Chapter I

INTRODUCTION

1.1 INTRODUCTION

Library is a place where collection of information resources in various formats (books, journals, videos, CD-ROMs, etc) organized along with the services rendered to a given user or user groups. It plays an important role in the academic world by providing access to world class information resources and services and helps to stimulate the research, training, and other intellectual and recreational activities in the organization. However, as Heath (1) has pointed out that, “libraries today are service agents sharing much in common with other service providers throughout the profit and nonprofit service sector of society.” The quality of library is difficult to judge because the libraries are organizations whose assets and services are both tangible and intangible. The tangible assets constitute physical documents, facilities like reading room, furniture and human resources. The intangible assets comprise the invaluable personalized services rendered by the library staff. The principal focus of a library is to provide right information document, on right time, to a right user who is in need and to ensure that the delivered material meets his/her requirement.

Technology and Library Service Quality

The librarians are concerned with the assessing effectiveness of the service quality in the competitive world and society’s investment in them. For the effective service delivery, it is important to know the expectations of the users from the library and how librarians assess these expectations of the library users.

For last few decades technological advancements have provided the libraries not only to meet but to exceed the users expectations. The technological applications in library, automation of the library functions, and invention of new technology based services offer some benefits to library users. However, after some time, it provoke new expectations from the users. With the growth of technology online catalogue was the tool for fast and efficient retrieval of information. In due course of time,
online catalogue became common and the users began to expect some easier, faster and efficient method of searching. Librarians started to search new exciting means to quench the thirst of users with the help of information technology. Now users can search multiple catalogues remotely, from their home or offices. The digitization technique has increased possibility of accessing full text databases, e-books and other information from remote location. These are some of the direct benefits of information technology applications to the library users. Use of information technology in library offers certain advantages like improved efficiency, enhanced performance and more productivity to library staff. Thus the use of information technology has improved users satisfaction and likewise raised users’ expectations.

The information technology is no more a threat to the library field. On the contrary it has become a handy tool to meet the expectations of the library users. The users can access resources from remote place, ask documents through telephone, get documents reissue through a mail. Thus information technology has changed library operations drastically resulting in reducing visitors in the library. In this situation, librarians again have to think of value added services to the users so that users visit library and in campus use of the library resource is ensured.

Libraries package and repackage information so as to make it available when required by the users. The services of the libraries are one of the services which give opportunity to offer services to the individuals and thereby serve the users personally. Therefore libraries should prepare a grand service plan to translate the expectations of the users into actions with the help of staff and information technology.

**Who decides quality?**

It is observed that library professionals feel that they can only decide the quality of the library service. The librarians think that the professionals only have expertise to decide the quality. They also think that users cannot judge the quality; users do not know what they want, what would be more useful to them. Therefore the professionals can only decide the quality of services. However, such opinions are irrelevant because according to Parasuraman etc., (2) the only criteria that counts
in evaluating service quality is defined by customers. Only customers judge quality; all other judgments are essentially irrelevant.” The users are the most important stakeholders. Without users the library is just a 'warehouse' of information. The users are the ultimate consumers of the library services. Consequently it is logical that the quality of library services is decided by the library users. Therefore, it is necessary for librarians to establish a dialogue with the users, seek their opinion, and know expectations about the library so as to prepare service quality development plan for library.

1.2 Purpose of Study

Training is an important activity in every field. The corporate, public sector units, government organizations have recognized importance of training for enhanced performance. These organizations have setup training units or institutions as essential part of their strategic planning of Human Resources Development. After independence, all state governments have set up administrative training institutes for the purpose of development of their employees. The sole aim is to enhance the knowledge, skill and attitude of persons to perform their assigned job more efficiently and effectively. The state governments have invested huge amount by providing infrastructure facilities like well equipped classrooms, hostel, boarding, furniture, electronic equipment, library and recreational facilities etc. to these training institutes. Among the important facilities the library facility is the most important facility as it gives academic environment to the organization.

The purpose of library in the training institutes is also unique. The libraries of the training institutes not only serve the students or the researchers only but they serve the trainee participants and the trainers. These clients or the users have unique informational, recreational and library needs. As such, the nature of services, the collection and the usage pattern differs from that of other public, research, academic or special libraries. The faculty members, the trainers and the trainee participants are the users of such libraries. Since the users are trainee, no library fee is charged. Therefore, the major source for funding is the state government grants which are given to the institution. Every year books are purchased, journals, magazines are subscribed and other library facilities are made available as part of facility support for training activity. The importance of library in any training
institute is unquestioned. It provides essential academic environment, supports training activities by making available inputs additional to the training input, make available latest developments on related topic, and data sources for study, research or assignments. Since training itself is service provision, the facilities like hostel, mess sports library etc. must satisfy the customers by providing quality service.

After the training programme the trainee participants are requested to evaluate the training programmes. The response of trainees about training is holistic response which includes classroom inputs, infrastructure facilities in the classrooms and hostel, availability of sports facilities, food and beverages, library, and transport facility. In order to achieve desired level of satisfaction the concerned unit must know the expectations of the customers to whom they intend to serve. Thus the services provided by the library to the course participants and the faculty directly affect the quality of training provided by the training institution. A library in any institution is one such unit, which directly serves the customers, i.e. faculty and trainee participants of the institution. Therefore to know the service quality expectations of the customers is the first step towards achieving customer satisfaction, which is the prime aim of the present study.

Another reason for conducting the present study is growing expectations of the library users from the libraries. The new generation of officers in the government sector are highly qualified and techno friendly. The job profile of such officers also demand updated knowledge, data sources and references for keeping them abreast of new developments in the field of their interest. Therefore they expect value added services from their library. The traditional role of the librarian also needs to be changed and modified suitably according to the expectations of the users. Along with the document delivery the librarians must be an information provider, helper and guide to the proper resources for the library users. These expectations are never spell out explicitly by the users. However, to know what the users expect is important for planning library services and collection development activities.

Today, service quality is one of the most important factors in any business as well as in all service sectors. The quality is measured from customers’ point of view because customers are the ‘greatest asset’ for any organization. The foremost principle of quality management is customer focus which means meeting and
exceeding customer requirements or exceptions. Therefore, it is almost mandatory for every service organization to satisfy internal as well as external customer. Although, the concept of quality is not new, measuring of service quality as management technique has gained importance in last few decades.

1.3 Significance of the Study

No evidence had been found prior to undertaking this study that expectations of users of all state ATI libraries have been studied. A study of use of Information Technology in ATI libraries was reported (3), which covers all ATI libraries. The study basically aims at knowing the use of IT infrastructure among ATI libraries. However, the present study aims at survey of libraries attached to ATIs and to know expectations of the users about library service quality.

Since no such nation wide study is reported till date this study is ‘unique’ of its kind. The survey involves all librarians of all state ATI libraries. Therefore, it is expected that there will be general awareness about quality of services rendered by ATI libraries. Another advantage of the present study will be the understanding of users’ standard of expected quality of services. Further, on the basis of the expectations of the library users the ATI librarians will be able to design service plan, as recommended by Hernon and Whiteman (4) provide services as expected by their users. As a result, the use of the library will be optimum and thus the huge investment in terms of collection, resources, and infrastructure will be appropriately utilized.

After successful implementation of the tool developed in this study, the same tool can be used for the assessment of quality expectations of user groups from various libraries like the universities, other training institutes, collage libraries, district libraries, special libraries, State Institute of Rural Development Libraries (SIRD), Public Libraries etc.

Service organizations like libraries have now been trying to define their service activities for measuring and assessing. At the same time, increased pressure from funding authorities and accreditation agencies, and greater than before, demands from the users of services have made almost mandatory for all libraries to move towards more outcome-based assessment instead of only on input, output, or
resource assessment. The outcome measures will show how well a library serves its users. To provide resultant outcome the proper understanding of users’ expectations is essential. The proposed study would provide users’ expectations from the ATI libraries in clear terms.

1.4 STUDY DESIGN

The design of the study contents the details about the problem, the objectives, research questions, area of study, population, research methodology and technique used for data collection.

1.4.1 STATEMENT OF PROBLEM

In the era of responsive governance and accountability, constant demand for services, marketing of services and optimum use of resources decides the effectiveness of the library. In the libraries of ATIs, funds are provided by the concern state government for acquisition of books, subscription of journals, computerization, and infrastructure development and for manpower by way of grants. Some grants are also available from central government. Thus huge amount is invested in setting up, and updating of resources in libraries. The effectiveness of library is measured by its optimum use. In order to achieve desired effectiveness, it is obligatory to know the perception of quality services by the user of the library.

The users will be able to make maximum utilization of library facility when the library services will definitely prove to be useful for their informational, recreational and development needs. On the other hand librarians will be able to design services, provide facilities and acquire resource documents that users will use only when they know the expectations of the library users. Establishing direct dialogue between them can bridge this gap between the expectations of the users and the library managers’ perception of expectations. At present there exists no formal channel of communication between the users and the librarians. Probably this may be the reason for underutilization of library facilities in ATI libraries.
1.4.2 **OBJECTIVES OF THE STUDY:**

The following are the objectives of the study:

- To study the libraries of the Administrative Training Institutes in India with reference to infrastructure, human resources, financial resources, IT facilities and services
- To understand the development of service quality concept in LIS sector
- To develop criteria for assessing service quality of ATI libraries
- To rank the attributes of service quality according to the ATI library users
- To develop a service quality audit scale for assessing service quality of ATI libraries
- To frame a model for development of ATI libraries on the basis of the users’ expectations

To meet the above objectives, tools and methods like questionnaire and review of literature are used. The objectives are covered in various chapters in the report.

1.4.3 **SCOPE OF STUDY**

For the purpose of the present study the universe selected were libraries of the State Administrative Training Institutes (ATIs) situated in different states of India. There are 29 states and seven union territories in India. At present there are 29 states (Table 1.1) in India who have set up training institutes for the purpose of training to the officers. The names and the addresses of the state ATIs (5) were obtained from the website of Training Division Department of Personnel and Training Govt. of India as mentioned in Appendix – 1.
### Table 1.1

**State Administrative Training Institutes In India**

<table>
<thead>
<tr>
<th>No</th>
<th>State</th>
<th>Name of the Institute</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Andhra Pradesh</td>
<td>Dr. MCR Human Resource Development Institute of Andhra Pradesh</td>
</tr>
<tr>
<td>2</td>
<td>Arunachal Pradesh</td>
<td>Administrative Training Institute</td>
</tr>
<tr>
<td>3</td>
<td>Assam</td>
<td>Assam Administrative Staff College</td>
</tr>
<tr>
<td>4</td>
<td>Bihar</td>
<td>Bihar Institute of Public Administration and Rural Development</td>
</tr>
<tr>
<td>5</td>
<td>Chattisgarh</td>
<td>Chattisgarh Academy of Administration</td>
</tr>
<tr>
<td>6</td>
<td>Delhi</td>
<td>Directorate of Training Union Territories of Civil Services</td>
</tr>
<tr>
<td>7</td>
<td>Goa</td>
<td>Goa Institute of Rural Development and Administration</td>
</tr>
<tr>
<td>8</td>
<td>Gujarat</td>
<td>Sardar Patel Institute of Public Administration</td>
</tr>
<tr>
<td>9</td>
<td>Haryana</td>
<td>Haryana Institute of Public Administration.</td>
</tr>
<tr>
<td>10</td>
<td>Himachal Pradesh</td>
<td>Himachal Pradesh Institute of Public Administration.</td>
</tr>
<tr>
<td>11</td>
<td>Jammu &amp; Kashmir</td>
<td>Jammu and Kashmir Institute of Management, Public Administration &amp; Rural Development</td>
</tr>
<tr>
<td>12</td>
<td>Jharkhand</td>
<td>Dr. Sri Krishna Institute of Public. Administration</td>
</tr>
<tr>
<td>13</td>
<td>Karnataka</td>
<td>Administrative Training Institute</td>
</tr>
<tr>
<td>14</td>
<td>Kerala</td>
<td>Institute of Management in Government</td>
</tr>
<tr>
<td>15</td>
<td>Madhya Pradesh</td>
<td>R.C.V.P Noronha Academy of Administration</td>
</tr>
<tr>
<td>16</td>
<td>Maharashtra</td>
<td>Yashwantrao Chavan Academy of Development Administration</td>
</tr>
<tr>
<td>17</td>
<td>Manipur</td>
<td>State Academy of Training</td>
</tr>
<tr>
<td>18</td>
<td>Meghalaya</td>
<td>Administrative Training Institute</td>
</tr>
<tr>
<td>19</td>
<td>Mizoram</td>
<td>Administrative Training Institute</td>
</tr>
<tr>
<td>20</td>
<td>Nagaland</td>
<td>Administrative Training Institute</td>
</tr>
<tr>
<td>21</td>
<td>Orissa</td>
<td>Gopabandhu Academy of Administration</td>
</tr>
<tr>
<td>22</td>
<td>Punjab</td>
<td>M.G. State Institute of Public Administration.</td>
</tr>
<tr>
<td>23</td>
<td>Rajasthan</td>
<td>HCM Rajasthan Institute of Public Administration</td>
</tr>
<tr>
<td>24</td>
<td>Sikkim</td>
<td>Accounts &amp; Administrative Training Institute</td>
</tr>
<tr>
<td>25</td>
<td>Tamilnadu</td>
<td>Anna Institute of Management</td>
</tr>
<tr>
<td>26</td>
<td>Tripura</td>
<td>State Institute of Public Administration. &amp; Rural Development</td>
</tr>
<tr>
<td>27</td>
<td>Uttarakhand</td>
<td>Academy of Administration</td>
</tr>
<tr>
<td>28</td>
<td>Utter Pradesh</td>
<td>UP Academy of Administration and Management</td>
</tr>
<tr>
<td>29</td>
<td>West Bengal</td>
<td>Administrative Training Institute</td>
</tr>
</tbody>
</table>

8
The State ATI libraries from all over India were selected for detailed survey of library facilities and the faculty as library users from the ATIs for the survey of their expectations from the library.

1.4.4 LIMITATIONS

The present study is limited to the survey of libraries and library service quality expectations of faculty members attached to all State Administrative Training Institutes in India. The regional training centers and the small libraries attached to it are not covered in this study. The study does not cover the libraries of training institutes located in various states and belong to various government departments like Agriculture, Revenue, Cooperation, Income Tax, etc. Similarly, the national training institute Lal Bahadur Shastri National Academy of Administration (LBSNAA), Mussoorie is not covered in this study.

For the response on expectations about library service quality, the population was the faculty members from all state ATIs. Other library users like course participants, students, staff and administrative officers were not selected for the response on questionnaire.

The respondents for the service quality expectations were the faculty members of State ATIs. Other library users, like trainee participants, guest faculty and administrative staff were not selected for the response. The reasons are explained in detail under ‘Research Methodology’

1.5 RESEARCH METHODOLOGY

Human beings, among all creatures of the world, have unique feature of analyzing and thinking. The development of human civilization was possible only due to constant quest for first hand experience, generalizations, planned and structured investigations and use of logical reasoning- the process can be termed as ‘research’. According to Busha (6), research can be defined as ‘systematic quest for knowledge’. The quest for new knowledge has resulted in various research projects and development in various walks of life which has made human life easier and comfortable. One of the pre requisite for any research is the application
of specific and suitable methodology. The methodology depends on the nature and objectives of the research.

In social science various research methods are applied for research depending on the requirement and suitability of the research. The survey method for research is one of the most widely used through market research and opinion polling. Within the given frame work properly conducted surveys are effective means of collecting data. Survey research is characterized by selection of samples from large populations to obtain empirical knowledge. The knowledge gained through survey research allows the researcher to generalize about characteristics, opinions, beliefs, attitudes, of entire population. Survey contributes basically to discussion of immediate and pressing problems through development of theories and understanding of problem through sampling technique. The survey, according to Wells (7), is a “study of social institutions and activities of a group of persons in a particular locality” Similarly, as observed by Young (8) a survey is a “scientific study of specific community, its condition and needs.” According to Bulmer (9), when very large area is intended to cover for the research, survey method is the most appropriate method. The primary aim of a social survey is to make an accurate and impartial collection and presentation of facts, the result of careful observations by the researchers.

The discovery of facts is essential feature of survey. Further, it may be regarded as a method of ‘social inspection’ checked by statistical measurement and comparative standards. A survey has certain definite geographical limits and social implications. For the information required for the research from large, representative but diverse, widely scattered groups of the population, researchers depend on sample survey. The definite purpose of survey is to find facts related to the problem or question in mind.

There are various types of surveys. Type of survey is conducted depending on context. The surveys differ from each other depending on purpose, subject matter, coverage and source of information. In the field of LIS the survey method is used extensively for various purpose of research. The survey studies in the library field can be categorized in two groups.
They are:

- Community survey
- Library survey

Community surveys and library surveys are extensively used to gather information about many aspects of libraries. According to Busha and Harter (10), “Community survey is conducted in an attempt to gather recorded and unrecorded data about the various social, political and economic facts of the library community so that more intelligent decisions can be made concerning the planning, development and conduct of service.” The library survey is used to gather information about facts of libraries. Similarly, library surveys are “systematic, in-depth examination of libraries, library systems or networks of libraries.” The library community survey is conducted to gather information about various facets of library’s community so that more intelligent decisions can be made concerning planning, development and conduct of services.

Researcher has conducted both community survey and library survey for the present study.

1.5.1 Questionnaire Instrument

The purpose of research is to obtain valid and reliable information so that the specific research question is answered. The questionnaires accurately measures what the researchers want to know. Questionnaires are always used in surveys as the primary data collection instruments.

Advantages of Questionnaire

According to Busha and Harter (11), following are some of the advantages of the questionnaire:

1. Questionnaire provides greater access to respondents
2. It provides an opportunity for respondents to give frank, anonymous answers.
3. It allows a wider range and distribution of the sample.
4. It allows greater economy of efforts (i.e. a single instrument, duplicated and distributed to numerous respondents, can produce large amount of data)

5. It can be constructed so that quantitative data are relatively easy to collect and analyze

6. It permits to collect greater data about background information about respondents

7. It facilitates the collection of large amount of data in short period of time

8. It can be completed at leisure of the respondents—within the time limit set by the surveyor

9. Researcher can define the problem clearly and fix format for data

10. It enhances the collection of objective data required for the research purpose

11. It helps to eliminate variation in the questioning process.

The researcher has employed the ‘Questionnaire’ technique to collect data for the reason of its inherent advantages. The present study was intended to find out what the ATI library user is thinking about quality of service delivered by the ATI library. It was also the aim of the study to know the attitude of the library users towards various facilities provided by the library, seek opinions about staff behaviour and understand the interest of users in various library activities. The most important advantage offered by the questionnaire for present research was that it allowed to reach the respondents located in wider geographical area i.e. all states of India. Through the questionnaires it was possible for the researcher to contact the individuals who were difficult to be contacted because of their busy schedules and field assignments. The researcher could collect larger and more representative sample because of the questionnaire technique.

1.5.2 The Population

The concept of a population is fundamental to any survey research. Therefore, after receiving general information about the library and its users it was necessary to decide the target group or the population for the response to the expectations about library service quality. According to Busha and Harter (12) ‘A population is any
set of persons or objects that possesses at least one common characteristics’ It was observed that there were three types of library user categories found in ATI libraries, they are:

- in house faculty members, officers and staff of the institute,
- the trainee participants
- guest faculty (library members).

The target group was to be selected from these three user categories. However, the library user group guest members or the guest faculty was not common to all ATI libraries. Therefore the user category guest member or the guest faculty was not selected.

The trainee or the course participants are those persons who visit training institute for the purpose of training. They use the facility of the institute during their stay in the institute for the period of training. However, the trainee participants, even though common to all ATIs, were not selected as respondents for the study because of the following reasons:

1. The trainees visit library for a very short period i.e. only during their training period. This period generally ranges from three days to few weeks only. Even during this period there is no assurance of visit to the library by the trainee participant. The visit of trainee participant to the library depends upon the content of the course, library assignment, interest of the individual etc.
2. Since the trainee participants use the library services for very short period they are likely to have unrealistic (too high or too low) expectations about the ATI library.
3. Within the short period of their training, the trainee participants may not get proper idea about the existing library services. Therefore, they may not be in a position to respond appropriately for service quality expectations.
4. The aim of the study was to suggest development plan for the library. The trainee participants are not permanent users of the library. As such, their views about the future development of library do not carry much importance.
5. Most of the trainee participants are the field officers from various government departments where their day to day work has no relation with library services. Therefore they have no experience of using library for specific purpose. Hence their views may not adequately represent the library user group of the ATI libraries.

Considering the above factors the trainee participants were not selected as the respondents for the present research work.

The faculty, officers and staff members of the ATIs were the group from which the researcher was to select group for the response. It was observed that the persons from this group were either employee of the institution or persons on deputation to ATIs from various government departments for the specific tenure. Among this group faculty members were selected for response. The staff and the administrative persons were not selected for the response because they use library mostly for the recreational purpose.

The survey population is defined (13) as “the group of actual official elements which have a chance of being selected for the sample.” Therefore the next step was to identify the faculty members from all state ATIs as library users. To get information about the faculty members from all 29 ATIs, the annual reports, training calendars and websites of ATIs were searched and a comprehensive list of all faculty members from 29 state ATIs was prepared. Questionnaire was distributed to all (i.e. 307) the faculty members.

The ATI all (i.e. 307) faculty members were selected for the response because:

1. The faculty members are the persons engaged directly in the core function i.e. training activities of the institution.
2. The faculty members use the library facility for the key purpose of the institution.
3. The faculty members utilize library services for various training related activities like preparation of reading materials, preparing for lectures, updating knowledge on various topics related to training.
4. The faculty members could plan for assignments related to library work for the trainee participants of long duration training programme.

5. The faculty members ensure use of library by the trainee participants by giving assignments and book review sessions etc. during the training programme.

6. The library collection and services were designed and planed for the use by the faculty members for training, consultancy and research projects.

For the purpose of this study the term ‘faculty’ could be defined as ‘the person engaged in conduct, coordinate, design and execution of training programme.’

1.5.3 DEVELOPMENT OF TOOLS

For the present study the data gathering instrument was ‘questionnaire’. Two comprehensive and structured questionnaires were developed by the researcher in consultation with the supervisor for the purpose of this study. First questionnaire was for the librarians of ATI and second questionnaire was for the ATI faculty members as ATI library users.

1.5.3 – A. QUESTIONNAIRE FOR LIBRARIANS

The information about the ATIs with special focus on infrastructure, facilities, activities and other general information was gathered from the websites of ATIs. When no website was available the information was collected from the annual report and the yearly training calendar of the institute. This search was limited for the general information and broad activities of the institutes. For the detailed information about the libraries, i.e. collection, services, budget, special collection, management, computerization, software, users etc. were collected through the specially developed tool for this purpose. The rationale was to know the function, activities and services of the ATI library. The aim of first questionnaire was to get information about ATI libraries (Appendix - 2). Since most of the information was about the library, librarians of ATI libraries were the respondents for the questionnaire I.

The construct had following points on which information was sought:
1.5.3 – B QUESTIONNAIRE FOR LIBRARY USERS

The purpose of second questionnaire was to get response from the ATI library users about the service quality expectations.

The questionnaire for the library users was structured in two parts. (Appendix - 3)

**Part – I** was about the demographical information like gender, age, designation, education, use of library, purpose of visit etc. of the respondent.

**Part – II** was about service quality expectations.

On the basis of the survey of literature and the study of concept of the service quality described elsewhere the researcher has finalized five dimensions of the library service quality. Since the researcher has experience in working in ATI library, the statements were framed exclusively for the response from the ATI library user. The tool was developed on the basis of the guidelines provided by the Hernon and Altman (14), Calvert (15) with suitable modifications for the present study. A tool was developed on the basis of their study and recommendations for further research.

**Table 1.2** show service quality dimensions and number of statements covered under each dimension.
The purpose of this part of questionnaire was to find out views of the respondents about the library facilities and services important to the library users and how well they were provided to them. The respondents were asked to select one of the four options given below each statement reflecting the service quality expectation.

The options given to the respondents were:

<table>
<thead>
<tr>
<th>Most Important</th>
<th>Important</th>
<th>Less Important</th>
<th>No Importance</th>
</tr>
</thead>
</table>

A four point scale* was selected for response because it does not give the respondent a chance of being neutral or ‘Do Not Know’ on any statement. The option ‘Most Important’ indicates that the respondent give maximum importance to that aspect of service quality in the library. The option ‘Important’ indicates that it has some importance for the respondent. The ‘Less Important’ implies comparative meaning. The respondent gives less importance to that particular aspect of service quality over others. The response ‘No Importance’ indicates that for the respondent the service quality aspect was not at all important.

* For the study of expectations of library users Hernon and Altman have recommended & Hernon and Calvert and used seven point scale for the study of New Zealand University study where ‘No Importance’ stands for 1 and ‘Highest Importance’ stands for 7. Similarly, Harwood and Bydder used seven point scale ‘No Importance’ stands for 1 and ‘Very Important’ stands for 7.

Table 1.2
Service Quality Dimensions

<table>
<thead>
<tr>
<th>No</th>
<th>Service Quality Dimensions</th>
<th>No of statements</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Resources</td>
<td>12</td>
</tr>
<tr>
<td>2</td>
<td>Staff</td>
<td>12</td>
</tr>
<tr>
<td>3</td>
<td>Services</td>
<td>13</td>
</tr>
<tr>
<td>4</td>
<td>Guidance</td>
<td>12</td>
</tr>
<tr>
<td>5</td>
<td>Environment</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>63</td>
</tr>
</tbody>
</table>
1.5.4 Distribution of Questionnaire

The questionnaire for the librarian was mailed by post and the responses were requested. Follow up for the responses was done through telephone and through mail. Along with the hard copy, a soft copy was also sent through e-mail to all the ATIs where e-mail address was available.

The follow up was done individually through SMS, phone and by mail. The questionnaires were also sent personally through some persons visiting the state for some reason or the other. Similarly, the researcher also visited some of the ATIs specifically for this purpose. The idea of visit served the purpose of receiving responses from the faculty as well as to study the library and observe library activities. For the ATI of Maharashtra, since the researcher could do personal follow up, the questionnaires were distributed personally and responses were received in person.

1.5.5 Data Collection and Treatment

The data was collected from the librarians and the faculty members from all ATIs. In all 29 libraries responded for the first questionnaire. For the second questionnaire, in all 210 (68.4%) filled and usable in questionnaires were received from the faculty members of various State Administrative Training Institutes. In the mean time, code book for data entry was prepared. Data entry was carried out with the help of code book in MS Excel. Entire data could be described statistically as “Categorical Data”.

In order to have a preliminary analysis of data, State wise frequency counts and cross tabs for different variables were prepared. This provided a baseline for further carrying out statistical data analysis.

1.6 Organization of Study

To address the objectives of the research the present study is organized in six chapters.

Chapter I – Introduction

The first chapter entitled ‘Introduction’ covers significance and purpose of study, statement of problem, objectives, research methodology, hypotheses, the universe
of study, research methodology, study design, population of study, method of data collection, treatment to data and the limitations of the present study.

Chapter II – Review of Literature

The second chapter entitled ‘Review of Literature’ covers the development of the concept as found in the literature in the field of library and information science. The reports and research papers on the topic ‘Service Quality’ are critically reviewed.

Chapter III – Service Quality: Conceptual Frame work

The third chapter elaborates on the conceptual development of the idea of service quality in library and information sector. The importance of knowing expectations are discussed in this chapter. Similarly, the concept assessment of service quality expectations and the dimensions on which the library users’ judge service quality are described in detailed. This chapter also explains the criteria and service quality dimensions selected for the present study.

Chapter IV – Profiles of State Administrative Training Institutes (ATIs) In India

The fourth chapter describes detailed survey account of all state Administrative Training Institutes (ATIs) with special focus on collection, services and library facility along with the infrastructure, organizational structure and activities of the organization.

Chapter V – Data Analysis

The data analysis and graphical presentation of all libraries surveyed is summarized in fifth chapter.

Chapter VI – Findings, Suggestions and Recommendations

Research findings, suggestions, recommendations and conclusions are described in detail in this chapter. Direction for further research is also mentioned in this chapter.
REFERENCES


11. ibid.


