

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

As a central bank, the Bank of Thailand (BOT) plays an important role in formulating monetary policies, promoting financial institution stability, and providing sound recommendations regarding economic policies to the government (Bank of Thailand, 2007, pp. 1-2). It is essential that the BOT possess accurate and up-to-date information ready to be accessed by management or decision makers when needed. For this reason, the BOT decided to establish its own library in 1953.

The library's main objectives are to help management in decision making and support employees in terms of information needed for their work. As a result, the library has to provide information and materials that serve the BOT's main functions. Eighty per cent of the resources in the library are related to economics, finance, and banking. These aspects categorize the library as "a special library." According to Strable (1975, pp. 2-3), special libraries are different from other libraries by the kinds of groups of users who are associated with the organizations that support the libraries and within which the libraries are located, and by limitations in subject scope that supports their parent organizations' functions and roles. Ashworth (1979) also states that an important function of special libraries is that "a special library must make a significant contribution to its funding organization" (p. 9).

The primary customers are BOT's employees; however, as a central bank, the library also serves the public in order to mainly provide information produced by the BOT such as data pertaining to economy, financial markets, and financial institutions, as well as BOT's researches and publications. Nonetheless, currently, there are only 3-5 percent of the total customers as external, or in other words, in each day approximately 2-5 users are external while about 80-120 are internal. This situation is a result of the fact that the BOT has already provided such information on its website.

With the goal of striving to provide excellent services, the library has been developed from a traditional service to a computerized one; and in order to accord with the global trend, it has become an e-library since 2002. Since then the library has

provided e-resources such as e-journals, e-clipping, and online database to its customers. In addition, the BOT's employees can search the library's materials through the library's webpage on their own desktop either at work or at home. Furthermore, the library has offered a new service to make it more convenient for the employees working in more than 10 different buildings to borrow the library's books, by having only to use the computers at their work stations, and to have the books delivered to their desks. This service is called "Document Delivery Service (DDS)".

To reach an international standard, the library has been developed in terms of the quality of service and received the ISO 9000 certification in 2001 and the ISO 9001 in 2004. According to the ISO standards, the library has to do an annual satisfaction survey. However, in order for the employees not to spend too much time in filling out the questionnaires, each year only a short questionnaire is formulated for each employee to answer online.

Even though the result of the annual survey shows that the customers are satisfied with the overall service, further details need to be examined. It is essential that the library know the level of satisfaction with the 4 dimensions of services: resource sufficiency, accessibility, staff, and environment (Narit Nimsomboon, 2003). Moreover, problems should be more thoroughly explored as well as the degree of the problem. Although some employees have made recommendations in the open-ended section of the annual questionnaires, those recommendations alone do not reflect the real needs of the majority. As a result, the library administration cannot prioritize the problems or clearly identify the level of users' needs on the suggested additional services.

Therefore, it is necessary that this study be done in order to find out the users' satisfaction level and the existing degree of problems or needs in each dimension, as well as to gain valuable suggestions. The questionnaire used in this study was developed from the BOT's annual survey and from some previous related research studies. The main characteristics involve the satisfaction levels in each dimension of services, degrees of existing problems, and the levels of the need for additional services that will be recommended.

1.2 STATEMENT OF THE PROBLEM

This study aims to answer the following research questions:

1.2.1 Main Problem

What are the degrees of the overall users' satisfactions and problems with services at library of the Bank of Thailand (Head Office), in terms of resource sufficiency, accessibility, staff, and environment?

1.2.2 Sub-Problems

1. What are the users' characteristics when using the library?
2. What additional services do the overall users need?
3. What are the suggestions from current users to improve the library's services?

1.3 OBJECTIVES OF THE STUDY

The objectives of this survey are as follows:

1.3.1 Main Objective

To evaluate the users' satisfactions and their problems in terms of resource sufficiency, accessibility, staff, and environment.

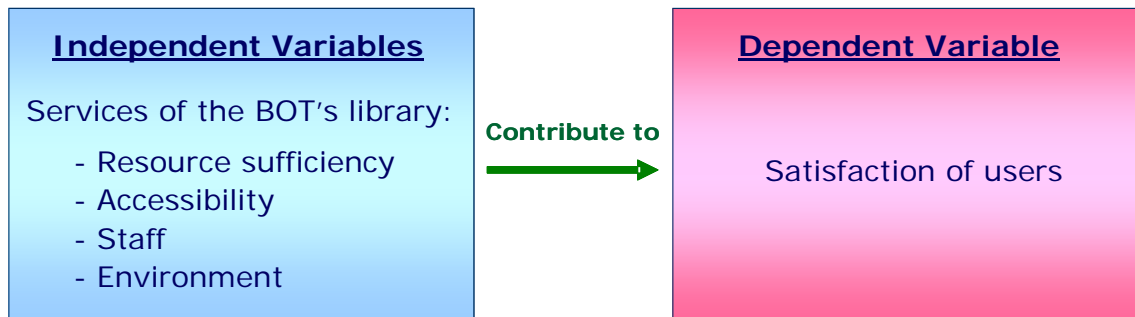
1.3.2 Sub-Objectives

1. To find out the users' characteristics when using the library;
2. To explore the need for additional services, such as the provision of training courses on how to use the library and the extension of service hours; and
3. To gain valuable suggestions from current users in order to provide excellent services.

1.4 CONCEPTUAL FRAMEWORK OF THE STUDY

Figure 1 is the framework of this study that explains the relationship between independent variables and a dependent variable.

Figure 1. Conceptual framework of this study.



As Figure 1 shows, services of the Bank of Thailand's library are the independent variables that affect the dependent variable: satisfaction of users with the library's services in terms of resource sufficiency, accessibility, staff, and environment.

1.5 DEFINITIONS OF TERMS

In order to understand the terms used in this survey, the researcher provides the definitions of terms as follows:

“The BOT Library”	The BOT's library at the Head Office, Bangkok
“The users”	The BOT's employees at the Head Office, Bangkok
“Satisfaction of users”	Levels of satisfaction of the BOT's employees working at the Head Office, Bangkok with the BOT Library services

Indicator: A 5-point Likert scale is employed for the assessment of the satisfaction degrees:

5 = Strongly Satisfied	4 = Satisfied
3 = Moderate	2 = Dissatisfied
1 = Strongly Dissatisfied	

“Services of the BOT Library”	<p>Services of the BOT’s library at the Head Office, Bangkok that influence satisfaction of the BOT Library’s users, considered in terms of resource sufficiency, accessibility, staff, and environment</p> <p><u>Indicator:</u> The appropriate services can be assessed by the satisfaction degrees of users in each dimension of the services: resource sufficiency, accessibility, staff, and environment.</p>
“Resource sufficiency”	<p>The sufficiency of the BOT Library’s materials such as books, periodicals, audio-visual materials, and e-resources for internal users’ demands</p> <p><u>Indicator:</u> This dimension of the services can be measured from the number of material copies, the variety of subjects, the condition of available materials (well maintained or neglected).</p>
“Accessibility”	<p>The convenience of accessing or reaching or getting the BOT Library’s resources that the users experience when they use the library services</p> <p><u>Indicator:</u> This dimension can be assessed by the easiness of computer searching, on-shelf finding, and borrowing all the required materials provided in the library. This also includes service hours of the library.</p>
“Staff”	<p>The officials who work in the BOT Library</p> <p><u>Indicator:</u> It can be judged by the sufficient number and knowledge of the library staff, the speed of service, and the willingness to provide services or explain about the services of the library.</p>

“Environment”	<p>The environment and atmosphere of the BOT Library</p> <p><u>Indicator:</u> Items to be considered include the space, lighting, the number and condition of tables and chairs, quietness, and the ventilation system of the library.</p>
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1.6 SCOPE OF THE STUDY

This research focuses on the users’ satisfactions and problems with services at the library of the Bank of Thailand, Head Office, Bangkok, in terms of its 4 dimensions: resource sufficiency, accessibility, staff, and environment. The subjects of this study were only the internal users; the BOT’s employees working at the Head Office accounted for 95-97% of all users. That was because the data collection period lasted less than 15 days, and the researcher could not collect enough data from the external users, which were few each day.

1.7 SIGNIFICANCE OF THE STUDY

This research is a collaboration between the BOT Library’s management and the researcher. The results will be employed:

1. To improve the library’s services in every dimension so as to better serve employees’ needs, which ultimately leads to efficiency of the organization.
2. As a guideline for the BOT Library’s management to develop their future short annual questionnaires in order to focus and follow up the improvement of some serious problems which are to be explored in this study.
3. As a guideline for other researchers interested in conducting researches related to library improvement.

1.8 ORGANIZATION OF THE STUDY

This study is divided into five chapters. The first chapter introduces the background, objectives, conceptual framework, definitions of terms, scope, and significance of this study. The second chapter is designed to review the related literature and other research projects of a similar theme. Chapter Three illustrates a descriptive picture of methodology procedure undertaken to collect and analyze the data. The fourth chapter is made up of the findings, presented in separated parts, following the flow of questionnaire. A summary of the study, summary of the findings, discussion, conclusions as well as recommendations for further research, are shown in Chapter Five.