

## **CHAPTER TWO**

### **REVIEW OF THE LITERATURE**

In this chapter, theories and research related to the study will be presented in five main areas: (1) customer satisfaction theories, (2) concept of services, (3) service quality, (4) special library, and (5) relevant research.

#### **2.1 CUSTOMER SATISFACTION THEORIES**

##### **2.1.1 Definition of Satisfaction**

According to Johnson and Gustafsson's study (as cited in Pattarin Bamrungcheep, 2003, p. 4), satisfaction is defined as a customer's overall evaluation of the purchase and consumption experience with a product, service, or provider and satisfaction is reflected in different concrete satisfaction measures which might include a satisfaction scale, how the product or service performs overall versus customer expectations, performance versus an ideal product of service in the category and performance versus "best in class" competitions. The satisfaction measurement system is necessary based on the customers' views which depend on their benefits and attributes of satisfaction such as the quality of service and products, prices, cleanliness, safety, store layout, convenience etc.

Drummond and Yeoman (2001) also define "satisfaction" in a similar way. They state that satisfaction is usually understood as an evaluation of what is obtained in comparison to what was expected. They further explain that if expectation is reached or exceeded by the service rendered, there will be repeated use of services. That is, the more the satisfaction, the more the utilization.

From the above explanations, it can be concluded that satisfaction is a consumer's or user's overall evaluation of the consumption experience with a product or service; and satisfaction can be measured by the repeated use of services.

### **2.1.2 The Concept of Customer Satisfaction**

Presently, organizations of all types and sizes have come to understand the significance of customer satisfaction. To accomplish higher operating performance, many service providers implement customer satisfaction (CS) activities. The most significant reason that service companies and other enterprises become aware of the satisfaction of their customers is because customers purchase the company's goods or services. Also, those organizations are interested in retaining their existing customers and increasing the number of new customers.

According to Mowen (1995), customer satisfaction is "the overall attitude regarding a good or service after its acquisition and use. It is a post choice evaluative judgment resulting from a specific purchase selection" (p. 511).

Harris (2003) also believes that "customer satisfaction is the customer's overall feeling of contentment with a customer interaction" (p. 2).

Anton (1996), describes that customer satisfaction is "a state of mind in which his or her needs, wants, and expectations throughout the products/service life have been met or exceeded, resulting in repurchase and loyalty" (p. 23).

Besides, Schiffman and Kanuk (2004) define customer satisfaction as "the individual perception of the performance of the product or service in relation to his or her expectations" (p. 9).

Consequently, customer satisfaction is the customer's overall feeling toward the company which can signify whether they are satisfied with the service or not. The customer service providers must get to know their customers' perception in order to increase satisfaction levels among existing customers as much as they can. This requires a long-term bond between the customer and the company, or the customer and the product, because it takes more time and effort to gain a new customer than to keep an existing one.

## 2.2 CONCEPT OF SERVICES

Chittinun Tejagupta's study (as cited in Phenphun Charoenpong, 2003, pp. 21-22) explains the concept of the services that influence the customer's satisfaction as follows:

1) *Service product*: Customer satisfaction is ensured when the qualified service is offered. The level of service has also passed the customer's needs. In accordance, the attendance of service worker and the thought of service quality are significant in generating customer satisfaction.

2) *Service price*: Customer satisfaction is rooted by customer's agreement and consideration concerning the appropriateness of service quality's price. The willingness to pay of clients is different through the acquiescence of customers toward the price and quality of service.

3) *Service place*: Customer satisfaction of service pertains to the easy access of customer to service. The location and the bifurcation of service for customers' convenience are very important.

4) *Service promotion*: Customer satisfaction of service is caused by the cognizance of information by word of mouth communication regarding the commendable quality of service. If the given information determined one's positive belief, it is likely that a person is motivated to purchase the service as needed.

5) *Service providers*: These are people who play a significant role in the service profession in order to originate the customer satisfaction. The administrators who form a service quality specification that is chiefly influenced by customer needs, will certainly satisfy customers.

6) *Service environment*: The environment and atmosphere of the service is effectual for the customer satisfaction.

7) *Service process*: The presentation of service in the process of its, is the substantial method. The structure of customer satisfaction and the effectiveness of service process management energize the expertise of the completed and competent service to customers.

## **2.3 SERVICE QUALITY**

The most important factor of service providers is to use all efforts to meet the customers' needs or expectations in order to retain the current customers and attract potential customers by providing effective service quality. In other words, quality of service can create true customers.

To constitute a good service, Cook (2000) claims, is based on each customer's perception, a subjective and intangible experience. A customer's perception of the service varies with expectation. If a service the customer receives is better than expectation, it is perceived as good. On the contrary, if it is less than expectation, it is a bad service. She also explains that the service provider needs to exceed customer's expectation to give excellent service.

Zeithaml, Parasuraman, and Berry (1990) mentions that "excellent service pays off because it creates true customers-customers who are glad they selected a firm after the service experience, customers who will use the firm again and sing the firm's praises to others" (p. 9).

In addition to the above ideas, "service quality is by nature a subjective concept, which means that understanding how the customer thinks about service quality is essential to effective management" (Rust & Oliver, 1994, p. 2). As such, it is vital that the service providers realize the concepts of service quality so that they can improve or maintain its quality in providing service to customers.

## **2.4 SPECIAL LIBRARY**

### **2.4.1 Definition of Special Library**

The Thai Library Association (สมาคมห้องสมุดแห่งประเทศไทย, 2537) fits a definition of special library as a library providing information services of a particular field of knowledge. Its functions are to collect all information materials comprising books, periodicals, reports, researches, academic agendas, documents, microforms, manuscripts, audio-visual materials including other information media of one specific subject or related ones, and to serve users who are members of the organization which establishes the library. Therefore, a special library is considered as a services source

of which the personnel must be expert and profoundly understand their specialized field in order to provide services for the needs of users.

Moulton (1991) defines a special library as a place providing extraordinary resources and services that are not available in conventional libraries.

From the definitions mentioned above, it can be summarized that a special library emphasizes a specialized area, for example economics, finance, banking, law, and medicine, that may not be available in conventional libraries. It manages the materials that are of primary importance to a particular organization.

#### **2.4.2 Objectives of Special Library**

To be different from other kinds of library such as an academic library and public library, a special library works for the two following purposes.

1) *To provide information:* Considered as the most important source of knowledge within an organization, the special library is responsible for systematically providing and managing information resources related to the organization to be in line with the demands of the organization and its members.

2) *To offer services:* The personnel of the special library have to be aware of their responsibility of services offering. They should assist the users as much as possible with the least time (ละออง แก้วเกาะจรก, 2536).

#### **2.4.3 Characteristics of Special Library**

Strable (1975) explains characteristics of special libraries as that they are different from other libraries by:

1) *Where they are found:* Special libraries are units of larger organizations that usually do not have an educational objective as their major goal. The organizations are often private organizations and nonprofit institutions such as banks, insurance companies, publishers, petroleum producers, governmental agencies, state enterprises and etc.

2) *Limitation in subject scope:* The libraries are devoted to the requirement of a focused subject or field allied to the main area of interest.

3) *The kinds or groups of people who use them or are served by them:* Special libraries are used by people who are associated with the organizations that support the libraries and within which the libraries are located.

4) *Their emphasis on the information function:* Because of the nature of special libraries, information must often be provided in anticipation of the need of it. In addition, quick response to an identified need for information is a basic goal.

#### **2.4.4 Types of Special Library**

La-ong Kaewkojak (ละออง แก้วเกะจก, 2536) states that a special library is categorized with its parent organization into 7 types:

1) *Special library of university:* This type is divided into two subgroups:

1.1) Faculty library focusing on the contents relevant to curriculum of faculty

1.2) Central library of some universities

2) *Special library of governmental agency:* e.g. Ministry of Foreign Affairs library

3) *Special library of institution:* to encourage the research of institution's personnel

4) *Special library of state enterprise:* e.g. central library of Electricity Generating Authority of Thailand

5) *Special library of bank and private company:* to support work of their officers

6) *Special library of association in particular academic or professional:* e.g. library of A.U.A. Language Center

7) *Special library of international organization:* e.g. the UNESCO library.

## 2.5 RELEVANT RESEARCH

Chanitda Kovitvadh (ชนิดดา โกวิทวดี, 2531) conducted research on the needs of the Arts students for services in the Faculty of Arts Library, Chulalongkorn University. The purpose of this research was to study library use and the needs and problems of Arts students using the services of the Faculty of Arts Library, Chulalongkorn University.

Supatra Sinchaisuk (สุพัตรา สินชัยสุข, 2532) studied the use of library services by students of Assumption Business Administration College, focusing on exploring the use of library services, problems and the undergraduate need for using the library.

Nipa Chinpongse (นิภา ชินพงษ์, 2532) conducted a survey on the use of and need for library resources at the British Council Library, aiming at studying the pattern of library use, the habits of the users, and their needs for resources, at the British Council Library.

Chutathip Osananon (จุฑาทิพย์ โอสนานนท์, 2533) surveyed problems in using the library among students of Thammasat University, Rangsit Campus. The research was aimed at analyzing the use and problems of, as well as the needs for, library use of the first year students of Thammasat University at Rangsit Campus.

Sumaiwadee Meksoot (สมัยวดี เมฆสุด, 2543) studied the demand and utilization for information in the Library and Information Center, the Bank of Thailand: a case study of the Bank of Thailand's middle staff (officers and senior officers). The objectives of this research were to study comparatively the demand, utilization and satisfaction in the information quality and accessibility of middle level staff who have different characteristics (educational level, experience and job responsibility), and to study their problems and recommendations.

Prutyumon Utawanit (2003) conducted research on the problems and satisfaction of students of the Faculty of Law with services available in Sanya Dharmasakti Library, Thammasat University. The purposes of this study were 1) to find out how much students of the Faculty of Law were satisfied with services of the library, 2) to ascertain problems that the students had in using the services, and

3) to explore additional requirements and recommendations of the students about services of the library.

Buathip Sritalapphet (2006) surveyed students' satisfaction with the Faculty of Arts Library, Chulalongkorn University, aiming at studying the level of student satisfaction towards the library's services, the problems in utilizing the library, and the characteristics of library use.

The Bank of Thailand (BOT)'s library management has annually conducted a short-questionnaire survey on the users' satisfaction since the library received the ISO certification in 2001, aiming at finding the overall users' satisfaction with the library in order to comply with the ISO standard.

**The findings of the studies mentioned above are as follows:**

Regarding the purpose of using library, Chanitda Kovitvadh, Chutathip Osananon, Supatra Sinchaisuk, Prutyumon Utawanit, and Buathip Sritalapphet, doing research concerning the libraries of universities and colleges, found that the purposes of most users in coming to a library were to use books to do homework or reports, and to review their lessons. However, Nipa Chinpongse, doing research regarding the British Council Library, revealed that most users utilized the library in order to use English text books, tape cassettes, and video tapes for practicing speaking English.

In terms of the satisfaction level of users, it was found in the BOT Library's annual survey that most users were satisfied with the overall services, while Sumaiwadee Meksoot found that the middle staff of BOT were moderately satisfied with the library's services in terms of the quality of resources and accessibility. However, Prutyumon Utawanit revealed that students of the Faculty of Law in Thammasat University ranked the circulation service of Sanya Dharmasakti Library at a satisfactory level, while other areas of the services, such as periodicals and newspapers, computer search service, photocopy, official service, environment, equipment and service hours were evaluated at moderate level. Similarly, Buathip Sritalapphet discovered that students of Chulalongkorn University were moderately satisfied with the Faculty of Arts library's services, staff, and facilities.

As for problematic aspects of academic libraries, the studies of Chutathip, Chanitda, Supatra, and Buathip revealed that the major problems of users were the insufficient number of books for circulation each time and the borrowing period was too short. In addition, there were also problems of difficulties in finding new editions of newspapers and periodicals, along with the prohibition of borrowing journals and magazines from the library. Moreover, an uncomfortable atmosphere (insufficient air-conditioning, lacks of fans etc.) and the library's failure to inform them of all available services were other problems that the users faced.

However, for problematic aspects of the BOT Library, the library's annual survey found that there were various problems related to resource sufficiency, accessibility, staff, and environment in the open-ended section, but these data did not represent the degree of each problem. Meanwhile, Sumaiwadee's study revealed that the overall problem that the BOT's middle-staff users encountered, related to the quality of resources and accessibility, was ranked as moderate in degree. The top 3 problems were as follows:

- There were delays in displaying the new arrivals on shelves
- The users found the list of materials on computers, but they could not find the actual materials on the shelves.
- There were not enough resources in the library.

After a variety of relevant literature has been reviewed, it is acknowledged that although there have been a number of studies related to the library use, the differences in terms of the library characteristics, users, environment, and time frame make it essential to conduct a new survey on the BOT Library in order to precisely improve the library's services to meet the users' demand. In the next chapter, the methodology of the research will be presented.