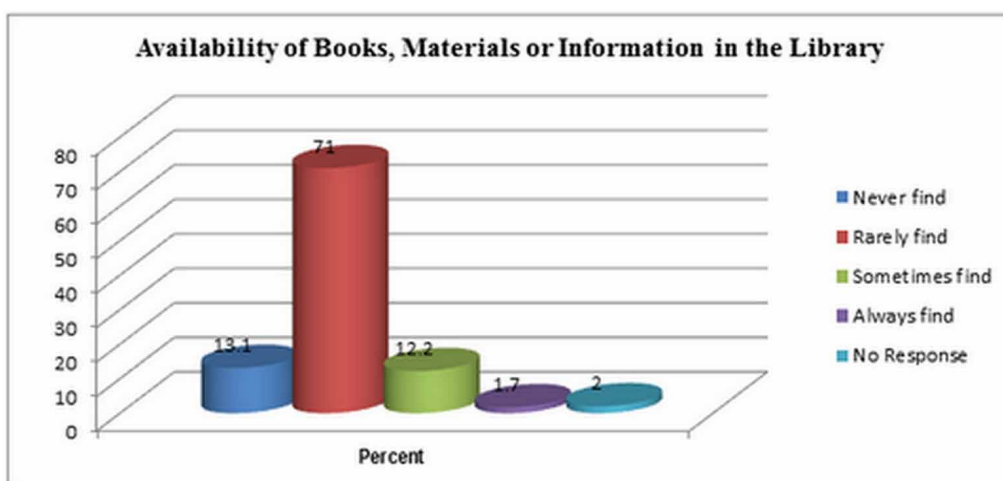
S/N	Library Facilities	Response (%)		
		D(1)	A(2)	NR
i	The design, atmosphere and arrangement of the Library are friendly	6.5	88.1	5.4
ii	The toilets are always clean and ready for use	8.5	85.5	6.0
iii	The Library environment is always clean	2.3	92.0	5.71
iv	The reading rooms are always clean and well ventilated	23.3	70.7	6.0
v	The air conditioners/fans are always functioning perfectly	61.4	33.2	5.4

Key: % =Percent D= Disagree, A= Agree and NR = No Response Source: Fieldwork

Table 6. Level of satisfaction with the library facilities

S/N	OPAC	Response (%)			
		Unsatisfied (1)	Satisfied (2)	Not Sure	NR
i	Multimedia	4.3	65.1	17.9	12.8
ii	Reference	7.4	58.6	22.4	11.6
iii	E-Library	8.2	61.1	19.6	11.1
iv	Electronic Databases	6.8	52.9	23.0	17.3
v	Library collection in your discipline (textbooks, journals, reference materials, etc.)	9.1	63.6	16.8	10.5
vi	Reprography/Photocopy	8.2	64.8	16.2	10.8
vii	Toilets/Convenience	8.0	68.8	14.7	8.5
viii	Reading room (furniture, lighting, ACs, ventilation)	13.4	63.9	14.5	8.2
ix	Staff	8.8	66.5	16.2	8.5
x	Reception	7.1	69.0	16.5	7.4
xi	Library Building	4.3	77.8	8.0	9.9
xii	Library Environment	3.1	72.2	7.7	17.0

Figure 4. Availability of books, materials or information in the library



“always find” books, materials or information they were looking for in the library, while 13.1% of the respondents said they “never find” books, materials or information they were looking for in the library.

As shown in Tables 7 and 8, information was obtained regarding respondents’ reasons for not getting what they were looking for on their last visit. Almost one-third of the respondents stated that library had no material on the subject they were looking for on their last visit (31%), another 30.2% said they could not find the needed material on their last visit, while 21.9% indicated that the desired item was checked out as at the time of their last visit. Other reasons included: staff could not find the

Figure 5. Collections in areas requiring improvement

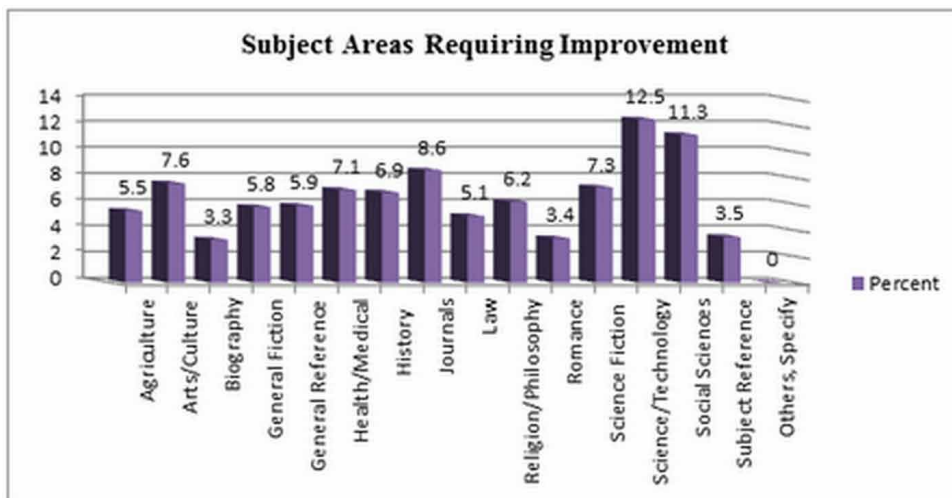


Table 7. Reasons for not getting what you were looking for on your last visit

S/N	Reasons for Not Getting What You Were Looking for on Your Last Visit	Response (%)
i	Item was checked out	21.9
ii	Library had no material on the subject	31.0
iii	You could not find the material	30.2
iv	Staff could not find the material	3.2
v	The systems were down	2.8
vi	The computers were all in use	2.5
vii	You do not know how to use the computers	1.1
viii	There was power outage	7.3
ix	Others, specify	0
	Total	100

Table 8. Methods used in looking for information

S/N	Methods Used in Looking for Information	Response (%)
i	Request assistance from a Library staff member	24.2
ii	Locate information on your own, without assistance	25.0
iii	Use a Library workstation (e.g. OPAC)	27.2
iv	Follow the signage and browse the collections	9.6
v	Access Library services from locations outside the Library	5.5
vi	Use other sources	8.5
	Total	100

Table 9. Concerning the library collections, the following statements were rated

S/N	Library Collections	Response (%)		
		D(1)	A(2)	NR
i	Printed publications in the library meet my requirements	13.9	74.7	11.4
ii	The range of books within my field of interest is generally adequate	23.0	67.3	9.7
iii	The range of periodicals within my field of interest is generally adequate	22.7	63.7	13.6
iv	It is easy to locate materials I want on the shelves	20.7	70.5	8.8
v	Materials are current	29.3	59.7	11.0
vi	Materials are useful	6.0	84.9	9.1
vii	Locating information is simple and easy	21.9	70.2	8.0
viii	You are often successful in finding information you are seeking for	23.0	67.9	9.1

Key: % =Percent, D= Disagree, A= Agree and NR = No Response

material (3.2%), the systems were down (2.8%), computers were all in use (2.5%), inability to use computers (1.1%) and power outage (7.3%).

When asked to indicate preferred methods used in searching for information, 24.2% of respondents stated that they usually request assistance from a library staff member, 25.0% locate information on your own, without assistance, 27.0% use a library workstation (e.g. OPAC), 9.6% follow the signage and browse the collections, 5.5% access library services from locations outside the Library while 8.5% use other sources.

The responses obtained in Table 9, wherein majority of the respondents agreed with all the statements regarding their satisfaction with the library collections, give credence to the fact that most of the respondents are satisfied with the level at which information resources are promptly obtained from the library.

Information obtained on the subject areas requiring improvement is shown in Figure 5.

Research Question 4: How satisfied are the users with customer services of the library?

The results in Tables 10 and 11 show that Bowen University Library users were satisfied with customer services of the library. Bowen library users can be said to be satisfied with the customer services rendered by the library staff as shown in Table 9 with the high rating of the items on customer services by the respondents.

Responses recorded in Table 10 give credence to the fact that Bowen library staff offer their services in a friendly, pleasant, helpful and professional manner with the library designed in a user-friendly way.

Research Question 5: Where should the services be improved and why?

The results in Tables 11 indicated that there was a need for more study rooms, more study tables, more study carrels, more meeting rooms/space, larger building, quiet reading space, computer/internet stations and book selection area. Table 11 reveals how satisfied respondents are with Bowen University library when compared with a bookstore, information available across the internet, media, and other libraries. They regarded Bowen University library as much better than a bookstore (51.7%), having information resources almost equivalent to the information accessible on the internet (44%), media (40.9%) and other libraries (43.8%). Nevertheless, respondents' opinions

Table 10. Customer services provided by library staff

S/N	Customer Services Provided by Library Staff	Response (%)		
		D(1)	A(2)	NR
i	Service provided by staff meet your requirements	13.1	80.4	6.5
ii	Staff provide good and professional guidance and useful assistance	14.2	79.3	6.5
iii	Staff is friendly, pleasant, helpful and respond in a professional manner	16.2	76.1	7.7
iv	Staff was not too busy to help you	17.9	74.7	7.4
v	Your inquiries are answered in a timely manner	16.8	75.9	7.4
vi	Your inquiries are routed to the appropriate person	12.8	79.0	8.2
vii	Considering the services used, you are supportive of Library staff	13.1	79.8	7.1
viii	The overall quality of service provided by staff is excellent	16.2	76.7	7.1

Key: % = Percent, D = Disagree, A= Agree and NR = No Response; Source: Fieldwork

Table 11. Satisfaction with the library in comparison with others

S/N	Areas of Comparison	Response (%)			
		ML (1)	ET (2)	MM(3)	NR
i	Bookstore	11.1	23.9	51.7	13.3
ii	Information available across the internet	20.5	44.0	22.4	13.1
iii	Another person other than a librarian	18.8	31.0	30.0	20.2
iv	Media (television, radio, newspapers, etc)	19.6	40.9	21.9	17.6
v	Other libraries	13.6	43.8	21.6	21.0
vi	Other sources, specify	0	0	0	0

Key: % =Percent, MM=Much more, ET=Equivalent to, ML =Much less & NR = No Response

on their satisfaction with Bowen University library staff were either much more or equivalent to another person other than a librarian.

Areas where there was a need for improvement in Bowen library are indicated in Figure 6 with the Computer/Internet stations being the most highlighted (23.1%).

Research Question 6: What measures should be taken in order to improve user satisfaction and retention?

The results in Figure 6, and Tables 12 and 13 show the measures taken in order to improve user satisfaction and retention. Respondents were of the opinion that library’s collection of materials and services needed to be regularly updated in specialized disciplines with improved access to current electronic resources/materials in the library and access to library services from locations outside the library (Table 12).

Feedback from respondents displayed in Table 13 indicates where majority of respondents’ opinions lie.

Figure 6. Areas requiring improvement in the library

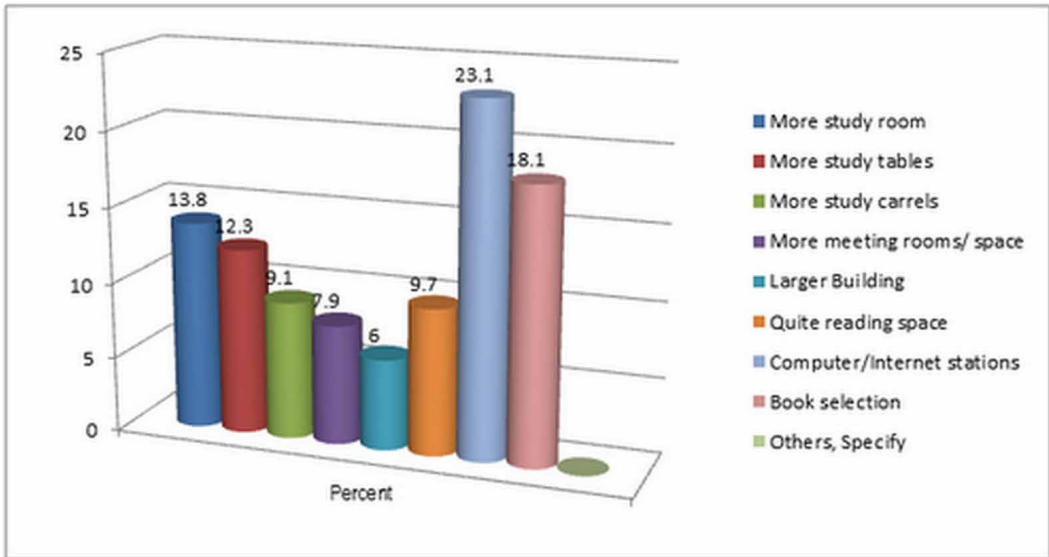


Table 12. Respondents' opinion on additions to be made to the library's collection of materials and services

Opinion	Frequency	Percent
Provision of relevant, current and adequate books within various fields of interest.	16	4.8
Provision of non-educational materials, books for leisure or entertainment and Nigerian fictional literature.	7	2.1
Improved access to current electronic resources/ materials in the library	19	5.7
Provision of steady, fast and accessible internet services	17	5.1
Proper maintenance and acquisition of more library's equipment (e.g. computers/workstations, audio/video equipment, copiers, printers, internet devices)	11	3.3
Improve and update library collection in specialized disciplines (textbooks, journals, reference materials etc)	7	.3
Making it possible to accessed library services online from hostel/home, over the phone or other mobile devices)	9	2.7

DISCUSSION OF FINDINGS

Users' Satisfaction With the Products and Services Offered in the Library

Findings show that Bowen University Library users were satisfied with the products and services offered in the library. Similarly, the following products and services offered in Bowen University Library were found satisfactory by majority of the respondents: OPAC, library portal, library guide, bookmarks, reference desk, check-out desk, multimedia room/items, e-library, ease of use of an online database at the library, availability of internet computers, reading rooms as well as library's equipment.

The special significance of user satisfaction with the products and services for customer loyalty and retention is as undisputed in the library sector as it is elsewhere. This is particularly true in

Table 13. Respondents' feedback

Feedback	Frequency	Percent
Staff should improve on their interpersonal relationship skills and be more professional in their conduct.	9	9.28
Proper maintenance and acquisition of more library's equipment (e.g. computers/workstations, audio/video equipment, copiers, printers)	11	11.34
Improve and update library collection in specialized disciplines (textbooks, journals, reference materials etc)	7	7.22
Make the Library's facilities (e.g. A/C, chairs, tables, rooms, restrooms, parking lot) more comfy.	22	22.68
Make it possible to access library services online from hostel/home, over the phone or other mobile devices	9	9.28
Ensuring quiet reading space	9	9.28
There is need to orientate students on how to make effective use of the library.	12	12.37
The library is in good shape at the moment with active and warm staff on ground but need to introduce additional services	10	10.31
Provision of a separate reading room for each faculty	8	8.25

Source: Fieldwork

the field of library and information services as available studies suggest. The study by Adekunjo, Adepoju, and Adeola (2015) revealed a lack of satisfaction with the required products and services that, inevitably, affected the rate of library patronage in the study area.

In the same way, Kwaghgba, Chorun and Goshie (2015) revealed that there is a high correlation between customer satisfaction with the products and services and the rate of library patronage among customers of academic libraries situated in Zaria metropolis. A similar study by Adeniran (2011) revealed that users utilized the library regularly because they were satisfied with the services of the library. Furthermore, Cozin and Turrini (2008) opined that the focus of the renewal of libraries are the users, represented by their opinion about the services provided from the availability of information in various databases to the performance of the professionals providing services there.

Users' Satisfaction With the Facilities and Conduciveness of the Library Environment

Findings show that Bowen University Library users were of the opinion that library facilities, library's design, atmosphere, environment and arrangement were in good shape as well as the cleanness of the toilets, except for the functionality of the air conditioners/fans that they rated low.

A study by Ugah (2007) showed that a significant relationship exists between library users' retention and their perception about the facilities and service quality. Iwhiwhu, and Okorodudu (2012) also found that the library users were only satisfied with three services provided in the library, namely hours of service, labelling services and bindery services, and also the available furniture, but they were dissatisfied with the information resources and services of the Edo state central library. Ekere, Omekwu, and Nwoha (2016) reported that respondents' intensity of use seemed to be rooted in their satisfaction with the availability of e-resources such as the World Wide Web, WIFI and search engines as opposed to online indexes and abstracts, video CDs, CD-ROMs, online databases and portals.

Users' Satisfaction With Obtaining Materials From the Library Promptly

It is interesting to find out that, despite the high level of Bowen University library users' satisfaction with the facilities, conduciveness of the library environment, products and services, this study reveals

that just a few users were satisfied with obtaining materials from the library promptly. The reasons for this finding might not be unconnected with the users' inability to properly handle materials describing available services (e.g. the OPAC, Library Portal, Library guide and bookmarks), perhaps irregular internet services, improper referral service, disordered shelf management of books., outdated materials as well as staff unresponsiveness can also be contributory.

This was the case with the study carried out by Uganneya, Ape, and Ugbagir (2012) which revealed that reference and circulation services were provided by the agricultural research libraries in Nigeria and a majority of users were satisfied with both services. However, there was a reported dissatisfaction with referral services and shelf management of books. Some constraints to user satisfaction included irregular and expensive internet services, outdated materials and staff unresponsiveness. The finding of this study also corroborates that of Tiemo and Ateboh (2016), who reported that users were satisfied with the lending services of the library, renewal of library materials and longer hours of internet services in the library. However, they were dissatisfied with the limited reference materials in their various subject areas and national and international journals which were not up to date.

The finding of this study, however, differ in this regard from that of Ijiekhuamhen, Blessing, and Omoosekejimi (2015), who noted that the extent to which users' needs are satisfied depends on the size and collection of the library, the adequacy and accuracy of the organization of its materials, the usefulness of its catalogs and finding tools in providing access to its collection, the ability and cooperation of the library staff in bringing these materials (or information on these materials) to the attention of the users, and in maximizing the exposure of the users to these resources and to other library services. Bowen library users appear to be more satisfied by facilities and conduciveness of the library environment than resource acquisition and promptness in obtaining materials from the library.

Users' Satisfaction With the Customer Services of the Library

Just like in other indicators of customer satisfaction (library collection, electronic resources, facilities, services) measured in this study, customer services rendered in Bowen University library were found satisfactory by the users which might be one of the main reasons for their decision to patronize the library.

Results show that staff were friendly, pleasant, helpful, responded in a professional manner, and provided professional guidance and useful assistance to library users. This gives credence to the fact that customers are likely to either stop using a system or find alternatives that deliver desired results if they are not satisfied. Smith (2001) concludes that customers will usually come back if the organization keeps its promises, is willing to help, inspires confidence, treats customers as individuals, makes it easy for customers to do business and if all physical aspects of its product or service give a favorable impression.

Areas/Aspects Requiring Improvement

Findings from this study reveal that there was a need for more study rooms, study tables, study carrels, meeting rooms/space, larger building, quiet reading space, computer/internet stations and book selection area.

It was also discovered from the study that most respondents were, to a large extent, satisfied with overall library services and staff performance except for how materials are obtained from the library, insufficient computer/internet stations, study areas and non-functionality of some of the air conditioners/fans. The professionalism of the staff was rated high. Based on the findings it was observed that there is a need to improve some of the facilities, update library collections, and make it possible to frequently access library services online from hostels/home, over the phone or other mobile devices. When talking about a library that is perfect in all aspects, Bowen University Library is said to be close to ideal.

CONCLUSION

This study evaluated customer satisfaction with the library's products and services including customer services. Empirical evidence illustrates that Bowen University Library users were satisfied with the products and services, customer services, facilities and conduciveness of the library environment but that majority of the respondents reported that they rarely obtain materials from the library promptly. The findings could help Bowen University library in particular, and library services providers in general, to work more on providing adequate orientation for the library users on how to handle materials describing available services (e.g. OPAC, Library Portal, Library guide and bookmarks), provide stable internet services, suitable referral service, shelf management of books, up to date materials and ensure that library personnel act in professional manners.

Based on this background, the following recommendations are made. Staff should improve on their interpersonal relationship skills, orient students on how to make effective use of the library and be more professional in their conduct, proper maintenance and acquisition of more library equipment (e.g. computers/workstations, audio/video equipment, copiers, printers) should be prioritized, and making the Library's facilities (e.g. A/C, chairs, tables, rooms, restrooms, parking lot) more comfortable. Library management should improve and update library collection in specialized disciplines (textbooks, journals, reference materials etc).

Other recommendations include the provision of relevant, current and adequate books within various fields of interest, provision of non-educational materials, collecting books for leisure or entertainment and Nigerian fictional literature, providing improved access to current electronic resources and other materials in the library, provision of steady, fast and accessible internet services, ensuring quiet reading space, and making it possible to access library services online from off campus, over the phone or other mobile devices. Also, increased opening hours, provision of regular internet services, and prompt response to users' requests by staff will ensure more effective service delivery and consequently lead to customer satisfaction. Emezie and Nwaohiri (2013) opined that with advocacy, use of social media, use of mobile phones, information packaging, good reference service and the library partnering with academic units to teach students information literacy skills so that they can become effective users of information, effective information service delivery in the 21st century can be achieved.

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