

Academic Library Services in Quality Perspective: An Overview

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ABSTRACT

Information and Communication Technology (ICT) has spurred revolution in academic library and its services. Library professionals must need to build a system to evaluate the service qualities in the institution. Library professionals required use of technological development to improve service quality. This paper deals with the important of service quality for any academic library and also discusses about the parameters for service quality in academic libraries. The paper also discuss about the role of library professionals about the service quality.

KEYWORDS - Academic Libraries, Service Quality, Library Professionals

INTRODUCTION

Today's globalized world to achieve the goals and objective of the academic library services 'Quality' is the major factor which contribution is lot. Services and Quality of various academic library services is the most important key to get objective. Service quality is generally viewed as the output of the service delivery system, especially in the case of pure service systems. Service of the quality is very much related to the user satisfaction. It is a perception of the users. A service of quality is combination of two words i.e. services and quality. In term of Service and Quality where library professionals should aware about the availability of quality services to the ultimate users. The term quality focuses on the specification that what academic library promises. Academic library professional must know that sky is the limit for quality of library services. There is scope in frequency in innovation to improve the quality of library services time to time. The service quality satisfaction is the outcome of the resources and activities expanded to offer service against the expectation of the users from the same.

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. 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. 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 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. 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

Although the in the digital information age service quality is very much necessary for any academic libraries. Library professionals should need to spend significant time to provide service quality and also need to make proper storage, preservation and delivery of physical resources. While managing the service quality library professionals should aware about the available resources in the institute. By adopting technological innovation library professional can plan service quality very effectively. There is absolutely no doubt whatsoever that the implementation are make in service quality it is helpful to enhanced the delivery of services to users. Refresher training, workshop, seminar and conference must be periodically organized by library professionals about the improvement for service quality.

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