

An Overview of Academic Library Services in a Quality Perspective

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ABSTRACT

Academic libraries and their services have undergone a transformation thanks to information and communication technology (ICT). Building a mechanism to assess the institution's service standards is necessary for librarians. Professionals in libraries needed to use technological advancement to raise the standard of service. In addition to discussing the criteria for service quality in academic libraries, this essay highlights the significance of service quality for any academic library. The role of library professionals in service quality is also covered in the article. The Higher Education Commission (HEC), college administrators, local college libraries, and other developing nations can all benefit from this study. They will use it to help them prepare for the future, better how resources are allocated, and use resources more effectively.

KEYWORDS - Academic Libraries, Service Quality, Library Professionals

INTRODUCTION

In today's globalised world, "Quality" is the key element that contributes much to the goals and objectives of academic library services. The most crucial factor in achieving objectivity is the availability of numerous academic library services and their quality. Especially in the case of pure service systems, service quality is typically seen as the result of the service delivery system. User satisfaction and service quality are closely related. It is how the users see it. Two words, services and quality, are combined to form a service of quality. Professionals in the library should be aware of the availability of high-quality services to the end customers in terms of service and quality. The definition of quality centres on the assurances made by academic libraries [1]. Professionals in academic libraries should be aware that there is no upper limit to the calibre of their services. Frequent innovation has the potential to periodically raise the standard of library services. The resources and actions increased to provide service in comparison to what users expected from the same are what result in the service quality satisfaction.

Library professionals can divide quality services in to functional quality and technical quality. Functional quality means to intangible human interaction that take place during the production and consumption of services in response to how the service was delivered and created. The functional quality of academic library professionals can be improved by strong emphasis on behavioral areas such as attitudes, service-mindedness, accessibility, interpersonal relations, appearance, and commitment. Technical quality

pertains to what is created at the point of service and the outcomes resulting from the interaction with the all the stakeholder of the academic library.

SERVICE QUALITY AND ACADEMIC LIBRARY SERVICES

Service Quality is a product of the effort that every stake holder of the organization invests in satisfying to users. In its broadest sense service quality is defined as superiority or excellence as perceived by the users [2]. The delivery of the excellent and quality library services should be related user expectation. When library professionals wish to deliver effective library services they must produce services that meet 'as much as possible' the need of the users. The concept of service quality in the context of academic library services can be differentiating as the difference between users' expectation and perception of service performance and reality of the services.

PARAMETER FOR SERVICE QUALITY IN ACADEMIC LIBRARIES

1. **Reliability:** Reliability is mostly related to the delivery of various services and also related to its accuracy and dependency with the requirement of the users. The major things included in it i.e. accurate information should be provided to reference questions, make available various relevant information resources for users, updated various information databases time to time, keeping of records with actual status etc.
2. **Assurance:** Assurance is the most important aspect for the academic library professional and service quality in the institute. It is mostly depend upon the ability and confidence of the library staff how they convey to users about the required information. It includes giving equal response to all information requests and conveying with proper answer to users. It also related to proper appearance of staff, be update about new technological developments.
3. **Access:** Access refers to that any academic library stakeholder should be able to search their required information by title, author, subject or any other keyword. For management of the databases library professional must use scientific methods which are helpful to physically locate the databases by the users. It is also related to the ability to reach out for something and getting the required information whenever it is required.
4. **Responsiveness:** Responsiveness is the most key aspect for academic library professional for overall management of the library to achieve the goal and objective of the institute. Library staff should be very attentive to how quickly they need to respond to users, there's only one answer to question as fast as possible. Responsiveness measures the readiness of library staff in providing the service quality.

ROLE OF LIBRARY PROFESSIONALS FOR SERVICE QUALITY

Service quality is the most essential and major factor in the academic libraries. Most of the objectives are frame on the quality services by the library professionals. Therefore library professionals should aware

about the service quality. They must have to plan on various parameters which are related to service quality for the users. Quality can also be seen as relating to the period of a service, subject to the expectations of the user. Service quality, therefore, must be in how the users are comfort with requirements or needs. Therefore, quality service is an ongoing process where the user is a key determinant [3]. Library professional should keep in mind that the satisfaction of the user is most important for the institute and they are key stakeholder of the institute. Library professionals should aware of various aspects for service quality of the academic libraries.

1. The users of library who share the information which they are required or their expectation is helpful to library professionals for set-up a close personal contact with users.
2. Library professional can search and identify the areas where the scope of improvement in the service quality and crucial issues regarding the users.
3. Library professionals should plan to translate the various databases in regional language which would make the library users satisfied.
4. Library professionals should takes regular meets with users or interaction which is essential to improve service quality.
5. Academic libraries staff should need to plan and implementation of various services could be examined time to time which is one of the expectation of the users.
6. Library professional should make review committee with the involvement of the users in the interest to improve service quality of the library.
7. Library professional must keep in mind that promised commitment of parent institution about service quality to be accountable for the users.

NEED OF SERVICE QUALITY ASSESSMENT FOR LIBRARY PROFESSIONALS

Service quality a critical component in academic libraries of user's perception will be the dominant element in user evaluation. User judges their quality of service on their perception of the technical outcome and how the outcome was delivered. Service quality may also be very critical in determining customer satisfaction. Some researchers [4] found that users consider various dimensions in their assessment of the service quality.

Reliability is one of the most influence and key indicators for the quality service. It refers to that the ability to perform the promised service both dependably and accurately. The reliability dimension, which ensures timely delivery time after time, helps the service provider to meet the user expectations fully at the lowest level of service expectation.

Responsiveness is also very essential factor for academic library professional in which the willingness to help users and to provide prompt services [5]. Many time user of the library have queries or

complaints regarding the service quality. Library professionals have to work on regular basis to solve the queries. Library professionals should have to speedy response to user request.

Now a day's empathy is also important for the service quality. Empathy is most related to caring, individualized attention to users. Library professionals try to better for the users' point of view for service quality. When the users feel that the library is making its best efforts, it may be good enough for most.

Tangible is also included in the service quality as key factor. It includes the appearance of physical facilities, equipment, personnel, and communication materials by which library professionals can reach the goal of the institute and also satisfy to the users.

CONCLUSION

Even Nevertheless, academic libraries need to focus on service quality in the era of digital information. Professionals at the library should set aside a lot of time to provide high-quality services as well as to ensure that physical resources are delivered, stored, and preserved correctly. Professionals in the library should be aware of the institute's resources when monitoring service quality. Professionals in libraries can successfully plan service quality by embracing technological innovation [6]. There is no question in the world that the improvements made to service quality help to improve the way services are delivered to users. Professionals in libraries must regularly plan conferences, workshops, seminars, and refresher training sessions about how to improve service quality.

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