2.1 INTRODUCTION

According to Busha & Harter (1) the purpose of review of literature or literature search is to attempt to identify, locate and synthesize completed research reports, articles, books and other materials about the specific problems of a research topic. It enables the researchers to know about other research projects in a similar field, to narrow or describe research problem and relate the topic of research in the context of larger panorama. For the present study, a systematic review of the literature on the conceptual topic was conducted to identify related research and the development of the concept of service quality as well as trends in the assessment of library users’ expectations.

The concept of quality and its various facets were constantly referred in the library science literature in various forms. For the assessment of the quality the activities of any library could broadly be divided into two categories. The first is technical aspect like the acquisition, cataloguing, indexing and process of documents so as to prepare them for service and the other is functional part i.e. the delivery of these documents to the intended users. In the research literature these aspects were refereed as ‘Technical’ and ‘Functional’ aspects and evaluated with different criteria for assessing the quality.

Initially, the term quality was referred in context of various techniques of cataloguing, classification, providing access to document, reference and referral services. The purpose was to measure the quantum of work done in the library. Further, statistical data like budget of library, number of documents purchased, journals subscribed, users who visited library, documents issued and referred etc were collected as input and output measures which became important indicators for assessment of library services. Evaluation of a library in terms of performance, effectiveness (commonly defined as the extent to which a system or service achieves its objectives) and cost benefit became markers of quality. Lancaster (2) has provided theoretical base for many such evaluation studies which were based
on quantitative data generated by the library. Most of such empirical researches were to judge the ‘objective quality’ of a library through effectiveness of various library functions with reference to the use of library or its usefulness. To provide assured quality service and to measure the performance of library various indicators were developed which resulted in developing international standards. Fontana (3) has described a process of developing Quality Management System for the National Central Library of Florence, Italy.

The IFLA has developed a standard set of indicators which are useful for performance measurement for quality in libraries. Derfert-Wolf, Lidia et al. (4) took a common research project for Polish research libraries on comparable measures from the perspective of funding bodies, librarians and library users. The understanding was clear that quality cannot be measured only by the services provided by the library but all aspects of library performance were also of very important for effective and efficient library management. With this view evaluation of libraries was done according to some selected indicators from International standard and guidelines like ISO 11620:1998 Performance Indicators for Libraries and ISO 2789:2003. The data was collected through questionnaire and performance indicators. Similar studies (Seissl (5); Adrial (6); Pall (7); Evans (8); Derfert-Wolf and Gorski (9)) have used indicators from the ISO standard 11620:1998 for assessing library performance. The purpose of measuring performance is to evaluate the effectiveness indicative of its quality. Each indicator evaluates the activity in terms of input and output measures. Measuring and evaluating library services is an activity directly related to the concept of business or adaptation from marketing field. The evaluation of services through input and output took systematic form in commercial world through balanced scorecard.

Poll (10) used the Balanced Scorecard as an integrated quality management system which used four performance indicators – the users, finances, internal processes and potentials of the library services. These four indicators were used for balanced evaluation of library. The purpose of evaluation is to provide flawless service. Attempting to achieve the perfection in service is the origin of six sigma concept which aims at highest user satisfaction. The concept of Six Sigma was originally used in manufacturing. Today it also applies to service areas. Six Sigma means “a
systematic innovative activity to statistically measure and analyze causes of defects that happen in all parts of management, and then remove those causes”(11). According to Six Sigma, defects include all causes that interrupt process or service. It is a methodology to define a problem from the viewpoint of managers or users as a defect and ascertain its causes in order to solve it. In the library field six sigma can be used to minimize errors and provide satisfactory services to the users.

2.2 Service Quality

The quality of library activities and functions is a technical quality which evaluates library from the angle of management and effectiveness of various library activities. But library is a service facility. It provides services to the users and therefore quality of service is the most important factor in the entire library operations. However, the nature of any service is such that they are not tangible, difficult for measurement and can not be stored. Therefore, it is difficult to assess the quality of any service. In the library field several attempts are made to evaluate quality of library service.

Orr (12) attempted to distinguish between quality and value. According to him it is possible to ‘measure objectively the goodness of the most, if not all, library services.’ The concept of goodness for him was to measure ‘How good is the service?’ and ‘How much good it does do?’ Here, the first aspect may be referred to as ‘quality ‘and the other as ‘value’. The concept of goodness of service is termed as service quality in the marketing field.

After the Second World War quality became the key term for any production or service. In the library science literature many concepts have come from various disciplines. Quality management is a necessity of competitive environment. There is constant demand for efficiency and value for money from our funding bodies. As such, quality of library services needed to be monitored and assessed frequently. Quality generally is decided by the consumer of the services and hence mostly depends on the contentment of library users. Like quality management, the concept of library as service facility has also come from the marketing management field. Therefore research in library service quality has great impact of marketing management research field. In the marketing field it is necessary to
know the needs and expectations of the customers of the product. Similarly, in the library field assessment of library user needs and expectations is essential because happy users are propagating agents for library services. Only quality of service delivery leads to the satisfaction of users. Ranganathan in his Five Laws of Library Science has also enumerated Gupta (13) supremacy of user needs. Therefore, satisfaction of users became important factor in measuring effectiveness of the library services. The scholars and the researchers in the field turned their focus towards satisfaction of users. However, it was noticed that the satisfaction is an outcome of fulfilled desired expectations from the service quality.

The effective use of library depends on the quality aspects which are alternatively dependent on qualitative data received directly from the users. Therefore in the modern era most of library management decisions are user centered. Such data covers quality aspects such as attitude of staff, attractiveness of library building, functionality of furniture, cleanliness of library etc. The library users decide such quality parameters and library managers who aim at user satisfaction must attempt to know quality expectation of users so as to improve upon library management. According to Snoj and Peteumance (14) perception of library user has great value because of growing importance of accountability of library services. Study of user perception bestows different views of an individual about library services in same situation which help the library managers to attract more users for library. Further, library managers could make efforts to reduce the gap between users’ perception of library services and actual services provided.

2.3 SERVQUAL STUDIES

From 1985 to 1988 Parasuraman, Zeithaml and Berry have created and refined the SERVQUAL survey instrument (15). The main purpose was to provide a diagnostic tool for broad areas of service quality within an organization (16). Most of the research about service quality in marketing is influenced by Gap Model, and the instrument SERVQUAL which is pioneer work of Parasuraman (17) and others. They have defined service quality as the discrepancy between the customers perception and expectations. Those conceptual framework and the instrument have triggered many research projects related to the user satisfaction and expectations in various fields including library and information science.
Hebert (18) wrote the first dissertation that was based on theory of SERVQUAL in a library setting. She used modified SERVQUAL instrument adapted for the public library environment. The study used the tool for the interlibrary loan users of large urban public libraries in 28 Canadian cities. The aim of the study was to measure expectations and perceptions of service quality and determines whether there was a correlation between those measures and traditional measures for interlibrary loan such as fill rate and turnaround time. The researcher found disparities between librarian’s assessments of service quality and user’s evaluations of service quality. It was noticed that respondents’ expectations were higher than perception of quality of service provided.

Nitecki (19) in the study examines the transferability of the SERVQUAL measure applicable to the academic library. She studied cross section of three library service characteristics of interlibrary loan, reference service and reservation of the document. The study was conducted at one large academic library. The data gathering instrument was a questionnaire, a slightly modified version of SERVQUAL instrument. The questionnaire was mailed to 564 randomly selected persons who had used one of the three services. A total of 351 (63.6% responses) usable questionnaires were received and analyzed. The data was analyzed using t-tests and factor analysis. The study concludes that the SERVQUAL is reliable and valid instrument for application in the academic library setting, with the caution that the data suggest a three factor relationship among 22 SERVQUAL items rather five dimensions which the scale’s designers identify from other applications. Further, she observed that experienced users of a service tend to have high level of expectations. Nitecki (20) suggested that further research in order to hypothesize if some normative principles of service quality emerge across all libraries in different countries having varied cultural and socio-economic conditions.

Nitecki (21) Reviewed theoretical background for assessing service quality in library and information field reviewed the scenario of assessment of library service quality. She argued that there should be clear and definite purpose for assessment of service quality in libraries, it may be for the development and improvement plans of library or to comply with the international standards like ISO 9000.
Further, she described various methods suitable for gathering data and analyzing it. Finally, she concludes that the people most involved with providing the service at every level must be involved in assessment process as she presumes that people ‘will behave differently if they have opportunity to make the assessment of their own.’ Therefore, involvement of main stakeholders in the process of assessment of service quality is essential.

Similarly, Quinn (22) and Martula (23) have also provided theoretical background for the adaptation of SERVQUAL instrument and application of Gap Model in research literature of library and information field. The SERVQUAL instrument suggests that service quality may be assessed by a formula perception minus expectation about service quality. Service quality is a measure of how well the delivered service matches customer expectations. The gap model or studies based on SERVQUAL were extensively used for understanding user’s expectations in various libraries.

Abels and White (24) reviewed the service marketing literature for models and data gathering instruments measuring service quality. It was a part of a project to develop an instrument for measuring service quality in special libraries. The aim was to assess the applicability of various survey instruments to special libraries and information centres. Their emphasis was to evaluate the instrument SERVQUAL as a tool to measure service quality on the basis of expectations and performance.

Maddox (25) conducted research at Florida University. The research contributed to the understanding of service quality determinants based on SERVQUAL. The study conducted with customer using services commercially as well as charitable. The study concludes that the dimensions of service quality are valid also for the academic library.

Nimsomboon and Nagata (26) have reported a study was conducted at Thailand University library for assessment of library service quality at Thammasat University. The researchers have conducted survey of user with the help of modified version of SERVQUAL instrument with the sole purpose of examining the overall service quality of the library system from users’ perspective. The
survey also aimed at identifying the dimensions that determine users’ criteria for service quality evaluation. The target group was undergraduate students, faculty members and researchers. In all 661 (30.90) % responses were received from the distributed 2139 among the population of 27901 (i.e. 2.37 %) Service quality dimensions like ‘Affect of service-organizational’, ‘Collection’ ‘Access’ and ‘Affect of service-personal’ were analyzed using factor analysis method. Users have showed their concern about staff attitude, complete collection and ability of organization to perform good quality service.

The study revealed that all the users desired expectations were not satisfied. The top service expectations by all user groups were ‘knowledge of library staff’, ‘accuracy of their service record’, ‘convenient access’ ‘comprehensive collection’. The study indicated that in addition to the rich collection and place for study, access to collection was another important expectation. The users expect that the library staff should have knowledge to answer their questions and should have accurate data about their record. The study revealed that the most important problem was about insufficient and non-updated collection. It was also observed that users expect that library should have more reading space is needed by the users. For some users the space in the library was not a problem but quietness or pin drop silence in the reading room was expected.

Ho and Crowley (27) have reported a study where student’s perceptions of dependability and accuracy of the Texas A & M University Libraries’ services are explored through the method of focus groups. The study was conducted in 1994, 1997 and 1998 in the university to check the reliability dimension of the SERVQUAL instrument. Overall 51 students participated in the study. Based on content analysis, five themes emerged those were related to service reliability. Those are : finding materials on shelves, arrangement of materials, interlibrary loan/ circulation procedures, proper signage, and experience with searching computerized catalogue. The users reported difficulty in locating materials, found inaccurate catalogue and circulation records, encountered inadequate signage, and received late notifications. The results have helped the library to identify the areas of improvement was needed.
Berott (28) studied overall quality of services of the network based libraries. He has identified number of service quality criteria and finally suggested a Network Component Model for determining service quality of network based libraries. The networked components like technical infrastructure, information content, information service, support and management are evaluated against criteria of extensiveness, efficiency, effectiveness, service quality, impact usefulness and adoption. After extensive research and application of statistics and performance measures he has identified issues concerned to application of statistical and performance measures are equally applicable to all libraries. The critical gaps identified in the research demonstrates that there are no tested statistical methods for networked services and resources. The study concludes that multiple application of same data, evolving methodology and unavailability of systematic data collection efforts are essential on the part of the libraries. Further, he concluded that even in the networked environment Gap model of service quality SERVQUAL may be used and more rigorous, valid and reliable data should be acquired for evaluation of service quality in networked environment.

There are some user satisfaction surveys which revel that the service indicators are important for the satisfaction of the users. User surveys with the help of modified SERVQUAL were found very useful therefore various cross cultural and international studies were reported. The aim was to search commonality among the various groups of users form different countries.

Roshan Raina (29) conducted a user study at Indian Institute of Management, Lucknow. The study reported that the students showed their satisfaction about collection, services offered by the library and use of Information Technology but they were not satisfied about reading space, shelving document and environment related issues.

Beke and Szabon-Simon (30) conducted a survey in medical library in Hungary which showed that the users were satisfied with the friendly attitude and services provided by the library staff but were not satisfied with the quality of collection and the opening hours of the library in the evening specifically.
Boughey (31) reported a study of users of Bury Metro Libraries. In all 758 library visitors were interviewed and their opinions about staff helpfulness, knowledge, demands for new services, attitude towards opening hours, and attitude of teenagers towards public libraries were collected. At the end user satisfaction is the most popular measure of success and self-reported scales are the instruments of choice by most researchers. Responding to the results of the survey, Bury Libraries have introduced a pilot extended opening hours scheme including some Sundays.

Nagata etc. (32) have reported an international study, which aimed to identify the dimensions that determine the customer’s evaluation on service quality with the help of SERVQUAL. The target group was from the academic libraries. The survey was conducted at University libraries from England, Finland and two from Japan. The group studied various dimensions of service quality and decided that the group should ‘take the attributes unique to the university library’. The study concluded that library services consist of four dimensions, which are different from the SEVQUAL. The dimensions identified in the study are ‘effect of services (personal)’, ‘library as place’, ‘collection,’ ‘access’ and ‘effect of service (organizational)’.

Manjunatha (33) investigated the quality of library and information services from customers' perspective in eight academic libraries of Karnataka (situated in Dakshina Kannada and Udupi Districts) State. The libraries of the sample institutes cater to the needs of students of postgraduate education in medicine, engineering, science and social sciences. The responses were collected from the sample population consisted of faculty members, research scholars and postgraduate students. The study used an instrument as adapted SERVQUAL questionnaire for primary data collection. In all 1252 responses (78.25% response rate) were received from the customers. Customer-expectations and perceptions of service quality were measured. The perceived service quality was measured in terms of comparison between customers' expectations and perceptions of what was provided in their own institution library. The study explored customers' visiting pattern to the library and the nature of customer complaints in library environment. In the study the researcher has examined the customers' ways of obtaining reading material and observed that users prefer own institute library as their first choice.
and borrowing from other libraries as last preference. Further, the study explored customers’ post-service behavioral issues relating to overall customer satisfaction, word-of-mouth recommendations and nature of customer complaints. The overall customer satisfaction level was low and the customer expressed their unwillingness to spread good words about their library. Customers of this study do not consider library staff solely responsible for any unpleasant incident in the library. More than half of the customers do not report such incidents to the librarian or higher authorities but they do share such experiences with friends.

The study attempted to understand expectations and perceptions of customers of academic libraries. It also attempted to observe if there are any differences in customer expectations and perceptions among the customers of different subjects/disciplines or academic status. Further, the research attempted to identify the gap between customer-expectations and perceptions.

The study revealed that there is a mismatch between the priorities expressed by the respondents and the level of quality of the library resources, facilities and services provided in their library. The customers regardless of disciplines and categories, held consistently low perceptions on the performance of library facilities and services. The gaps were significant in Reliability, Responsiveness, Empathy and Tangibles. Though the gaps in the perceived quality were consistently low across the customer disciplines, the faculty members experienced fewer gaps comparison to students and research scholars.

Sahu (34) reported study of users of Jawaharlal Nehru University library where SERVQUAL was used as measuring tool. The study aimed at measuring perception of users and relates it to the service quality. A close-ended questionnaire was an information collection tool to elicit responses from randomly selected faculty and students. Total 100 responses were received from students and the faculty. The questionnaire covered three aspects like physical facilities, technical facilities, the attitude as well as competency of the staff. The responses were measured on five point Likert scale. The aim was to examine how the faculty and staff perceive service quality of the library, check whether users’ expectations are satisfied, and find out the difference between perception of service quality of the students and of faculty members. The results revealed that there is a significant
difference between the perception of the faculty and the student about the library service quality. The library users are mostly satisfied with the library services except responsiveness and communication about availability of various services for the students.

From the above literature it is observed that most of the studies in the service quality are inclined towards the use of the SERVQUAL instrument. The SERVQUAL instrument was basically developed for service sector. The researchers in the library and information field have modified the instrument so as to fit it for the purpose. Some of the researchers have found some additional service quality dimensions for assessing service quality of the library. They also stressed need for similar and exclusive instrument for the assessment of the library service quality. A group of statisticians and the library professionals from ARL came together and developed a tool named LibQAL+

2.4 LibQUAL+

Association of Research Libraries (ARL) is a nonprofit organization in North America. The association has 123 members includes universities, public, national and government libraries. In the year 2000, the association launched programme ‘New Measures’, which aimed at developing as described by Pritchard (35) the ‘new directions’ and approaches for describing and evaluating effectiveness of library services.

Kyrillidou (36) gave a detailed account of the origin of the tool measuring library service quality by the member libraries of Association of Research Libraries. The ARL libraries used a newly developed standardized tool called LibQUAL+ for the assessment of their libraries. The LibQUAL+ is a tool initially based on SERVQUAL and has developed special service quality dimensions on which library users judge the service quality of any library. The tool was developed after rigorous empirical research. After three years (1999 to 2002) of research the service quality dimensions identified by the LibQUAL+ are: Affect of service, Library as place, Reliability, Self reliance and Access to information.

The LibQUAL+ is a web based tool which eases the burden of analysis an administration of the instrument. According to Blixrud (37) it provides normative
data about users’ perception and expectations of service quality. Many research projects and research papers have come out which describe the results of using LibQUAL+.

Cook and Thompson (38) have investigated the integrity and reliability, scale means for the thirty four items of LibQUAL. They have collected data from 4407 respondents from ARL institutions. This helped them to form generic and specialized norms for identification of areas of improvement at given library. The research confirmed the LibQUAL+ norms that decide the library service quality dimensions.

Cook, C. and Heath F. M (39) have described in detail the process to understand the dimensions of library service quality from users’ perspective. In the first round of LibQUAL+ interviews were conducted across North America among the users of research libraries. The interviews provided detailed information about behavior of researchers, their perception about library services. These interviews formed basis for the identification of dimensions of library service quality. These dimensions have formed base for the development of the instrument named as LibQUAL+

2.5 Service Quality Expectations

User satisfaction surveys are the basic tool to know the level of contentment of users about library services. Generally such studies may be grouped into two categories. The first is to appraise overall satisfaction of library services and other is to evaluate the efficiency or the satisfaction about a particular activity or service of the library. The purpose behind undertaking such studies was to judge user expectations and sought critical opinion of user so as to optimize the use of library and make retrieval of documents easier and comfortable.

It is necessary to know expectations of users which are multiple and complex while evaluating quality and performance of any library. The studies on customer satisfaction also involve knowledge about expectations of service quality. Customer satisfaction can be achieved by setting expectations through service charts, time taken for service, response time, service level attainments etc. The
quality is achieved when users are satisfied and their expectations are taken care of. The quality service demands standards based on user expectations.

Hebert (40) reports on an investigation of interlibrary loan services in 38 large public libraries in Canada. He investigated both, the service itself and the perspective of the library customers and concludes that customer expectations of quality proved higher than their perceptions of the quality of the service they had received. Similarly the dimension reliability was ranked highest by customers but scored lowest in performance. The study was based on `disconfirmation' theory.

Browne and Edwards (41) described part of a project designed to develop a user based approach to measuring the quality of an information service i.e. the extent to which the service provided by the library meets or exceeds the users' expectations for an excellent or superior service on a consistent basis. The main question investigated was whether there were differences in the expectations that academics hold about information services provided by academic libraries, and librarians' perceptions of these expectations. The results of a survey of Australian universities showed that academics and librarians have similar expectations but there were differences in the emphasis each group placed on aspects of the service.

Philip, G. and Hazlett, S. A. (42) have reported an empirical investigation which measured the quality of the information services those were available to the commercial and industrial sectors in Northern Ireland. The researchers examined the quality management practices of the business information providers and evaluated the quality of information and support as perceived by the business community. The research project developed and tested a new general survey instrument as an alternative to SERVQUAL. This new instrument had the ability to measure the quality gap that exists between the customers' expectations of these information services and their perceptions of the actual service that was received.

Pors (43) investigated some of the factors which influenced the students' perception of the quality of library services through a large questionnaire survey. In all 2700 students from the Copenhagen area, Denmark, participated in the survey conducted in the autumn of 1994. The survey was conducted at the three departments of the Royal Library, two service points of the Copenhagen Business
School Library, Copenhagen Municipal Library and one of its department. The survey explored in detail the relationship between expectations and perceptions of library users.

Seay et.al. (44) reported an exhaustive study undertaken at Charleston College Library, North Carolina. The study was designed to analyze perception of library users to know quality of library services. Seven dimensions like reliability, responsiveness, assurance, access, communication, security, and tangibles were used as the quality indicators.

Zing (45) reported detailed account of survey of expectations, needs and level of satisfaction of the faculty, staff and students of the college. The research concludes that the users expect that library should provide value added service to the users.

2.6 HERNON AND CALVERT MODEL

From the above survey of literature it is observed that, there are two basic views regarding the assessment of service quality of the libraries. First, that the SERVQUAL and its derivative are useful for evaluating service quality of the library. Second, it is also found from the various studies that the service quality assessment is optimized in the local environment for planning and diagnostic purpose. This helps to improve individual library service quality.

The SERVQUAL model was based on the definition of service quality in terms of gap between the customer expectation and actual service quality. Therefore, the researchers in the library and information science field have focused on the ‘gap reduction’ and used SERVQUAL model for research and assessment of service quality of libraries. The aim of gap reduction is to achieve ‘excellence’ which is mandatory and not voluntary for every library. Therefore reduction of gap and achieving excellence in service quality should be the aim of any library and information center.

However, many library professional researchers were of the opinion that the SERVQUAL instrument does not address the issues specific to the library service quality. These professionals developed an instrument called LibQUAL+. The instrument LibQUAL+ is good for the research libraries (46) but it was noticed that
the LibQUAL+ does not cover all dimensions useful for academic and public libraries.

The third approach attempts to bring together both viewpoints and create a new sight to assess the service quality of libraries.

**Hernon and Altman (47)** have created a framework, based on the ‘gap model’ exclusively for understanding and measuring service quality in academic libraries. They stressed need for library managers to incorporate perception based satisfaction and service quality measure for the evaluation of library. The methodology they have suggested was to make comparison between library users’ expectations and objective indicators of quality.

Based on this framework **Calvert and Hernon (48)** have reported an exhaustive study which has produced a set of 101 generic statements with the intention of practical research purpose. The research was conducted during 1996 in seven university libraries of New Zealand. One of the aims was to provide librarians with a flexible tool for analyzing and measuring customer expectations of service. The statements are further subdivided into 12 factors like catalogue, communication, personal help, attitude of staff, equipment, service delivery time, availability of material, physical atmosphere in the library, facilities and furniture, range of material, physical condition of library material, and availability of computers, access to rare materials. The researchers have tried to standardize the questions, which would allow a library to compare, benchmark, facilitate ‘gap analysis’ and assess expectations. The library professionals could use such analysis to provide excellent and cost effective customer services.

**Calvert and Hernon (49)** Reports on research which aim to provide university and other librarians in New Zealand with a flexible tool and methods for assessing customer expectations and to place those expectations within the context of the service which the library actually provides. Building on earlier work which created a conceptual framework for understanding and measuring service quality in academic libraries, produces a set of statements representing the framework, suggests ways by which libraries can review their own situation and set those service priorities they need to meet, and identifies a multi-method approach of
measuring and understanding service quality from the perspectives of multiple constituencies.

Calvert and Hernon (50) have also suggested an elaborate questionnaire for customer expectations with seven points scale where 1 stands for ‘no importance’ and 7 stands for ‘highest importance’ The authors claim that this generic instrument provides guidelines and may be applied with local variations to any library. They have attempted to prepare a set of questionnaire in the form of 101 statements and used in seven universities in New Zealand. Calvert (51) reported that the research of focus group of academic libraries from New Zealand and Singapore show that service quality and compared it with similar survey conducted earlier in New Zealand. The study concludes that the expectations of library users changes over time and between cultures of two countries.

Calvert (52) reported a survey of Chinese university library student’s expectations of library service quality and compared it with the similar survey done previously in New Zealand. The researcher found marked similarities in customer expectations were observed in both the countries. It was found that three dimensions staff attitude, library environment and the services that help the user to find library materials or use library services are the most important dimensions for user of the libraries. Finally, he concluded that national culture is not a major precursor of attitude to service quality and will not hamper efforts to set international measure of service quality for libraries.

Harwood and Bydder (53) studied expectations and satisfaction of students with the Waikato University library New Zealand. The study reported the survey of customers about service quality for practical significance for setting up of academic audit process for the Quality Assurance Unit at the university. There were two surveys. The first was about the expectations and the second was to know about satisfaction of the services. The target group was 315 students for the first expectation survey and for second, 252 students for satisfaction survey. The tool was developed from the set of statements developed by Hernon and Altman (54) and later further refined by Hernon and Calvert (55). The responses were collected on the seven point scale from ‘Not Important’ to ‘Very Important’ along with some open ended questions. The results clearly indicated that there was
certainly a gap between the expectations and the satisfaction. The students expected that reading materials should be in their proper place, catalogue records should be proper, turnaround time should be extended. The students also expected that good photocopy service and wide range of collection should be provided by the library.

Although Hernon and Altman claim that their model incorporates five dimensions of SERVQUAL model, they do not emphasize on the need for comparison between user expectations and perception. They expect, as mentioned earlier, comparison between objective quality indicators and user expectations. According to them the first step is to understand that service quality refers to product, service environment and the service delivery. They have also rejected almost of all statements in SERVQUAL and the scoring method in three scale i.e. desired, perceived and minimum expectations. They have also emphasized need to focus on outcome measures and evaluation based on need for areas of improvement rather than input - output and performance measures.

It is observed from the study of the literature on service quality expectations that the model developed by Hernon and Altman gives more flexibility and can be used to understand the expectations of the library users. The model can be suitably used with local variations and applied for the preparation of library development plan as expected by the library users. It is further noticed that various service quality dimensions from earlier studies are covered in the Hernon and Altman model. Therefore, the researcher found the model of Hernon and Altman more useful for the present research.

The only study about ATI noticed by was Rao (56) who studied use of Information Technology in ATI libraries. Therefore study on ATI library users’ expectations was decided for research. As such the topic for research is titled as “Survey of Administrative Training Institute (ATI) Libraries with special reference to Service Quality Expectations of library users” undertaken by the researcher.
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