

## **User Perception on Affect of Services in University Libraries in Sri Lanka**

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### **Abstract**

Affect of service considered the human interaction of services of libraries. Since most important factors for good library services recognized as library staff members attitude and demeanor interpersonal skills interviewing and listening skill, and the effective approach, accuracy, and ability to provide the correct answer for customers. Recent studies suggested that perceptions of customer service quality depending on staff differences and in online or offline interpersonal environment. Library employees play a major role in the functioning and running of university libraries. Although they play an essential part, the key debate of the library administrators is what kind of library experience is linked to an effective library? Since there is no perfect measurement that can be used to evaluate the financial or sentimental values of library employees activities to its service quality but they influenced to the users in many ways. The majority of the findings regarding the service quality sector found that users expect politeness and help from the employees at the libraries especially those at the front desks whose main responsibility are for inquiries.

The objectives of the study were to identify user perception on library staff, users' minimum and desired expectations from library staff, identify the users' difficulties encountered from the receipt of library services and determine the necessary modifications to upgrade the service quality of the university libraries in Sri Lanka.

The study employed the qualitative descriptive mixed method. Questionnaire survey and interviews has been employed. Two different types of questionnaires were used for the study: users' questionnaires and librarians' questionnaires. The samples of the respondents were of different ages, gender and disciplines and their frequency of library service usage varied. The peak hours of the libraries are from 10:00 a.m. till 5:00 p.m. making it perfect for the distribution of questionnaires, as most libraries are being utilized to do several activities. All data was analyzed using Statistical Package for Social Science (SPSS) Version 22 for Windows. The study mainly employed descriptive, frequency and gap analysis methods for data analysis.

Study found that although, users were not expecting library employees' individual attention while they utilize the library for numerous purposes, users have concerned on library employees' knowledge and dependability in handling their service problems. But this study has observed that the librarians' helpfulness, understanding of users' information needs, willingness of handling their service problems are area of less satisfaction in Sri Lankan university libraries. Some of the library users have complained about the libraries were loud since staff talking and telephone conversations. Concluded data from the survey further illustrated that lack of library employees of sections to better maintains, their less supportiveness and carless fashion are also area of less satisfaction of users. To overcome above identified matters developing library employee's training/motivation programs and recruiting minimum required employees for libraries are timely needed.

**Keywords:** *Affect of service, User perception, University libraries, Sri Lanka*