

CHAPTER FIVE

CONCLUSIONS, DISCUSSION, AND RECOMMENDATIONS

This chapter presents (1) a summary of the study, (2) a summary of the findings, (3) discussion, (4) conclusions, (5) recommendations for the BOT Library, and (6) recommendations for further research.

5.1 SUMMARY OF THE STUDY

This study was conducted to assess the satisfaction and problems of the BOT employees with the services of the BOT Library at the Head Office, Bangkok. The results of this study will be forwarded to the BOT Library's management in order to be used as baseline information for service improvement. Also it could be a guideline for the management to develop their future short annual questionnaires so as to focus on, and follow up, the improvement of some serious problems which were found in this study.

5.1.1 Objectives of the Study

The main purpose of this research was to evaluate the satisfaction of the BOT's employees as well as assessing problems with services of the BOT Library, in terms of 4 different dimensions: (1) resource sufficiency, (2) accessibility, (3) staff, and (4) environment. Furthermore, this study aimed to look at the users' characteristics when using the library, and to explore the degree of need for some additional services.

5.1.2 Subjects, Materials, and Procedures

The subjects of this study were 242, or about 10%, of the BOT's employees working at the Head Office, Bangkok, who were randomly selected from each department to answer a self-administered questionnaire during January 7-22, 2008. The questionnaire was divided into five parts; that was, Part 1: general information of the respondents, Part 2: characteristics of library use, Part 3: satisfaction with library use, Part 4: problems found in using library's services, and Part 5: additional service requirements and suggestions. The data obtained from the questionnaires was processed by SPSS program version 12. The descriptive statistics

were presented in frequency, percentage, mean, and standard deviation for data analysis.

5.2 SUMMARY OF THE FINDINGS

The results of the study can be summarized as follows:

5.2.1 General Information of the Respondents

The total number of respondents was 242 of which 69 were male (28.5%) and 173 were female (71.5%). Nearly half of the respondents fell into the age groups of '30-35 years old' and '41-45 years old', which reflected 48.4% of all. Over half (54.1%) had Master's degree, whereas 44.6% had Bachelor' degree. The majority of respondents worked at the position level of 'officer / senior officer' (86.8%).

5.2.2 Characteristics of Library Use

Concerning the frequency of library use and the most used time period, about 3/4 of the respondents visited the BOT Library in the frequency of '1 time a month' and 'uncertainly' with a similar percentage of 38.8% and 36.8% respectively. The most used time period was during the lunch break (12.00-13.00 hrs.) with the highest proportion of 39.5%, while the 2 least used periods were the service periods for out of office hours, that was, '16.30-17.00 hrs.' (10.9%) and '8.00-8.30 hrs' (11.3%) respectively.

For the length of time and the purpose of use, over a half of respondents or 58.7% spent '30 minutes-1 hour' for library use each time. The top 3 main purposes of use were to find information needed for work (23.4%), to use circulation service (22.5%), and to read newspapers / periodicals (18.9%).

Regarding the subject areas and the library services frequently used, the subjects related to 'economics / finance / banking' occupied the largest proportion of 27.9%, followed by 'computer / technology' (23.7%). The most frequently used service was 'circulation' with a large percentage of 38.5%. On the contrary, the least frequently used service was 'reference' with a very small percentage of 1.3%.

As for the frequency of using the library's webpage and e-resources, the data indicates that the respondents never used these services with large proportions of 28.1% and 27.7 % respectively. However, if considering the characteristic in terms of the most frequent use, 'everyday', the data illustrates that the respondents used the library webpage much less often than e-resources. That was, the percentage of using the webpage 'everyday' was very low at 2.9%, while those of the e-resources was much higher at 22.3%.

5.2.3 Satisfaction With Library Use

The overall assessment of the BOT Library's services, which consisted of 4 different dimensions: 1) resource sufficiency, 2) accessibility, 3) staff, and 4) environment, was regarded as satisfactory. If considering by each dimension, almost all the dimensions were rated as satisfied, except one only, resource sufficiency, which was evaluated as moderately satisfied. If considering the rank order by mean value, the respondents were most satisfied with the environment, followed by the staff, the accessibility, and the resource sufficiency, respectively.

As for satisfaction with resource sufficiency dimension, the most satisfied attribute was 'sufficiency of titles of newspapers', whereas the least satisfied was 'sufficiency of copies of periodicals'.

Regarding the dimension of accessibility, the circulation service was the most satisfied attribute while the service hours were rated as the least.

For the staff dimension, the respondents assessed the attribute 'politeness and willingness of the library's staff' as at the top rank. Conversely, the last place was 'sufficiency of service staff'.

With regard to the environment dimension, the attribute 'equipment of the library' was recognized as at the top rank while that of 'the library's quietness' was assessed as the last.

5.2.4 Problems found in Using Library's Services

The overall problem with the BOT Library's services was regarded as low degree. The most problematic dimension was the resource sufficiency (rated as

moderate degree), followed by the accessibility (as low degree), the environment (as low), and the staff (as very low) respectively.

As for the problems on resource sufficiency dimension, the most problematic attribute was ‘books are outdated’, whereas the least problematic was ‘titles of newspapers are not enough’.

Relating to the problems with accessibility aspect, the respondents evaluated the attribute ‘service hours are not enough’ as the most problematic while that of ‘the quantity of searching computers is not adequate’ was the least.

For the problems relevant to staff dimension, the attribute ‘the number of library staff providing services is not sufficient’ was rated as the most problematic in this area while ‘staff are not polite’ was scored as the least.

Concerning the problems with the dimension of environment, the data reveals that the attribute ‘the library is not quiet enough’ was the most problematic. On the other hand, ‘the library design is not convenient for users’ was the least.

5.2.5 Additional Service Requirements and Suggestions

As for the additional service requirements, the data shows that the respondents required ‘providing more books in other subjects that are not related to economics, finance, and banking’ and ‘extension of service hours on weekdays’. Meanwhile ‘training course of how to use the library’, ‘addition of service hours on Saturdays’, and ‘providing more periodical subjects’ were assessed as ‘not needed’.

Regarding the suggestions from the open-ended responses, the respondents recommended that the most required opening time be ‘8.00 hours’ while the most needed closing time be ‘18.00 hours’. They also indicated that they needed more books in other subjects not related to the library core subjects (economics, finance, and banking). The top 3 of the most required subjects were computer, management, and novel, respectively. Also, they required more periodical subjects related to entertainment, travel, and health care, respectively.

Apart from the suggestions mentioned above, some respondents desired the BOT library management to change the policy on the Document Delivery

Service (DDS), which now excludes books for entertainment, into a more convenient rule that covers all kinds of books. They also wanted the library to provide a renewal service on its webpage, to inform more about the services and how to use them, and to seek a solution to the noise problem caused by the activities of the coffee shop located inside the library.

5.3 DISCUSSION

In addition to the findings summarized in the above section, the results of the study will be discussed further in this section.

5.3.1 Characteristics of Library Use

According to this study, most respondents visit the BOT Library during the lunch break (Table 8). This result is relevant to the length of time that most users spend for using the library each time, which is in a range of 30 minutes – 1 hour (Table 9).

The respondents indicate that the top rank of the purpose of library use is to find information needed for work (Table 10). This finding supports the result of the most frequently used subject area which is related to economics, finance, and banking (Table 12). Such subject scope is the BOT Library core subjects mainly provided for the BOT employees in terms of information need for their work. From this characteristic of library use, it can be concluded that the BOT Library achieves its main objective in terms of “a special library”. According to Strable (1975), special libraries are different from other libraries by limitations in subject scope that supports their parent organizations’ functions and roles.

From Table 13, the BOT’s library service most frequently used is the circulation service. This result is same as that of Prutyumon Utawanit (2003) who conducted research on problems and satisfaction of students of the Faculty of Law with services available in Sanya Dharmasakti Library, Thammasat University. Meanwhile the least frequently used service is reference service. This finding is similar to that of Narit Nimsomboon and Nagata (2003) mentioned in their study that

it is possible the users want to access library services by themselves without intermediation.

With regard to the frequency of using the library's webpage and e-resources (Table 14 and 15), most respondents never use these services, with a large proportion of about 30%. This outcome is supported by the study of Narit Nimsomboon & Haruki Nagata mentioning that it is possible the users do not know these services are available or do not know how to use them.

5.3.2 Satisfaction and Problems with and Library Use

According to the findings, there is a strong relation between the results of each satisfaction part and problem part. Such relations will be discussed as follows.

Regarding the dimension of resource sufficiency, the data suggest that the most satisfied attribute is 'sufficiency of titles of newspapers' (Table 16) while the least problematic issue is 'titles of newspapers are not enough' (Table 21). It is probably because currently the BOT Library provides an e-clipping service via email and its webpage, as well as most newspaper companies provide e-newspapers on their websites; so the users have not much need for this service at the library. This opinion is supported by the number of 'missing & never used' values of the issues concerning the sufficiency of titles and copies of newspaper, which are noticeably high (see Table 16 and 21).

As for the dimension of accessibility, the respondents evaluate the service hours as the least satisfactory and the most problematic attribute in this area (see Table 17 and 22). This result is confirmed by the answer in the part of additional service requirements which indicates that the extension of service hours on weekdays is assessed as 'needed' (Table 26).

Concerning the staff dimension, the issue 'sufficiency of service staff' is rated as the least satisfactory and the most problematic attribute (see Table 18 and 23). However, this issue is evaluated as at a satisfied level and low problematic degree. So, it is possible that the staff only sometimes are not available at the circulation counter or reference desk when the respondents visit the library.

In respect of the environment dimension, the findings reveal that the library quietness is rated as the least satisfactory and the most problematic aspect (see Table 19 and 24). This problem is relevant to user comments in the open-ended responses which complained that the coffee shop located in the library makes noise disturbing the users sitting nearby, that some library staff talk loudly with friends or colleagues in the library.

Pertaining to the overall services, the respondents assess the overall services of the BOT Library as at 'satisfied' level. This result is the same as that of the BOT Library's annual survey. Moreover, the findings show that most problematic attributes come from the dimensions of resource sufficiency and accessibility, which are similar to the study of Nimsomboon & Haruki, as well as Sumaiwadee Meksoot (2000).

5.3.3 Additional Service Requirements

The data indicates that the respondents require more books in other subjects that are not related to the BOT Library's core subjects (Table 26). This need is supported by the result in the part of problems with resource sufficiency showing that the issue 'title of books are not enough' is rated as the second most problematic (Table 21). When looking at the other subjects strongly required, the top 3 of the most needed subjects are computer, management, and novel respectively (Table 28). It seems that the BOT employees need books in the area of self-improvement and relaxation.

Concerning the need for more periodical subjects, although the finding reveals that this issue is evaluated as 'not needed' (Table 26), it is rated as the top 5 of problematic issues in the resource sufficiency dimension (Table 21). So it might be worth consideration to provide them more in the library.

Regarding to the need for a training course of how to use the library, the findings reveal that the course is assessed as 'not needed' (Table 26). It is similar to the study of Narit Nimsomboon and Nagata (2003) explaining that the library use training session is ranked at very low degree of need.

5.4 CONCLUSIONS

According to the results of this study, it was found that the overall assessment of the services was regarded as satisfactory. The respondents were most satisfied with the environment dimension, followed by the staff, the accessibility, and the resource sufficiency, respectively. Almost all of the dimensions were rated at satisfied level, except the resource sufficiency which was evaluated as moderate.

The overall problem with the BOT Library's services was regarded as low degree. The most problematic dimension was the resource sufficiency rated as moderate degree, followed by the accessibility, the environment, and the staff, which were assessed as low, low, and very low degree, respectively.

For additional services, the majority of respondents said that they required the provision of more books in other areas not related to the library's core subjects, as well as the extension of service hours on weekdays.

5.5 RECOMMENDATIONS FOR THE BOT LIBRARY

After reviewing the results, these recommendations are presented for the BOT Library's improvement of good service quality:

5.5.1 The high problematic attributes that the library should allocate more resources to improve service quality: - The findings show that most high problematic issues come from the dimension of resources and accessibility. They are 'books are outdated', 'insufficiency of books and periodicals in other subjects not related to the library core subjects' and 'service hours are not enough'.

When looking at the book and periodical subjects required more, the top 3 of the most required subjects of each are related to self-improvement and relaxation; that is, computer, management, health care, travel, novel, and entertainment (see Table 28 and 29). It may be worth providing them in the library because such subjects support the BOT's shared values, of which one focuses on a required characteristic of the BOT employees; that is, 'Proactive to Change with Passion to Learn', as well as it will make the employees feel relaxed and happy with this workplace which will ultimately lead to efficiency and effectiveness in work.

As for the extension of service hours on weekdays, there is also a strong demand for extending the service hours to 18.00 p.m. The library management should provide this service urgently in order to meet this user requirement.

5.5.2 Problems on the environment dimension: - Although the environment dimension is evaluated as low problematic, the noise and ventilation problem are rated as the top 2 problematic issues in this area. These problems probably result from the coffee shop located within the library. This opinion is supported by the comments from the open-ended responses complaining about the noise from the coffee shop. In order to solve these problems, the library management should seek an appropriate solution; for example, installing transparent partition walls to keep the noise inside and mounting a ventilation fan on the ceiling of the shop to get the coffee smell out of the library.

5.5.3 Problems on the staff dimension: - This study reveals that the issue 'insufficiency of service staff' is rated as the least satisfied and the most problematic attribute in the staff area. It is possible that the staff sometimes are not available at the circulation counter or reference desk when the respondents visit the library. Furthermore, there are some comments from the open-ended responses complaining that some of the library staff talk loudly with friends or colleagues in the library. In order to close this small gap, the library management should train their staff to try to be available at the circulation counter and reference desk, as well as to avoid talking loudly in the library.

5.5.4 Public relations about the services: - As the library's webpage service and e-resource service are not used by most users, so the library management should often announce these services via email or e-pamphlet or printed pamphlet so that the users have a better understanding and can use them effectively.

5.5.5 Renewal Service on the library webpage: - For convenience of the users, the library should provide a renewal service on its webpage for the users to renew books online by themselves.

5.6 RECOMMENDATIONS FOR FURTHER RESEARCH

Based on the findings and conclusions of this study, the following recommendations are made for further research.

5.6.1 Further study should be carried out with a larger scale of population and sample. The population should include both internal and external users, as well as the sample size should be more than for this study. As a result, the findings will be able to be generalized to all library users.

5.6.2 Some library services such as inter-library loan, special collections and the gazettes that were excluded in this study should be contained in the further study in order to cover all kinds of the library services.

5.6.3 SERVQUAL, an instrument which has been the most popular standardized questionnaire to measure service quality in business industry and in library setting, should be used for further study in order to gain more reliable results.