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Determining Users' Perceptions of Librarians' Quality Service at the Moi University and United States International University Libraries

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Abstract

The need to provide quality service to users who come to the library and to make concerted professional effort to connect individually with library users is at the heart of the work of an academic librarian. The study aimed to determine the users' perceptions of librarians' quality service at the Moi University United States International University libraries, Kenya. The study applied correlation research design and had a target population of fifty-seven thousand three hundred and fifty-three (57,353) respondents from the selected academic libraries. The sample size of the study was 92 calculated using Efron and Tibshirani resampling method. Among the key findings, were that the study established that a good number of the library users in the respective universities understand the term quality service as the processes involved in service delivery. Therefore, the study concluded that librarians' quality service delivery is very critical in academic libraries. On this basis the study recommended that to improve librarians' quality service at the universities, the top management need to have them attend brainstorming sessions, staff meetings and introduce reward systems, promotions and feedback channels then use the feedback for effective service delivery. The study recommended further study on the challenges on acquiring quality service in libraries.

Keywords: Perception, quality service, circulation service, reference service, general inquiry service, user education service

1. Introduction

Due to increasing competition and rising customer expectations, offering quality service has become a major strategy to differentiate the services of an organization in the market-place (Berry, 1998) and to increase profit and market share (Koska, 1990; Zeithaml, Bitner & Gremler, 1996). Delivering exceptional service has become imperative for business success (Parasuraman, Zeithaml & Berry, 1985) and is positively related to customer loyalty (Zeithaml & Bitner, 2014). Kandampully and Suhartanto (2010) found that service organizations that are dedicated to providing quality service are more likely to retain customers. Quality service is a comparison between the expected and the perceived service by customers (Gronroos, 2001; Parasuraman, Zeithaml & Berry, 1998). Organizations that can understand customers' needs and requirements and deliver services to meet their expectations are more likely to beat their rivals. Gustafsson, Edvardsson and Brax (2005) suggested that service organizations are keen to include more services in their core offerings in order to increase profits, strengthen customer relationships and boost business growth. A significant link exists between quality service and good customer relations. This therefore, means that EI is a good way for organizations to be the best service providers.

According to Gustafsson, Edvardsson and Brax (2005), the term 'service' involves two facets. The first one refers to an intangible product (a core service) that supplier's market to their customers. For example, a restaurant serves various foods to its customers while an educational institute offers different courses to its students. These; therefore, are known as service products. Gustafsson, Edvardsson and Brax (2005) note that organizations such as hotels, legal firms, financial companies, educational institutions and others provide their customers with service products or core services, which, by nature, are intangible and inseparable from their production. Further, the authors argue, since the production and consumption of these services simultaneously happen, customer participation in the service products will influence the quality service.

According to Bowen, Siehl and Schneider (1989), for instance, the information that is provided by customers and their behaviour are raw materials that organizations use in the production of the service output. Schneider and Bowen (1995) suggested that the core service itself has unique and tangible dimensions, which distinguish it from the quality of

service, such as the attitude of service provider. Accurate feedback from customers is valuable for organizations. It is a reliable way to achieve and measure organizational growth, development and success.

The second facet of service views service as the supplement that accompanies the core product offerings. It comprises issues that relate to the delivery of the core product (Parasuraman, Zeithaml & Berry, 1988). According to Parasuraman, Zeithaml and Berry (1988), 'service' is the 'general quality of interactions between a seller and a customer. It accompanies the core offering, which can be tangible or intangible products or services, which are often provided to customers free of charge and are within the domain of customer service such as during product enquiry or consultation, price quotation and billing. Individuals often seek secondary information from service providers for reuse later.

Sureshchandar, Rajendran and Anantharaman (2002) indicated that both facets of service are equally important in influencing the quality perceptions of customers. Gustafsson and Brax (2005) suggested that in the industrial sector, services can be bundled with the tangible product to add value to the often-tangible core offering, thereby differentiating it from competing products in the market. In fact, Davies (2003) noted that industrial customers demand integrated solutions; that is, the integration of goods and services as a package to meet the specific needs of customers.

Industrial companies have traditionally measured the quality of their products from a technical perspective, for example, whether products conform to the specifications or quality standards rather than from a customer perspective (Buzzell & Gale, 1987). Increasing competition and rising customer expectations, however, are now inducing industrial firms to adopt a customer service-oriented strategy. Bowen, Siehl and Schneider (1989) found that the service of industrial goods could be viewed from three perspectives, which include customer service as service that accompanies the core product offering, service as part of the product quality and service as corporate strategy steering the production such as strategies for stress management on customer responsiveness. The above studies have shown that organizations adopt various ways and strategies to be efficient and effective in offering their customers quality services.

The first perspective identifies service as a supplement that accompanies the core product offering (Bowen, Siehl & Schneider, 1989). This viewpoint agrees with the definition of service (Parasuraman, Zeithaml and Berry, 1988). Lele (1986) lists three customer service strategies for industrial goods, noting that the first one emphasizes product reliability; the second one comprises system-related strategies such as reduced response time and increased service outlets and the third focuses on reducing customer risks through the inclusion of warranties and service contracts. Kotler and Armstrong (2013) describe these strategies as augmenting services that complement the core benefits of the product. Gilmour (1982) added that acceptable delivery time, after-sales service, proper installation and friendly service from the responsible staff are examples of customer service for industrial products.

Finally, Bowen, Siehl and Schneider (1989) argue that service can be seen as a strategic choice for service organizations and any organization that adopts a customer service-oriented strategy will put customer responsiveness as its strategic focal business point. Bowen, Siehl and Schneider (1989) suggest that the effective implementation of a customer service-oriented strategy requires appropriate organizational arrangements and resource allocation. For example, it is important to nurture a service-oriented climate within the company and to integrate the ten facets of quality service, which include: reliability, responsiveness, competence and courtesy amongst others, in production or service operations, as identified by Parasuraman, Zeithaml and Berry (1985). They also emphasize the careful recruitment and selection of staff with good interpersonal skills.

Bowen, Siehl and Schneider's (1989) definition of service for service organizations is related to the current study, as it provides a different perspective for viewing customer service in the service sector. Human beings are creatures of habit. From the above studies, it seems that the ideal way for organizations to offer their customers' quality services include the adoption of accessible and available user-friendly methods and strategies in their systems. Putting customers first and their needs at the heart of the organization are key strategies. Adopting their preferences creates an opportunity for organizations to improve their service delivery and provide effective services.

This study has adopted Bowen, Siehl and Schneider's (1989) definition of service in determining the perceptions of users on librarians' quality service at the Moi University and United States International University libraries, Kenya. In librarianship, libraries differentiate themselves by offering more user-centric services such as training, orientation, user education and reference service in addition to library core services (Chawner & Oliver, 2013). User-friendly services would help improve library services delivery.

Parasuraman, Zeithaml and Berry (1985) developed the Gap Analysis Model, a framework of quality service, in order to study the construct and determinants of quality service after an extensive exploratory study of quality in a few major service sectors such as credit card services, retail banking, repair and maintenance and long-distance telephone companies. The Gap Analysis Model postulates quality service as a process of evaluation of the expectation-performance gap. It involves comparing customers' feedback to providers on preferred services to the actual services (Parasuraman, Zeithaml & Berry, 1985). Thus, (Parasuraman, Zeithaml & Berry, 1985, 1988; Zeithaml & Bittner, 2014), quality service is the degree of discrepancy between the 'customers' normative expectations for the service and their perceptions of service performance. Similarly, Gronroos (2001) argued that perceived quality service is dependent on the comparison of an expected service to a perceived service; therefore, it is the outcome of a comparative evaluation process. Hence, (Gronroos, 2001), the Gap Analysis Model serves as an important landmark to activate further research on quality service. Perceived services would go a long way in improving providers' services.

Service delivery is a process and customers assess it through various aspects. Sasser, Olsen and Wyckoff (1978) proposed seven dimensions for evaluating the process of service delivery; majorly, security and safety, consistency of service, attitude of personnel, completeness of ancillary services, conditions of facilities, availability, and training. Lehtinen and Lehtinen (1982) identified three types of quality in service delivery; namely, physical, corporate and interactive

qualities. Physical quality involves the physical aspect such as equipment or buildings. Corporate quality concerns an organization's image or reputation. Interactive quality refers to the interaction between service providers and customers. On the other hand, Gronroos (2001) lists quality service as technical and functional quality. Technical quality concerns whatever customers actually get from the service. Functional quality assesses the process of delivery. Customers have preconceived ideas of expected products or services and the organizations offering these.

2. Quality Service Perceptions

The use of a model to measure service quality to represent customers' broad perceptions, which are highlighted in various dimensions, is increasingly growing. In a study on Malaysia consumer purchase decision towards cars, Nde and Lukong (2010) found a strong link between perceived quality, perceived value and perceived risk and their effects. This provided a platform for Malaysia's car makers to understand consumer behaviour and the way that it affects their purchase decision. Therefore, the study implies that quality, value and risks influence each other, and consumers differ in purchase decisions depending on the perceived quality of service provided.

Quality service and customer satisfaction are critical in-service sector. Yaghoubi, Doaee and Ardalan (2011) explored the relationship between quality service, customer value, customer satisfaction and purchase intention in relation to chain drugstores. Their results revealed that overall quality service, reliability and personal interaction were significantly correlated with behaviour intention. This implies that behaviour intentions are influenced by the quality of service provided, service reliability and personal interaction with the customers. Therefore, service personnel could be encouraged to improve their quality of service through change of attitude in order to meet customers' expectations and win their trust.

Successful implementation of quality service can be drawn from Scheider and White (1998). The duo surveyed employees from two organizations with similar systems, techniques and infrastructure for company's quality programme. It found only one successful in terms of quality since it focused on human aspects. These improved its management's support for quality, organizational communication, performance and response to issues. This research therefore, means that some organizations interpret and associate success as and with, respectively, the implementation of human standards of service.

In an innovative study, Gerhard, Christo and Deon (2017) develop a behavioral process model of perceived quality service. The perceptions of quality dimension form the basis for a person's overall quality perception, which in turn predicts the person's intended behaviours. The findings of this study are that perceptions of quality strongly influence behavioral intentions. It concludes that overall quality service is a measure of the company's service equity. Nde and Lukong (2010) identify key underlying dimensions of online retailing quality service as perceived by online customers in another study. They find that the access dimension significantly affected overall quality service, but not satisfaction. It concludes that a significantly positive relationship exists between overall quality service and satisfaction. Hence, this means that quality service and satisfaction are correlated.

Yoo and Park (2007) examine the relationships among employees' perceived service quality, customers and financial performance. Their findings indicate that employee training influences perceived quality service. They conclude that management may increase the capability of employees through training and a shared understanding to maintain the consistency and reliability of perceived quality. In an empirical study, the duo also examines the generalizability and applicability of the retail service quality scale (RSQS) proposed by Kandampully and Suhartanto (2010) in different research settings in a Malaysian business setting. Stuart and Tax (1996) found that service companies hardly plan for quality service.

The costs associated with poor quality service and its planning; therefore, result in lower profits as a portion of the cycle of service failures and evaluation of quality planning technique or quality function deployment suggest suitable modifications, which would prevent service failures (Stuart & Tax, 1996). The research also illustrates the potential for the quality function deployment process as an effective tool at the strategic planning level and the tactical level using the front-desk activities in a hotel as an example (Stuart & Tax, 1996). As such the studies underpin earlier studies, which revealed that employees not only come into organizations with personal goals but, prior sets of skills and experience; therefore, they should be regularly trained on their roles in line with the organizations' goals (Stuart & Tax, 1996).

Pollack (2009) focuses on the relationship between quality service attributes and customer satisfaction. The findings are that the content initially exhibit no relationship with satisfaction but, become elated after reaching the acceptable level of quality (i.e. inflection point). The study concludes that for the discontented, the company should improve the quality service. Kidwell, Hardesty, Murtha and Sheng (2011) analyze the role of retailers' competitive positioning, specifically its price positioning and the product category. The research finds concludes that the more price-oriented the positioning, the more favourable the relationship between store brand consumption and store loyalty. The findings of the above studies therefore; identify and emphasize quality service as an area that organizations need to focus on to ensure customer satisfaction thereby customer loyalty and profitability.

Liao (2011) researches the leisure resort enterprise to explore the casual relationships between quality service, brand image, customer satisfaction and customer loyalty. The results showed that the overall goodness-of-fit indicated an empirically good fit with the model. The study concludes that the quality service, brand image and customer satisfaction of leisure business have a direct relation with loyalty and that the quality service indirectly affects loyalty through customer satisfaction. Van Rooy and Viswesvaran (2004) investigated the quality service initiatives of Pakistani commercial banks. The study concluded that customers, employees and managers were dissatisfied with the overall quality service provided. Philip and Hazlett (1997) attempted to describe the IT quality service attributes, which could be measured to improve IT

quality service. They concluded that IT quality service improvement efforts could benefit from considering the internal IT quality service attributes from the viewpoint of the value that the provided IT service could bring to the customer and provider. The findings of these studies emphasize that high quality service ensures customer loyalty.

Carman (1990) studied the quality service dimensions in restaurant services. The findings of this study showed that the reliability dimension is the strongest predictor of customer satisfaction, as well as repeat purchase intention and willingness to recommend. It concludes that improving quality service will strengthen customer loyalty and improve the restaurant's reputation, thereby resulting in more sales and greater revenues over time. This study; therefore, shows that customer satisfaction depends on the value that they attach to products.

Zielke (2008), in an innovative study, analyzed the way that five price image dimensions influence shopping intentions for different store formats. The findings are that in organic food stores, value is important while price processibility influences customers' shopping intentions. The study concludes that shoppers should not focus on price level competition depending on the store format but, attach importance to the price image dimensions in varying degrees. This study asserts the value that customers attach to products and the prices.

Sojka and Deeter-Schmelz, (2002) in a study evaluate the impact of sales' promotions on psychographic variables deal-proneness consumer. The results indicate that promotions influence is significantly linked with psychological variables such as quality consciousness, price consciousness, innovativeness, variety seeker, store loyalty and planning. Promotions, however, have no influence on enjoying shopping, impulsive behaviour, brand loyalty and the time pressure. This; therefore, means that customers seeking services are likely to remain loyal to brands and organizations irrespective of the offers. The findings of the above studies depict that quality service is a win-win for the service personnel and customers since both get satisfaction and gratification; therefore, repeat business. Therefore, consumers are likely to seek services of the same service personnel that they feel understand their needs.

3. Methodology

Correlation research design was adopted for this study. Correlation research design was suitable for this study because it allows for finding out if there is a relationship between two variables without expecting a causal relationship between them and hence was found suitable for finding the relationship between emotional intelligence and quality service in the selected academic libraries. Considering that the study aimed to establish the relationship between emotional intelligence and quality service in selected academic libraries, correlation design was found appropriate as it allowed easy collection of data and reports. Correlation design was suitable for this study because it analyzes the relationship between EI and quality service parameters to enhance service delivery in academic libraries.

The researcher used the questionnaire to collect data for the study and the questionnaire was designed by the researcher in line with the research objectives. Before the questionnaire was administered at the two academic libraries, a pilot was conducted for validation so that improvements can be made before the main study was carried out. The pilot included a survey of 30 postgraduate students of St. Paul's University not selected for the study. The respondents were chosen randomly to participate in the piloting of the questionnaire. They completed the questionnaire and provided feedback about the comprehensiveness of the questions, omissions, ambiguity and grammatical errors. Their responses were analyzed and it was found that the survey questionnaire had omissions, ambiguous and long. The research questionnaire was subjected to the scrutiny by some of the university the librarians especially those with PhD degrees in the field of the librarianship and other experts in the areas of the variables studied; these were approached for their useful advice and input in order to validate the research questionnaire used for the study. Both face and content validity were used in order to standardize the questionnaire and to make it more adequate for the study. Based on their useful feedback, the research questionnaire was modified where necessary.

The study was carried out at the two academic libraries namely Margaret Thatcher library and Ultra-Modern and Information Centre library. The population for this study was 57,353 respondents comprising of students, administrative staff and academic staff from the selected academic universities. The external users were excluded from the study because they occasionally use the library and they might not give accurate data. The population constituted 52,815 students, 2,862 administrative staffs and 1,676 academic staffs. Simple random sampling technique was applied for this study. Simple random sampling was considered suitable for this study because the researcher wanted to collect information from library users of respective academic libraries. The determination of the sample size was based on Efron and Tibshirani (1993) resampling/bootstrap sample method. This study used questionnaires to collect quantitative data from the 92 library users.

Piloting was conducted in one university library (St. Paul's University, Kenya) which was not among the selected academic libraries. Fifteen (15) questionnaires were distributed and the piloting was analyzed using statistical package for social science (SPSS). To achieve validity, the study ensured that the data collection instrument covered the areas under study. The Cronbach alpha reliability estimate was used to measure the internal consistency of data collected. Data analysis in this study involved organizing and interpreting data that were collected from all the respondents.

4. Findings

4.1. Users Perception of Quality Service

4.1.1. Users' Perceptions of Librarians' Quality Service

The first objective of the study sought to determine the users' perceptions of quality service in the selected academic libraries. The quality service delivered by the librarians was classified into four sections; namely, reference service, users' education service, general inquiries service and circulation service. Users were asked to rate reference service as a starting point. Rating of the quality service is necessary in the academic libraries because it results in the users' satisfaction with the libraries' service delivery.

4.1.2. Users' Perceptions of Librarians' Reference Service

In order to determine the users' perceptions of librarians' reference service, respondents were asked to indicate their opinion of service in terms of assistance in searching for information resources, assistance in locating the information resources, assistance in using the information resources, assistance in navigating online resources, assistance in evaluating information resources, assistance on internet use and assistance in the usage of tablet gadgets. Respondents were also asked to rate the service as poor, fair, good, very good and excellent. The respondents, however, gave varying ratings on the services, giving a mixed reaction scenario. Assistance in searching information resources received a poor rating 36(45%), implying that most users were rarely assisted in searching for information resources. On the other hand, the respondents rated being directed to the right information location as very good 22(27.5%). Hence, the findings indicate that the librarians can improve their reference service skills in assisting the users search for the information resources since they know their work, as they are able to evaluate the information resources that the users need. Table 1 illustrates the library users' mixed ratings.

	Poor	Fair	Good	Very Good	Excellent	Missing	Total
Assistance in searching information resources	36(45%)	14(17.5%)	15(18.75%)	10(12.5%)	4(5%)	1(1.25%)	80
Assistance in locating information resource	15 (18.75%)	16 (20%)	20 (25%)	22 (27.5%)	7 (8.75%)	0	80
Assistance in using information resources	11 (13.75%)	18 (22.5%)	20 (25%)	17 (21.25%)	14 (17.5%)	0	80
Assistance in navigating online resources	6 (7.5%)	17 (21.25%)	18 (22.5%)	19 (23.75%)	19 (23.75%)	1 (1.25%)	80
Assistance in evaluating information resources	8 (10%)	15	22 (27.5%)	14 (17.5%)	20 (25%)	1 (1.25%)	80
Assistance in internet use	10 (12.5%)	16 (20%)	17 (21.25%)	18 (22.5%)	19 (23.75%)	0	80
Assistance in tablet gadgets	12 (15%)	21 (26.25%)	17 (21.25%)	14 (17.5%)	11 (13.75%)	5 (6.25%)	80

Table 1: Reference Service Ratings

Source: Research Data (2019)

4.1.3. Users' Perceptions of Librarians' User Education Service

In order to determine the users' perceptions of librarians' user education service in the selected academic libraries, user education service was distributed as: orientation of users, training on use of information resources, training on OPAC use, training on registration and use of remote access, training on effective information search and use, induction on the Turnitin software use and training on citation and the use of referencing tools. Respondents were asked to rate the user education service as: poor, fair, good, very good and excellent. The findings show that the orientation of users, as well as the training on registration and use of remote access got poor rating statuses from the users at 25% and 28.75%, respectively. Induction on the use of the Turnitin software on average got an excellent rating. This means that 30% of the users agreed to the librarians' efforts of inducting them to utilizing Turnitin software for plagiarism. This; therefore, mean that the librarians need more training on the registration and use of remote access in order to properly orient users on the same. Table 2 represents the rating distribution across the user education service parameters.

	Poor	Fair	Good	Very Good	Excellent	Missing	Total
Orientation of users	20 (25%)	11 (13.75%)	20 (25%)	18	11 (13.75%)	0	80
Training on use of information resources	15 (18.75%)	17 (21.25%)	16 (20%)	13 (16.25%)	15 (18.75%)	4 (5%)	80
Training on OPAC use	18 (22.5%)	13 (16.25%)	20 (25%)	19 (23.75%)	10 (12.5%)	0	80
Training on registration and use of remote access	23 (28.75%)	12 (15%)	17 (21.25%)	15 (18.75%)	12 (15%)	1 (1.25%)	80
Training on effective information search and use	13 (16.25%)	15 (18.75%)	22 (27.5%)	16 (20%)	14 (17.5%)	0	80
Induction on Turnitin software use	8 (10%)	16 (20%)	15 (18.75%)	16 (20%)	24 (30%)	1 (1.25%)	80
Training on citation and referencing tools use	12 (15%)	15 (18.75%)	13 (16.25%)	20 (25%)	19 (23.75%)	1 (1.25%)	80

Table 2: User Education Service

Source: Research Data (2019)

4.1.4. Users' Perceptions of Librarians' General Inquiries Service

In order to determine the users' perceptions of librarians' general inquiry service in the selected academic libraries, the general inquiry service was defined by: getting usernames and passwords to access e-resources, accessing past papers online, registration for off-campus e-resource access, finding research work on a certain topic, accessing institutions' wireless internet, the registration process to use the library services and getting an attachment in the library. Respondents were asked to rate general inquiry service as: poor, fair, good, very good and excellent. The findings show that getting usernames and passwords in order to access e-resources, as well as getting attachment in the library, received a fair and above rating from users since only 9(11.25%) of the users rated these services as poor.

Of the above-mentioned services, registration process to use the library services, finding research work on a certain topic and accessing institutions' wireless internet were delivered to the respondents' satisfaction. Hence, the findings show that the librarians can improve their skills on helping users accessing the past papers online. The rest got a lower rating as revealed in Table 3.

	Poor	Fair	Good	Very Good	Excellent	Missing	Total
Getting usernames and passwords to access e-resources	9 (11.25%)	21 (26.25%)	20 (25%)	16 (20%)	14 (17.5%)	0	80
Access of past papers online	20 (25%)	16 (20%)	16 (20%)	15 (18.75%)	13 (16.25%)	0	80
Register for off-campus e-resource access	15	20 (25%)	19 (23.75%)	16 (20%)	9 (11.25%)	1 (1.25%)	80
Find a research work on a certain topic	17 (21.25%)	16 (20%)	12 (15%)	22 (27.5%)	13 (16.25%)	0	80
Accessing institutions wireless internet	12 (15%)	14 (17.5%)	8 (10%)	28 (35%)	17 (21.25%)	1 (1.25%)	80
Registration process to use library services	12 (15%)	13 (16.25%)	19 (23.75%)	13 (16.25%)	23 (28.75%)	0	80
Getting an attachment in the library	9 (11.25%)	17 (21.25%)	20 (25%)	20 (25%)	14 (17.5%)	0	80

Table 3: General Inquiries Service

Source: Research Data (2019)

4.1.5. Users' Perceptions of Librarians' Circulation Service

In an attempt to determine the users' perceptions of librarians' circulation service in selected academic libraries, circulation service was classified as: lending information materials, reserving information resources, charging overdue resources, answering users' inquiries, registering users, resolving users' complaints, clearing users and assisting users

photocopy materials. Respondents were asked to rate general inquiry service using poor, fair, good, very good and excellent. The findings show that the users rated reserving information resources and assisting users photocopy the materials at excellent status, which implies that these services listed under the circulation services were delivered to their satisfaction at 21(26.25%) and 3(28.75%), respectively. On the other hand, charging for the overdue resource's services were poorly rendered to them; almost half of the users 37(46.25%) were unhappy with the way that charging overdue resources was handled.

Thus, the findings depict that the librarians have no or low skills in communicating certain things since charging the users for the overdue resources ranked low, thereby they should improve on this, as this is an area of concern to the users since the subject of money is close to most people's hearts. Hence, the users seem to have a low overall perception of the librarians' quality service. Treadway et al (2013) notes that high quality service is perceived to only exist among extroverts due to their ability to seek advice on work-related issues from experienced colleagues, as well as motivation and enthusiasm about reporting to work daily and socializing with colleagues, which boost their performance. Table 4 illustrates the ratings on the various circulation services.

	Poor	Fair	Good	Very Good	Excellent	Missing	Total
Lending information materials	15 (18.75%)	18 (22.5%)	14 (17.5%)	19 (23.75%)	14 (17.5%)	0	80
Reserving information resources	20 (25%)	21 (26.25%)	5(6.25%)	13 (16.25%)	21 (26.25%)	0	80
Charging overdue resources	37 (46.25%)	9 (11.25%)	19 (23.75%)	3 (3.75%)	12 (15%)	0	80
Answering user inquiries	14 (17.5%)	16 (20%)	20 (25%)	16 (20%)	14 (17.5%)	0	80
Registering users	14 (17.5%)	10 (15.5%)	18 (22.25%)	27 (33.75%)	11 (13.75%)	0	80
Resolving user complaints	9 (11.25%)	15 (18.75%)	19 (23.75%)	22 (27.5%)	14 (17.5%)	1 (1.25%)	80
Clearing users	12 (15%)	12 (15%)	19 (23.75%)	20 (25%)	16	1 (1.25%)	80
Assisting users photocopy materials	13 (16.25%)	19 (23.75%)	8 (10%)	17 (21.25%)	23 (28.75%)	0	80

Table 4: Circulation Service
Source: Research Data (2019)

5. Conclusions

5.1. Users' Perceptions of Quality Service

This study sought to determine the users' perceptions of librarians' quality service in selected university libraries in Kenya. Findings from the study revealed that the users of university libraries understand quality service, which is a good foundation for adopting emotional intelligence. In determining the users' perceptions of the librarians' quality service, the librarians were ranked low. Treadway et al (2013) notes that high quality service is perceived to only exist among extroverts due to their ability to seek advice on work-related issues from experienced colleagues, as well as motivation and enthusiasm about reporting to work daily and socializing with colleagues, which boost their performance.

The study established that a good number of the library users in the respective universities understand the term quality service as the processes involved in service delivery. The findings established that majority of the library users understand the term quality service as the attitude of personnel, inclusion of ancillary services, availability and training, among others. This; therefore, means that the users are not only aware of the services in the academic libraries but, attach importance to the librarians' performance. Generally, the respondents rated the librarians' quality service as poor. Practices such as the assistance of searching for information resources, training on the registration and use of remote access, accessing past papers online, and charging for the overdue resources ranked low.

The findings of the study confirmed that quality service in the university libraries is necessary and can be improved because the users' satisfaction depends on the librarians' service delivery. Low quality service may pose a challenge in the provision of effective services in the library. Lehtinen and Lehtinen (1982) identified three types of quality in service delivery, including interactive quality, which refers to the interaction between service providers and customers. Gronroos (2001) in his findings listed functional quality among quality service, saying that it is the customers' assessment of the delivery process based on preconceived ideas of the expected services and providers.

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