

**EXHIBITION**

**ON PSAS**

**29/12/2012 - 31/01/2013**

**CUSTOMER**  
**SATISFACTION**  
**SURVEY**

**2011**



**UPM**  
UNIVERSITI PUTRA MALAYSIA  
BERSAMA SAMA MELAKSANAKAN TRANSFORMASI

PERPUSTAKAAN SULTAN ABDUL SAMAD  
UNIVERSITI PUTRA MALAYSIA

# PERPUSTAKAAN SULTAN ABDUL SAMAD CUSTOMER SATISFACTION SURVEY 2011

## PURPOSE

To evaluate customer satisfaction on the services offered by Perpustakaan Sultan Abdul Samad (PSAS) and to identify ways to improve and enhance our services.


## METHODOLOGY

A questionnaire comprise of 16 questions was designed and distributed to Postgraduate students, UPM staff and Undergraduate students. Respondents were also encouraged to answer via online available at <http://usurvey.upm.edu.my/index.php?sid=26589&lang=en>. The survey was conducted in three phases:

- Phase 1: Postgraduate students from 12<sup>th</sup> July – 12<sup>th</sup> August 2011.
- Phase 2: UPM staff from 8<sup>th</sup> – 30<sup>th</sup> September 2011.
- Phase 3: Undergraduate students from 6<sup>th</sup> – 29<sup>th</sup> October 2011.

## FINDINGS

A total of 1,353 respondents answered to the questionnaires. The following charts summarized the results of the survey.

 <b>UPM</b> <small>UNIVERSITI PUTRA MALAYSIA</small>	<b>SOKONGAN</b> <b>PENGURUSAN PELANGGAN</b>  <b>PEJABAT NAIB CANSOLOR</b> SOK/PEL/BR08/KKP LIB
BORANG KAJIAN KEPUASAN PELANGGAN PERPUSTAKAAN SULTAN ABDUL SAMAD  <i>Customer Satisfaction Survey Form - Library</i>	

Kajian ini bertujuan untuk mendapat maklum balas pelanggan mengenai perkhidmatan, kemudahan dan prasarana yang disediakan di perpustakaan. Sila bantu kami untuk meningkatkan perkhidmatan dengan melengkapkan soal selidik ini.

*The aim of this survey is to get customer feedback on the services, facilities and infrastructure provided by the library. Please help us serve you and others better by taking a few minutes to answer the questions below.*

**1. Status (Status)**

<input type="checkbox"/>	Pelajar Ijazah/Diploma ( <i>Undergraduate/Diploma</i> )
<input type="checkbox"/>	Pelajar Ijazah Lanjutan ( <i>Postgraduate</i> )
<input type="checkbox"/>	Staf Akademik ( <i>Academic Staff</i> )
<input type="checkbox"/>	Staf Bukan Akademik ( <i>Non Academic Staff</i> )

**2. Jantina (Gender)**

<input type="checkbox"/>	Lelaki ( <i>Male</i> )
<input type="checkbox"/>	Perempuan ( <i>Female</i> )

**3. Fakulti/Bahagian/Institut/Pusat (Faculty/Division/Institute/Centre)**

.....

**4. Nyatakan Perpustakaan yang anda nilai (Please indicate which library you are evaluating)**

<input type="checkbox"/>	Perpustakaan Utama ( <i>Main Library</i> )
<input type="checkbox"/>	Perpustakaan Perubatan dan Sains Kesihatan ( <i>Medicine and Health Sciences Library</i> )
<input type="checkbox"/>	Perpustakaan Perubatan Veterinar ( <i>Veterinary Medicine Library</i> )

**5. Berapa kerapkah anda mengunjungi perpustakaan? (How frequent do you visit the library?)**

<input type="checkbox"/>	Setiap hari ( <i>Everyday</i> )
<input type="checkbox"/>	Tiga kali seminggu ( <i>Three times a week</i> )
<input type="checkbox"/>	Dua kali seminggu ( <i>Twice a week</i> )
<input type="checkbox"/>	Satu kali seminggu ( <i>Once a week</i> )
<input type="checkbox"/>	Lain-lain, sila nyatakan. ( <i>Other, please specify</i> )



6. Berapa kerapkah anda menggunakan pangkalan data atas talian? (How frequent do you use online data bases?)

Setiap hari (Everyday)	
Tiga kali seminggu (Three times a week)	
Dua kali seminggu (Twice a week)	
Satu kali seminggu (Once a week)	
Lain-lain, sila nyatakan. (Other, please specify)	

Sila klik butang yang berkenaan berpandukan skala berikut :  
(Please click the respective button provided based on the following scale) :

0. Tidak berkaitan (Not applicable)
1. Sangat tidak memuaskan (Very dissatisfied)
2. Tidak memuaskan (Dissatisfied)
3. Sederhana (Moderately Satisfied)
4. Memuaskan (Satisfied)
5. Sangat memuaskan (Very Satisfied)

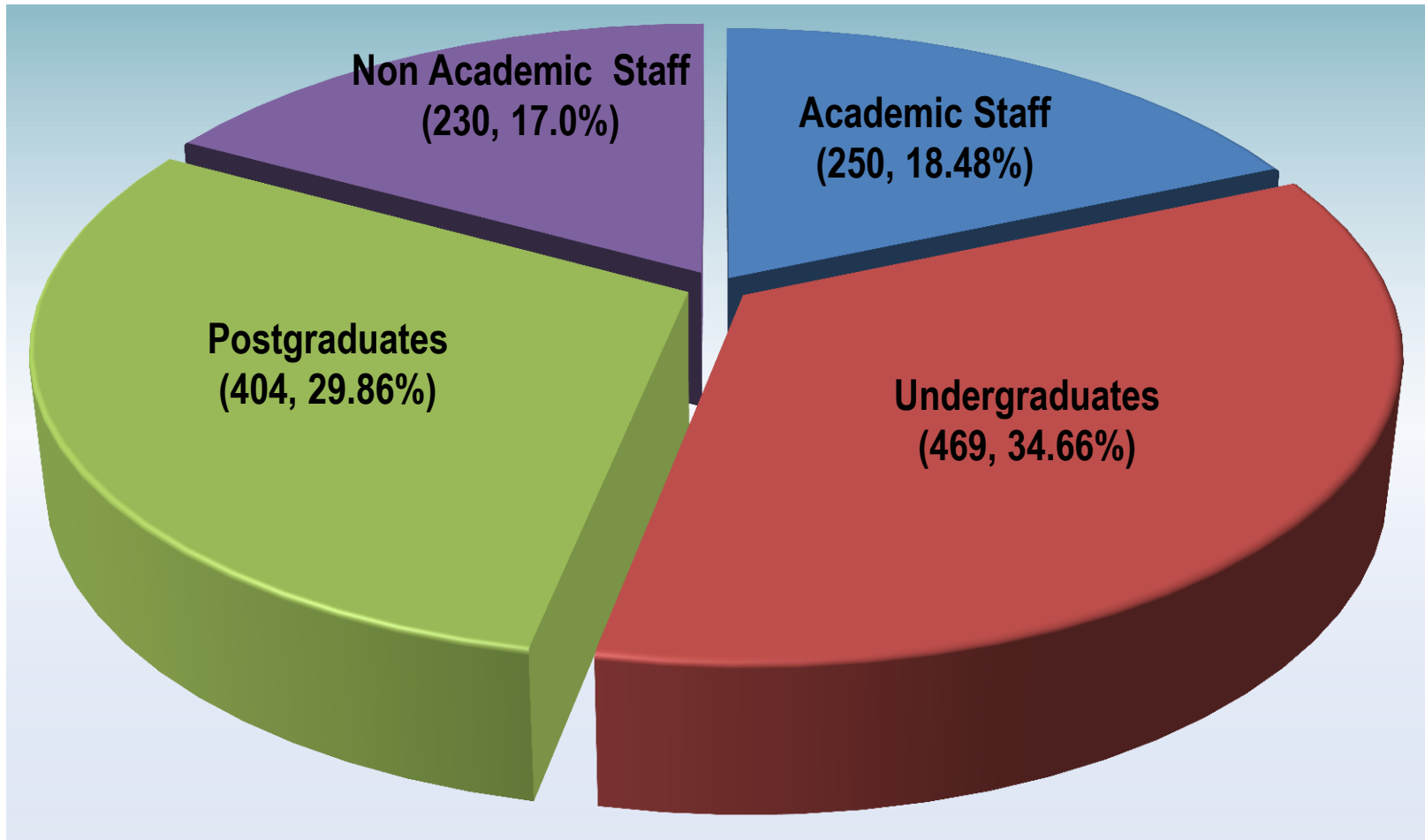
	0	1	2	3	4	5
Suasana pembelajaran (suhu dan pencahayaan) <i>Learning environment (temperature and lighting)</i>						
Kemudahan komputer <i>Computer facilities</i>						
Sistem Hotspot (WiFi/Wireless) <i>Hotspot System (WiFi/Wireless)</i>						
Koleksi perpustakaan (cth : buku, jurnal) <i>Library collections (eg. books, journals)</i>						
Pangkalan data/jurnal atas talian (cth : Science Direct) <i>Online databases/journals (eg. Science Direct)</i>						
Perkhidmatan Rujukan <i>Reference Services</i>						
Susunan buku/jurnal di rak <i>Shelving of books/journals</i>						
Mesin pinjaman layan diri/kotak pemulangan buku <i>Self check machine/Book drop</i>						
Kemudahan salinan foto <i>Photocopying facilities</i>						
Staf yang mesra pelanggan <i>User friendly staff</i>						

Terima kasih di atas kerjasama anda menjawab soalan kajian ini.

Thank you for your cooperation in answering the questions in this survey

Sila kembalikan soal selidik ini ke Meja Penasihat Pengguna, PSAS atau mana-mana cawangan perpustakaan berkaitan.  
Please return this questionnaire to Reader's Advisory Desk, PSAS or any related branch library.

## **DISTRIBUTION OF RESPONDENTS**



## DISTRIBUTION BY GENDER

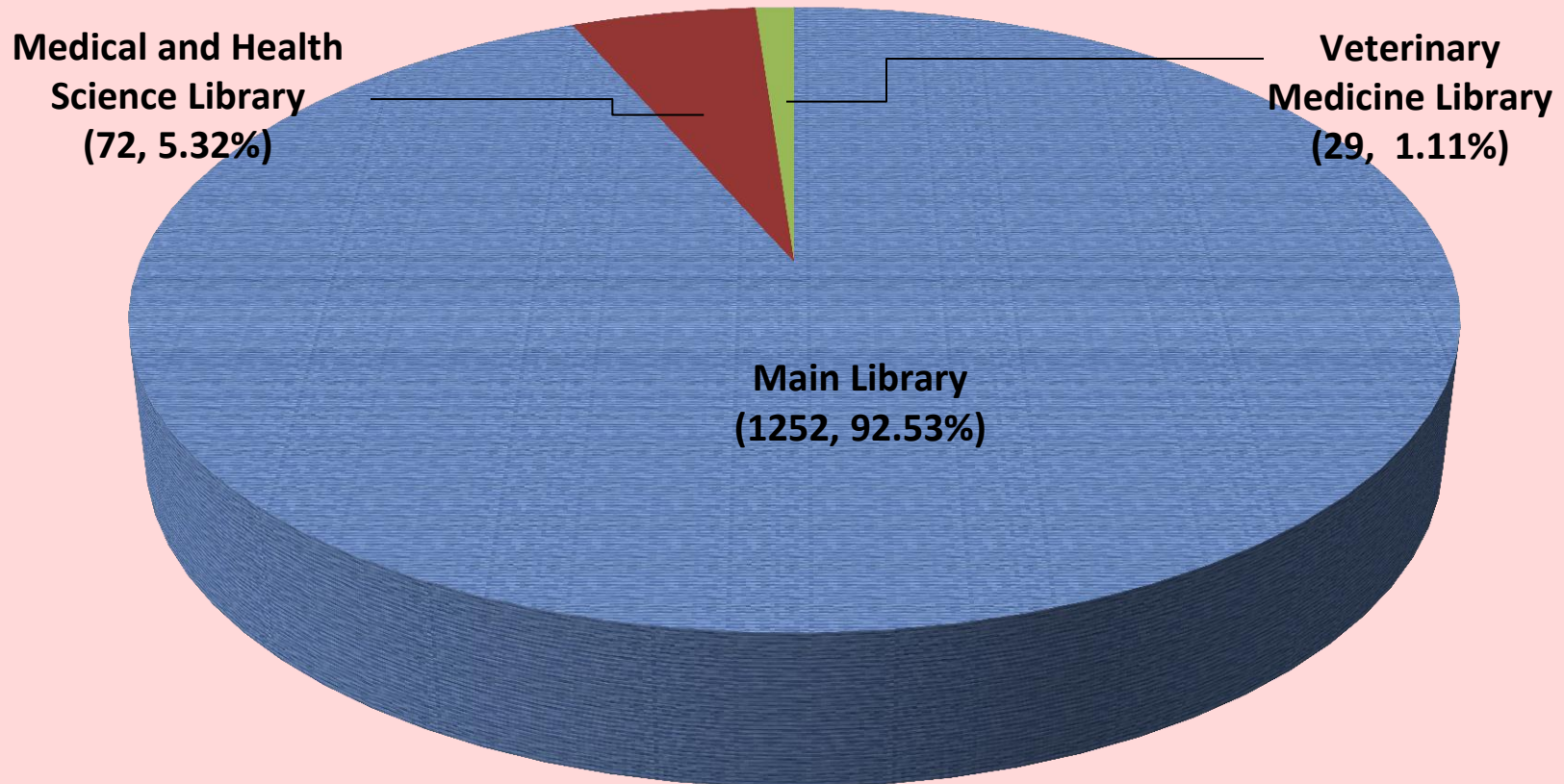
<div> <div>Status</div> <div>Gender</div> </div>	Number (Percentage, %)		
	Postgraduate Students	Staff	Undergraduate Students
<b>Male</b>	167 (41.34%)	180 (37.50%)	141 (30.06%)
<b>Female</b>	237 (58.66%)	300 (62.50%)	328 (69.94%)
<b>Total</b>	404 (100.00%)	480 (100.00%)	469 (100.00%)

# DISTRIBUTION OF RESPONDENTS BY FACULTY/DEPARTMENT

FACULTIES / DEPARTMENTS	PERCENTAGE (%)
Faculty of Modern Language and Communication	22.65%
Faculty of Biotechnology and Bimolecular Sciences	18.08%
Faculty of Human Ecology	13.74%
Faculty of Economics and Management	17.96%
Faculty of Engineering	22.13%
Faculty of Environmental Studies	8.87%
Faculty of Educational Studies	22.60%
Faculty of Forestry	11.28%
Faculty of Agriculture	15.97%
Faculty of Medicine and Health Science	16.93%
Faculty of Veterinary and Medicine	6.77%
Faculty of Design and Architecture	8.91%
Faculty of Science	41.61%
Faculty of Food Science and Technology	10.39%
Faculty of Computer Science and Information Technology	19.60%
Faculty of Agriculture and Food Sciences	0.21%
Institutes (9 entities) & Schools (2 entities)	29.98%
Departments (10 entities) & Centers (5 entities)	9.22%

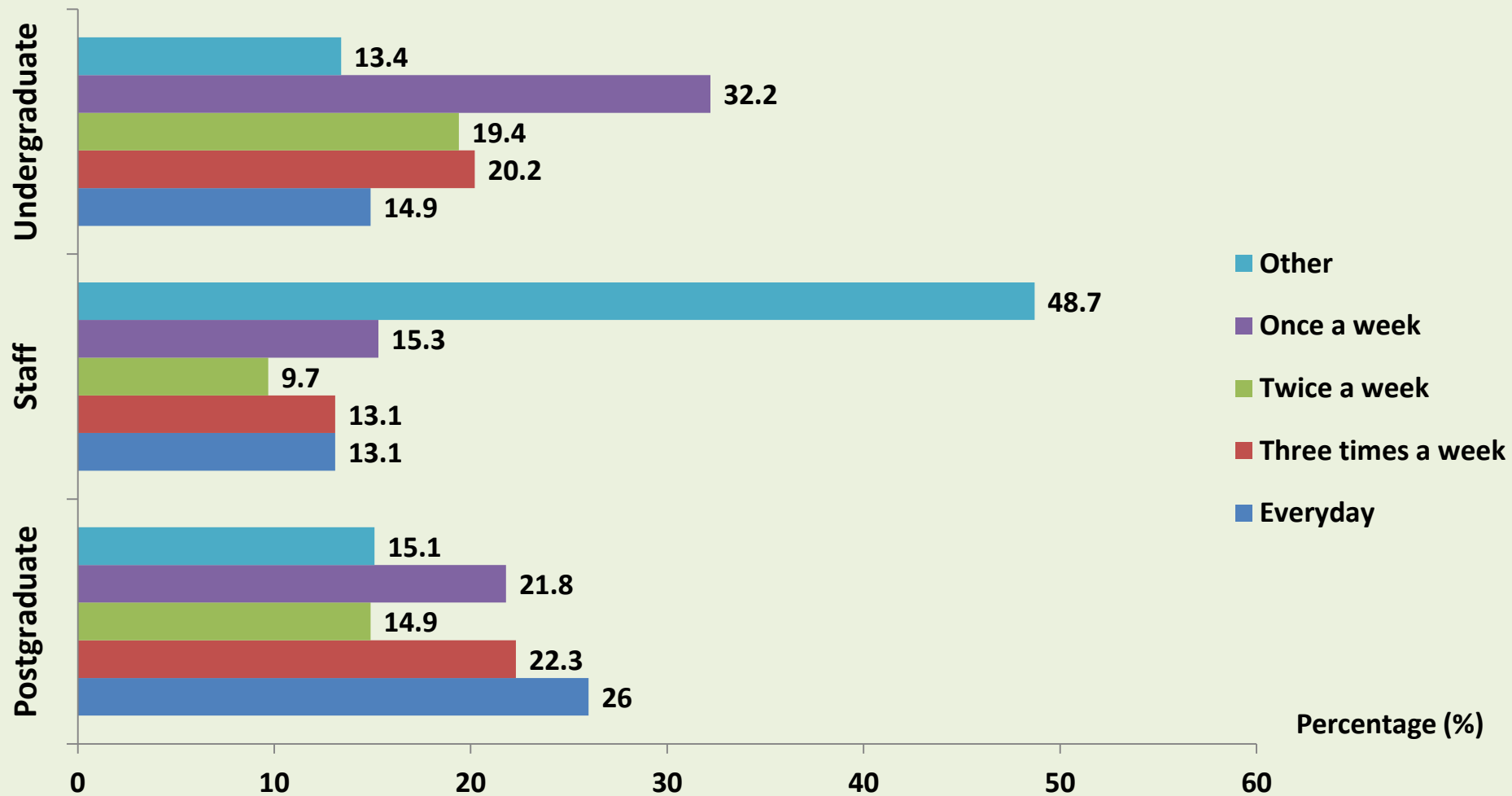


## **EVALUATION BY LIBRARIES**

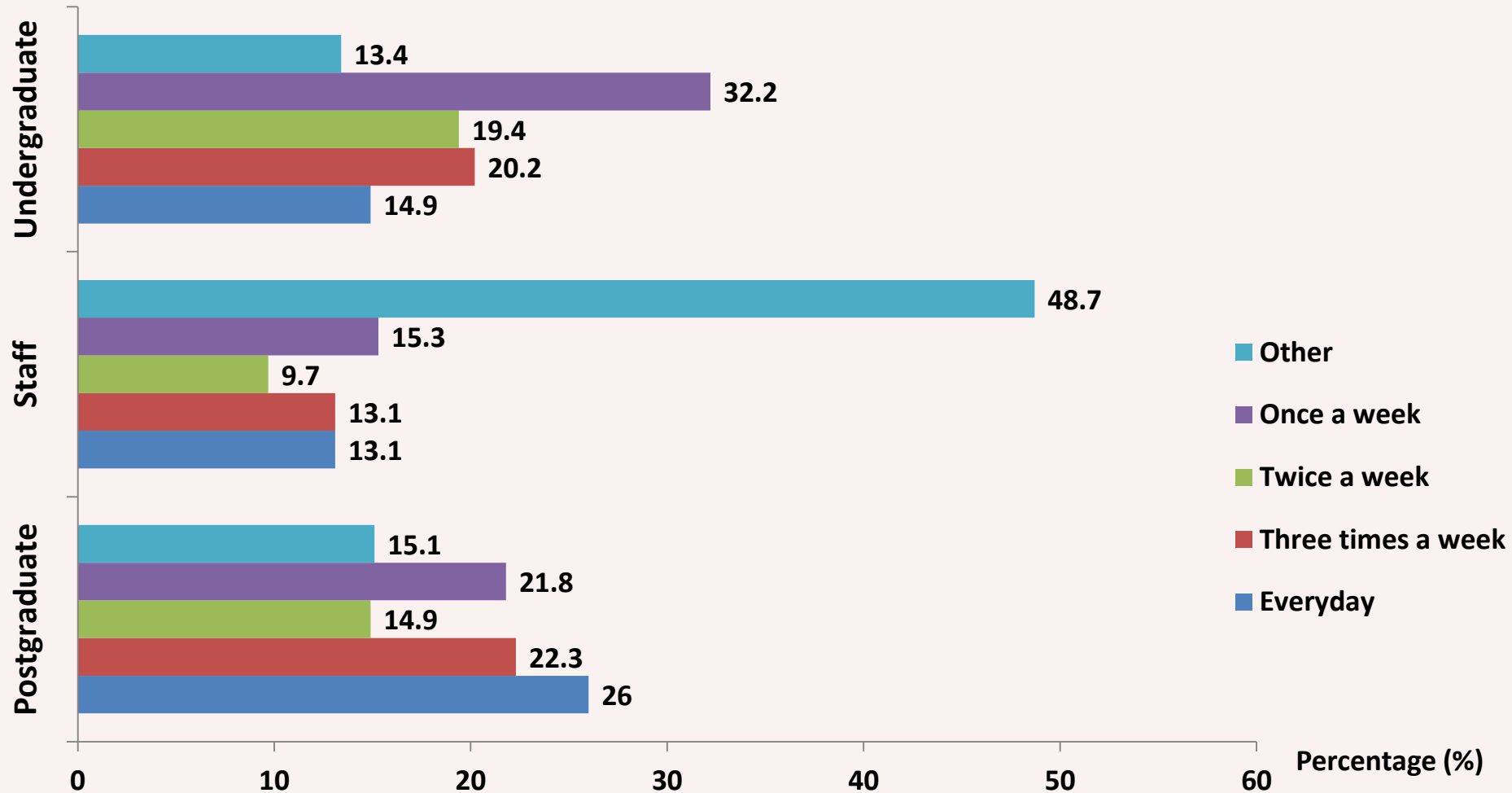




# FREQUENCY OF LIBRARY VISITS

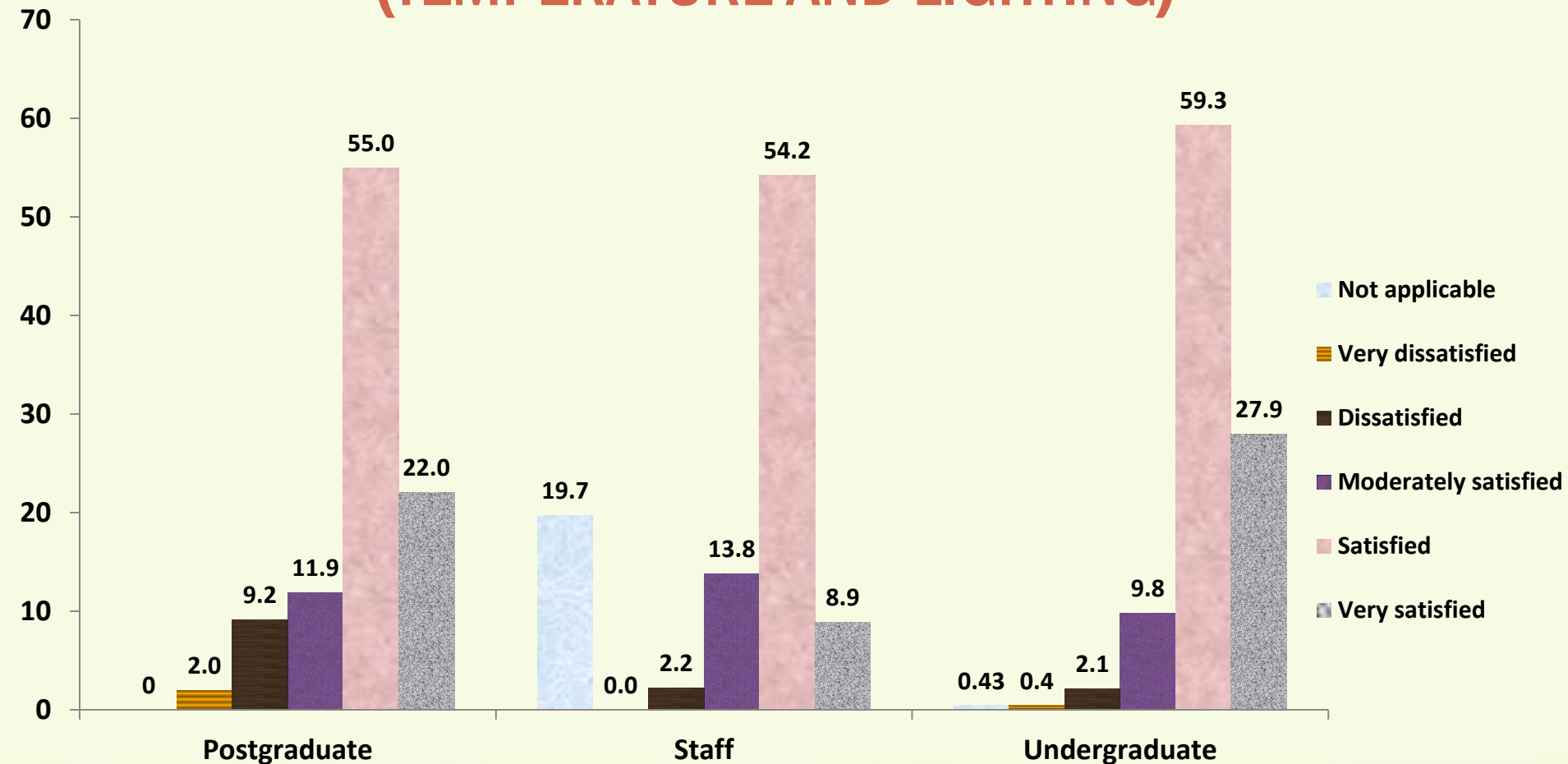


# FREQUENCY OF ONLINE DATABASES USAGE



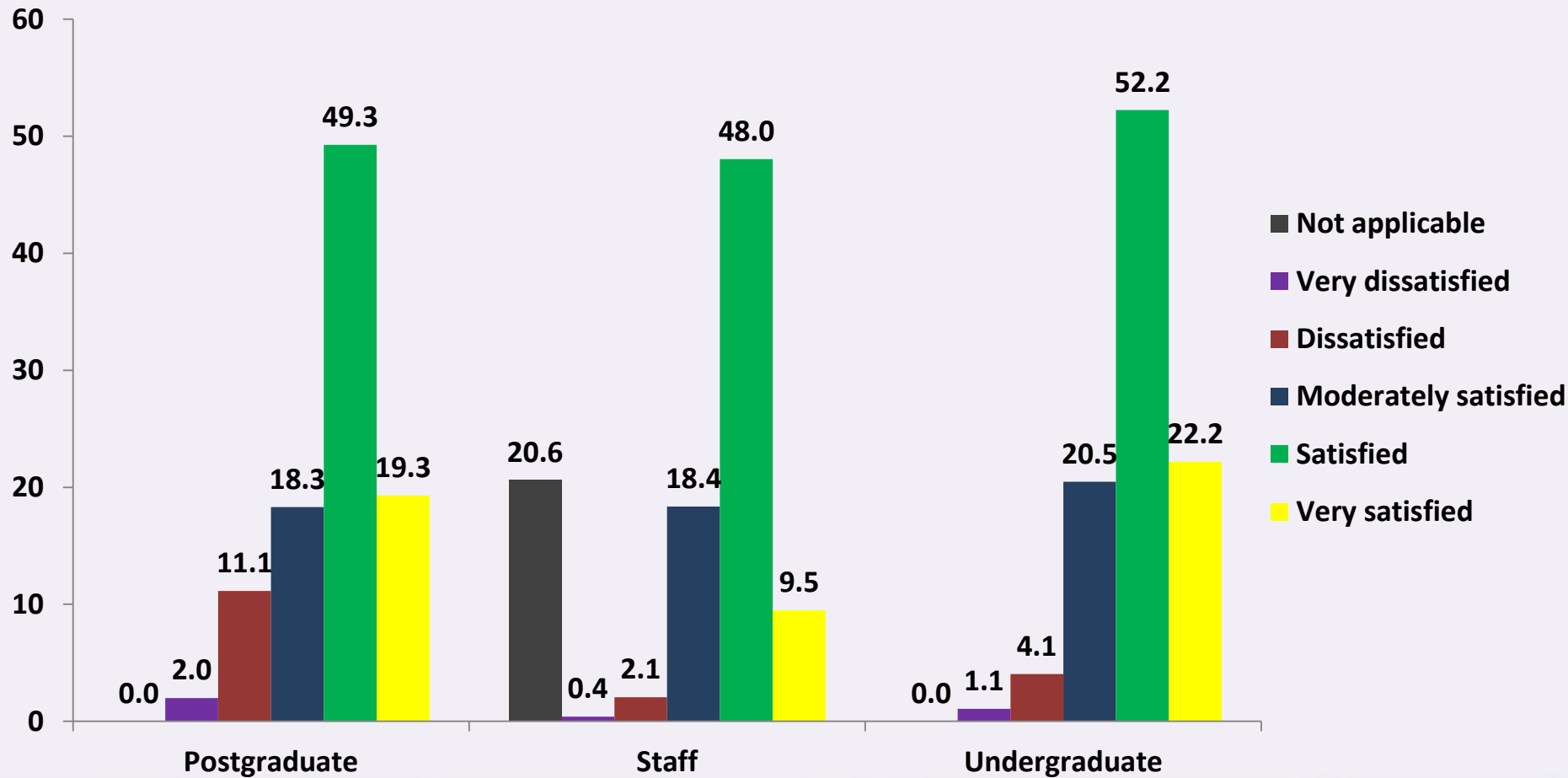
# LEARNING ENVIRONMENT (TEMPERATURE AND LIGHTING)

Percentage (%)



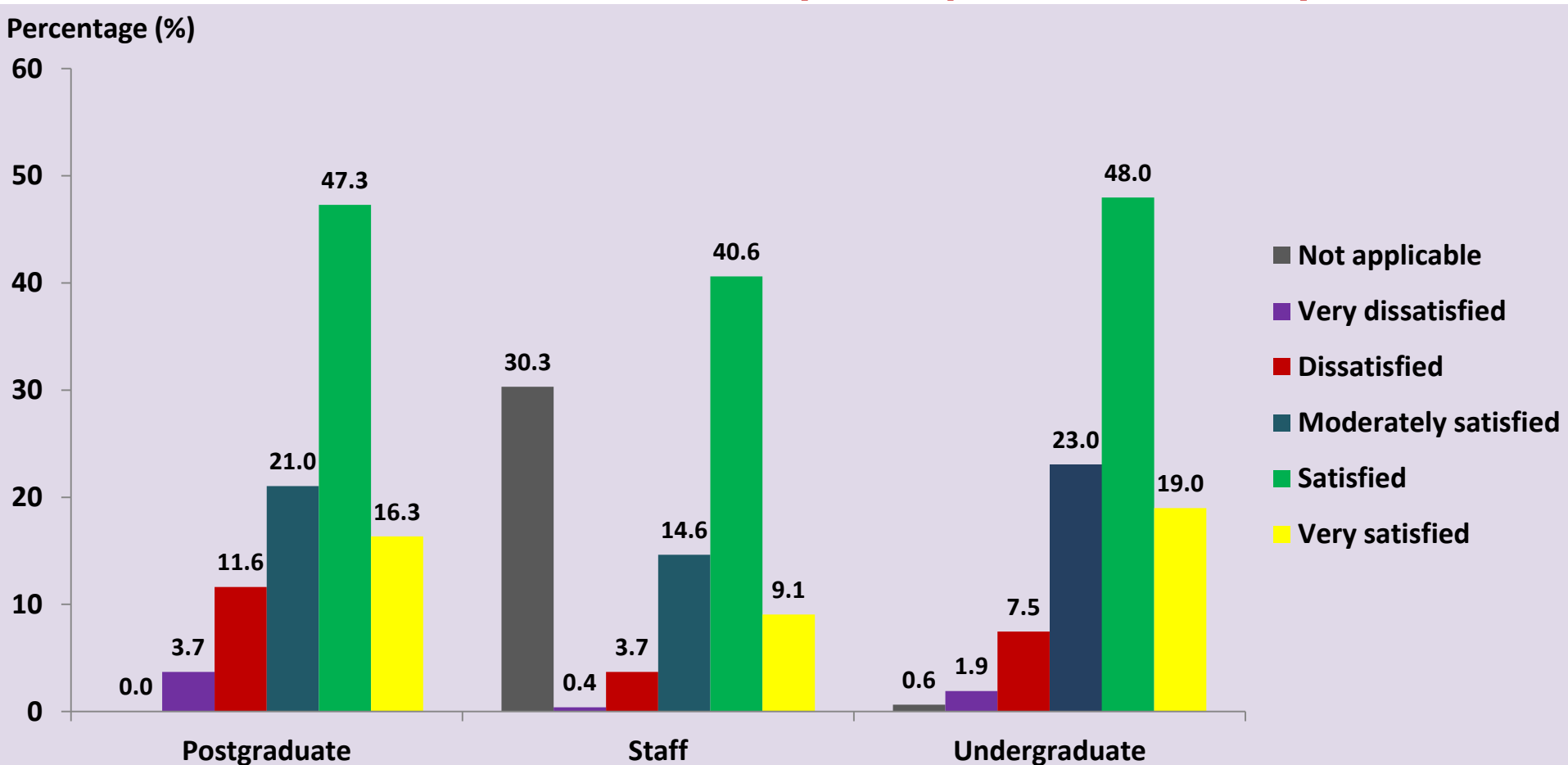
# COMPUTER FACILITIES

Percentage (%)

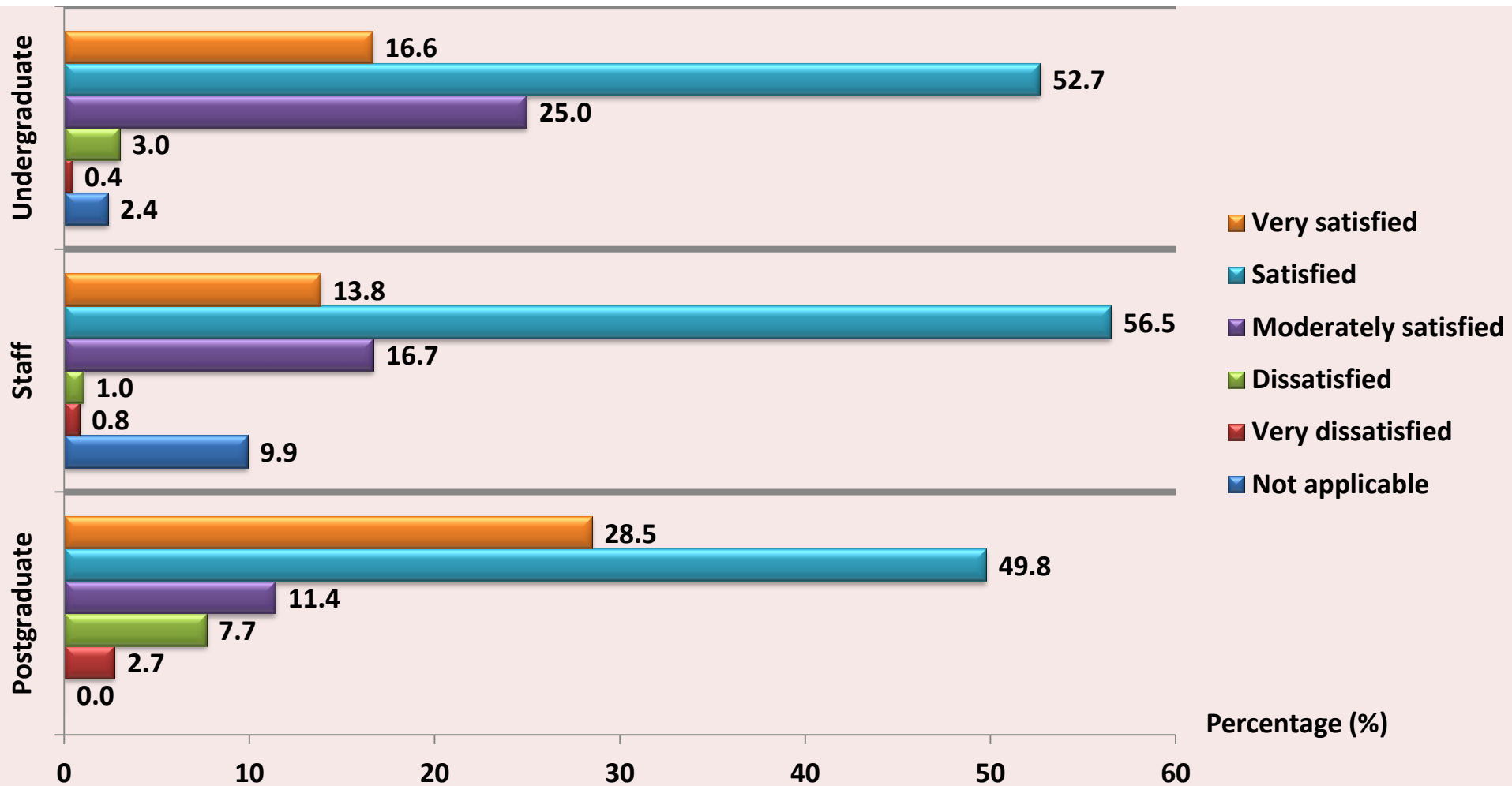




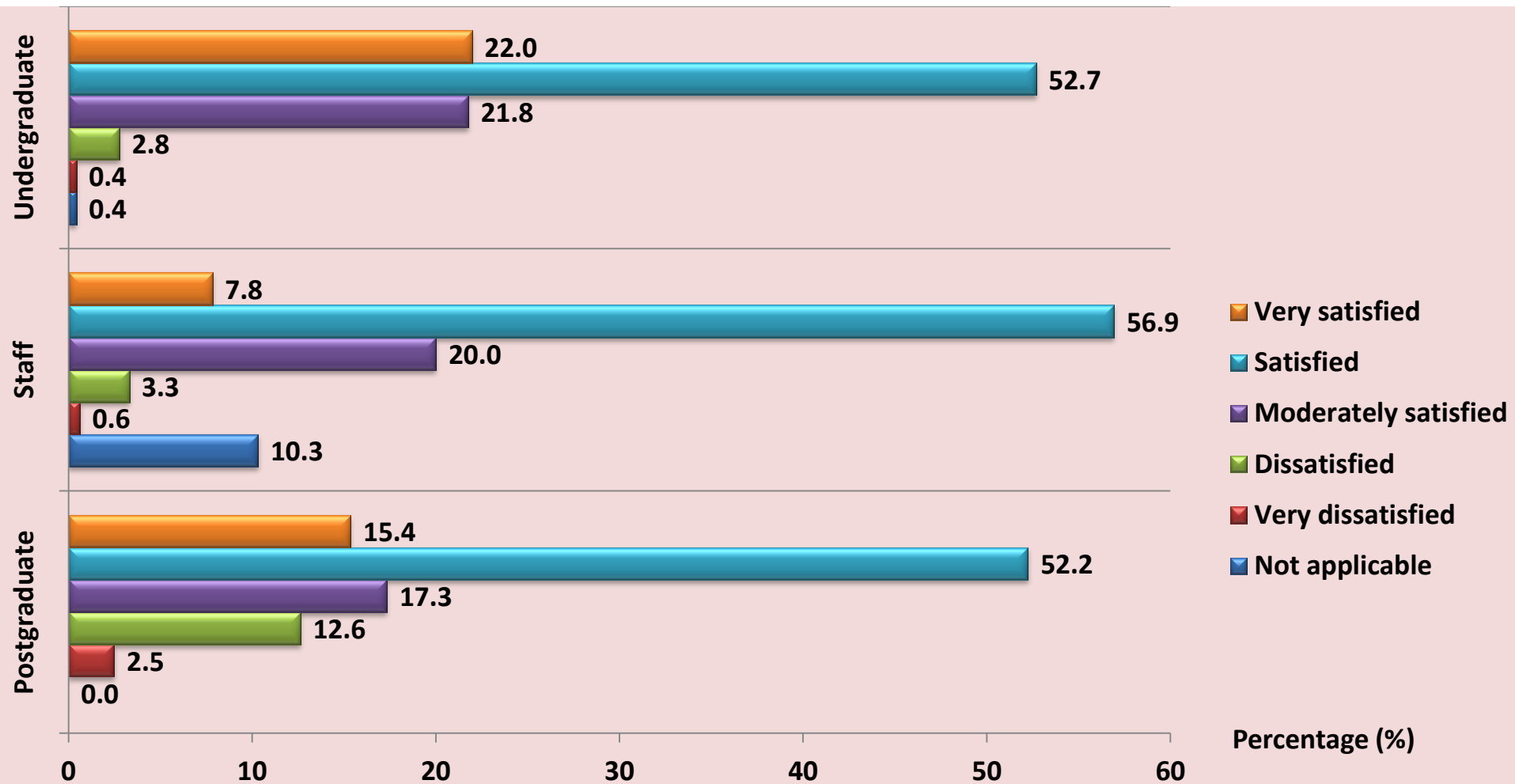
## HOTSPOT SYSTEM (WIFI / WIRELESS)



# ONLINE DATABASES / JOURNALS

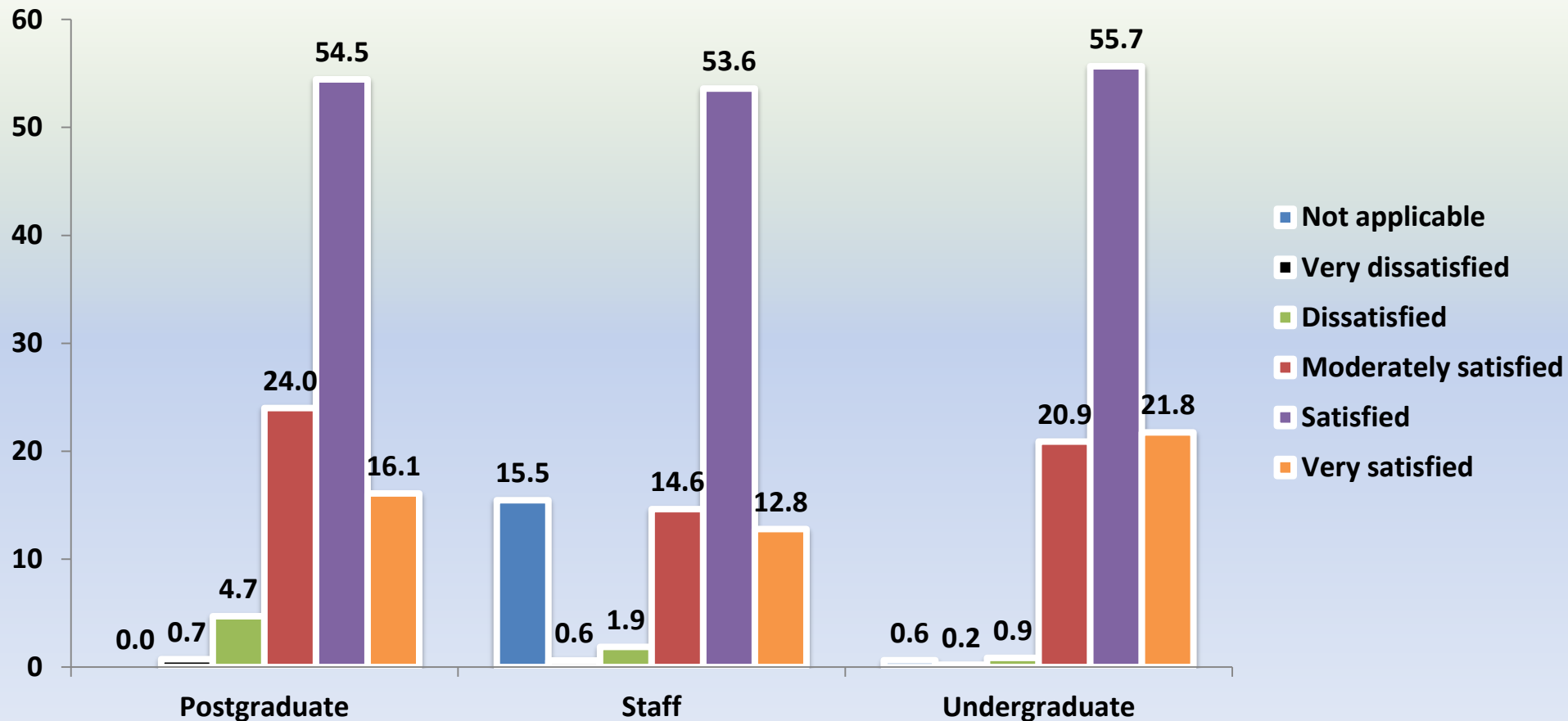


# LIBRARY COLLECTION



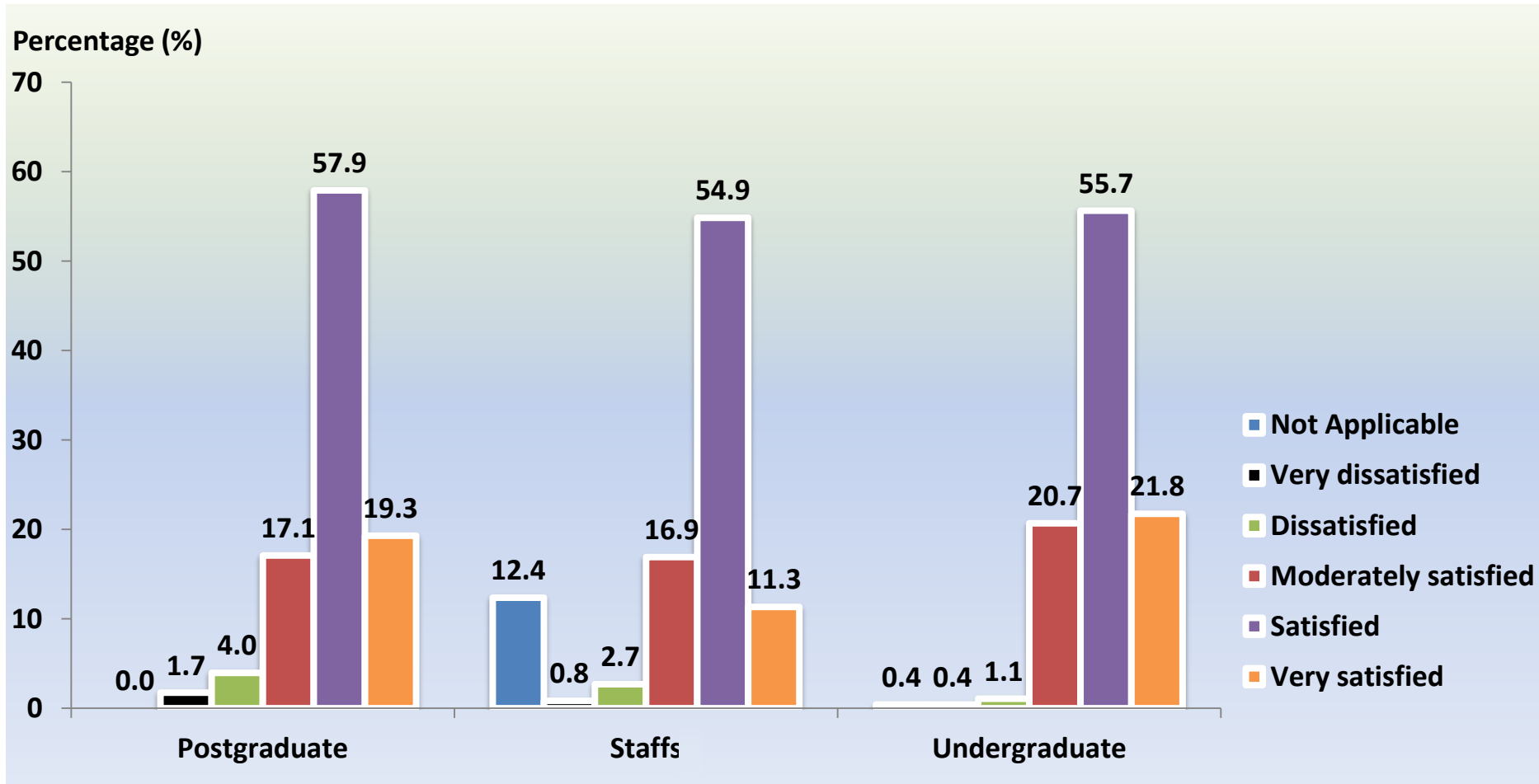
## REFERENCE SERVICES

Percentage (%)

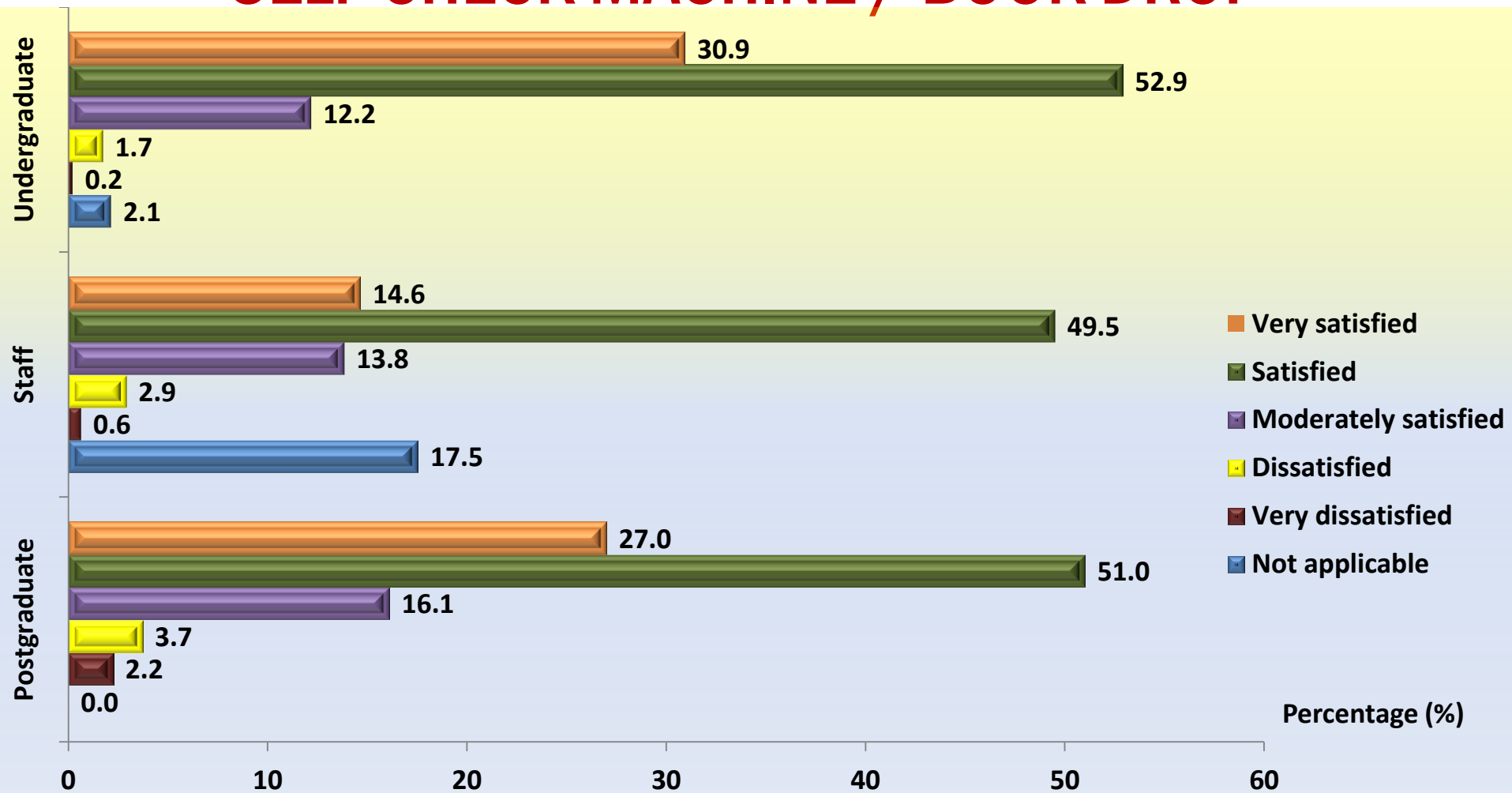




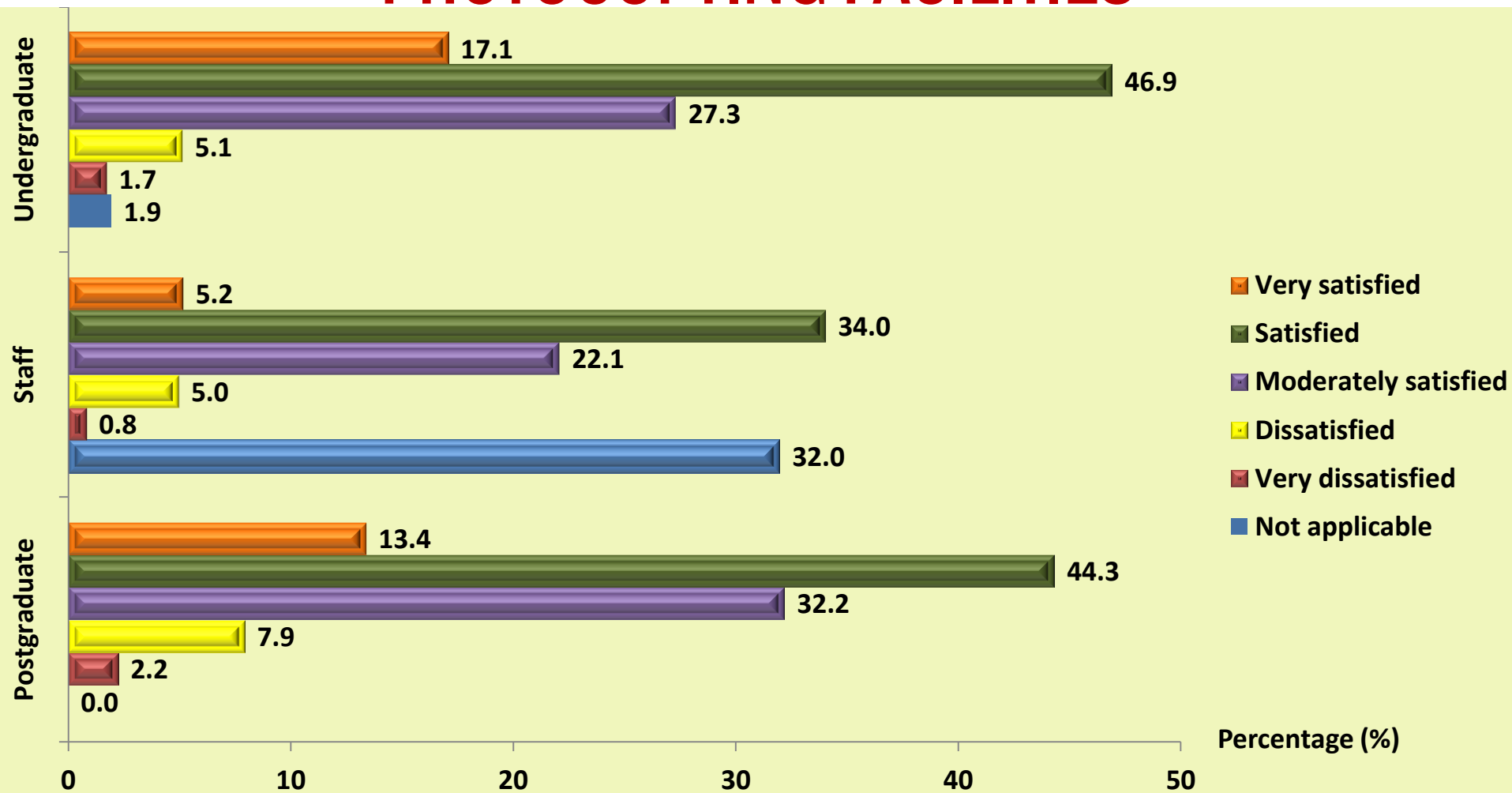
# SHELVING OF BOOKS / JOURNALS



# SELF CHECK MACHINE / BOOK DROP

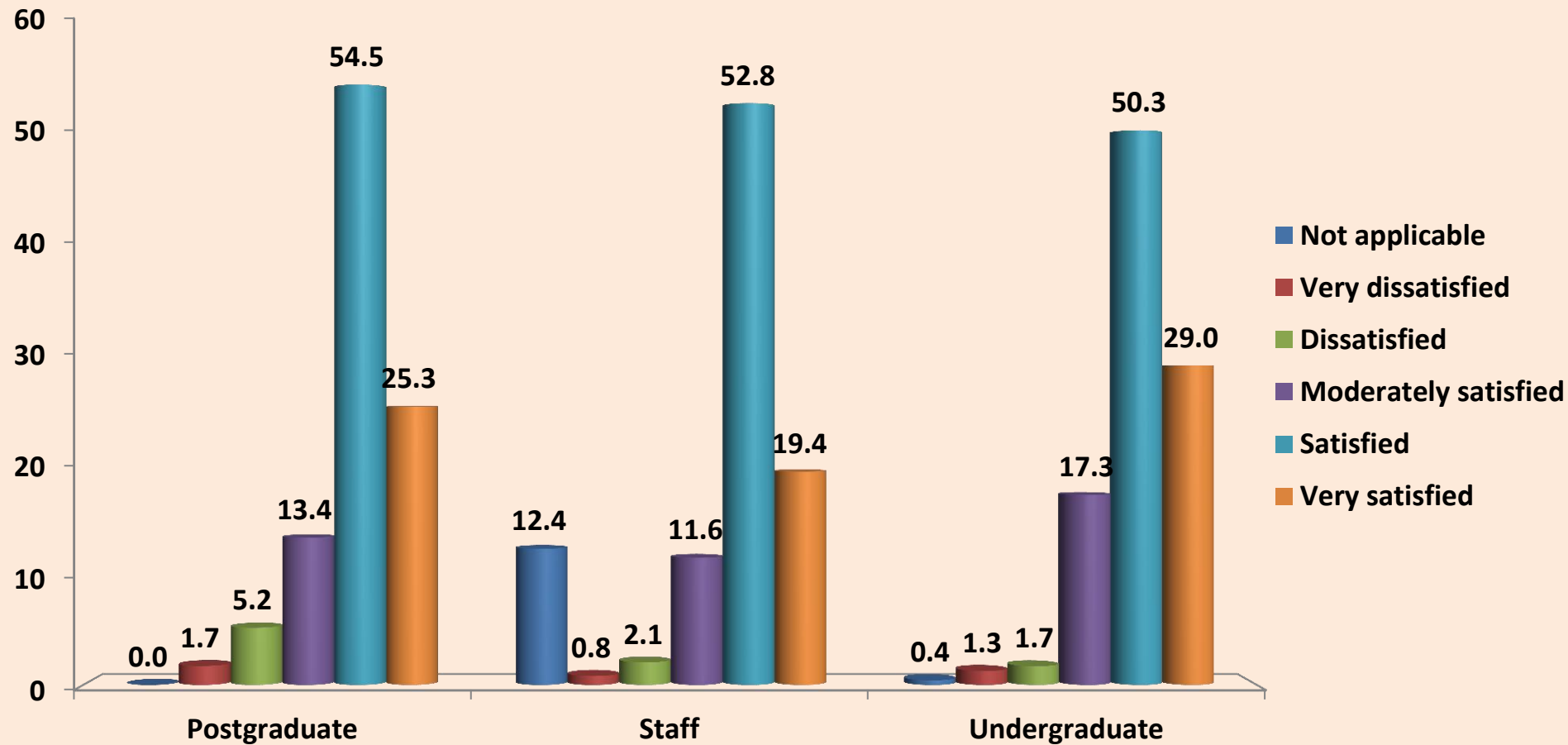


# PHOTOCOPYING FACILITIES



## FRIENDLY STAFF

Percentage (%)





## WHAT IS THE LIBRARY DOING ABOUT IT?

PSAS would like to thank you for your response to our survey. Your feedback are very much appreciated and will be of great help for us to improve our services.

Action will be taken if satisfaction level for scale 4 and 5 is below 80%.

The following slides indicate the actions taken by PSAS.

## **SATISFACTION LEVEL BY ITEMS**

<b>Evaluated Items</b>	<b>Satisfaction Level 4 and 5 (%)</b>			
	Postgraduates	Staff	Undergraduates	Average
1. Learning Environment: Temperature and Lighting	76.98	63.1	87.21	75.76
2. Computer Facilities	68.57	57.52	74.41	66.83
3. Hotspot System (WiFi /Wireless)	63.62	49.69	66.95	60.08
4. Library Collection	67.58	64.75	74.63	68.98
5. Online Databases/ Journals	78.22	70.3	69.30	72.60
6. References Services	70.55	66.39	77.40	71.44
7. Shelving of Books/ Journals	77.23	66.19	77.40	73.60
8. Self Check Machine/ Book drop	77.97	64.12	83.80	75.29
9. Photocopying Facilities	57.68	39.17	63.97	53.60
10. Friendly Staff	79.71	72.16	79.32	77.06

## LEARNING ENVIRONMENT (TEMPERATURE AND LIGHTING)

### Result

Postgraduates: 76.98%, Staff: 63.1%, Undergraduates: 87.21%  
**Average: 75.76%**

### Current Situation

- Repair and maintenance of air conditioners involved high cost.
- Long operating hours of air conditioners (18 hours/day) can cause high risk to damage
- Air conditioners have been operating for 8 years

### Action

- Ensure monthly maintenance by vendors
- Discontinue services of problem vendors after service agreement expires.

# COMPUTER FACILITIES

## Result

Postgraduates: 68.57%, Staff: 57.52%, Undergraduates: 74.41%  
**Average: 66.83%**

## Current Situation

- Budget constraints - to provide more computers for clients.
- Computer specification not up to date

## Action

- Replace old computers with new (high specification) computers – 43 units at Post Graduate Wing and 48 units at Electronic Reference Room in October 2012.
- Inspection and maintenance of the computers are carried out 4 times a year.



## HOTSPOT SYSTEM (WIFI / WIRELESS)

### Result

Postgraduates: 63.62%, Staff: 49.69%, Undergraduates: 66.95%  
**Average: 60.08%**

### Current Situation

- Internet access (speed, sites , etc.) is under the control of iDEC.
- Internet access maybe slow during peak hours.

### Action

- Users are advised to surf the internet after peak hours (after 5.00 pm).
- IDEC has allocated 20 Mbps (bandwidth) to PSAS to upgrade the speed of internet access (implemented in October 2012).
- Additional 5 units of Access Point (AP) have been installed in the Library to enhance the coverage of the internet access (August 2012).

## LIBRARY COLLECTION - BOOKS

### Result

Postgraduates: 63.62%, Staff: 49.69%, Undergraduates: 66.95%  
**Average: 60.08%**

### Current Situation

- Purchase of books based on recommendations from the faculty.

### Action

- The following table shows the acquisition of books and audio visual materials in 2012

# ACQUISITION OF BOOKS AND AUDIO VISUAL MATERIALS IN 2012

FACULTIES / DISCIPLINE	Title	Copies	Value (RM)
Faculty of Modern Language and Communication	415	418	65,865.25
Faculty of Biotechnology and Biomolecular Sciences	125	184	94,156.96
Faculty of Human Ecology	224	224	85,237.45
Faculty of Economics and Management	307	307	90,527.27
Faculty of Engineering	480	483	203,023.22
Faculty of Environmental Studies	224	224	92,441.78
Faculty of Educational Studies	271	283	82,764.57
Faculty of Forestry	214	214	73,924.65
Faculty of Agriculture	322	323	112,458.38
Faculty of Medicine and Health Science	495	653	173,293.54
Faculty of Veterinary and Medicine	353	605	186,638.47
Faculty of Design and Architecture	416	416	99,039.96
Faculty of Science	396	396	156,390.98
Faculty of Food Science and Technology	195	277	94,499.11
Faculty of Computer Science and Information Technology	126	217	65,457.89
Media Materials	25	25	74,856.18
Malaysian Agriculture	223	226	12,409.39
General	114	114	32,123.62

## ONLINE DATABASES / JOURNALS

### Result

Postgraduates: 78.22%, Staff: 70.30%, Undergraduates: 69.30%  
**Average: 72.60%**

### Current Situation

- Subscription of online databases/ journals based on suggestions from the faculty which is supported by the Dean.
- The Library will subscribe all suggestions approved by the Committee along with sufficient budget allocations.
- Users can access these resources from within UPM Campus or via Ez-Proxy without having to come to the library.

### Action

- The following tables show subscription of online databases/ journals/ e-books

## ...ONLINE DATABASES / JOURNALS

### Subscription of Online Databases/ Journals/ E-Books 2012

ITEM	TITLE	ALLOCATION(RM)	EXPENDITURE (RM)
Online Databases/ Journals	114,646	RM11,905,146.64	RM11,901,922.30
E-Books	2,453,361	RM283,077.00	RM283,076.00
Printed Journals	307	RM206,622.36	RM206,189.25
<b>Total</b>		<b>RM12,394,846.00</b>	<b>RM12,391,187.55</b>



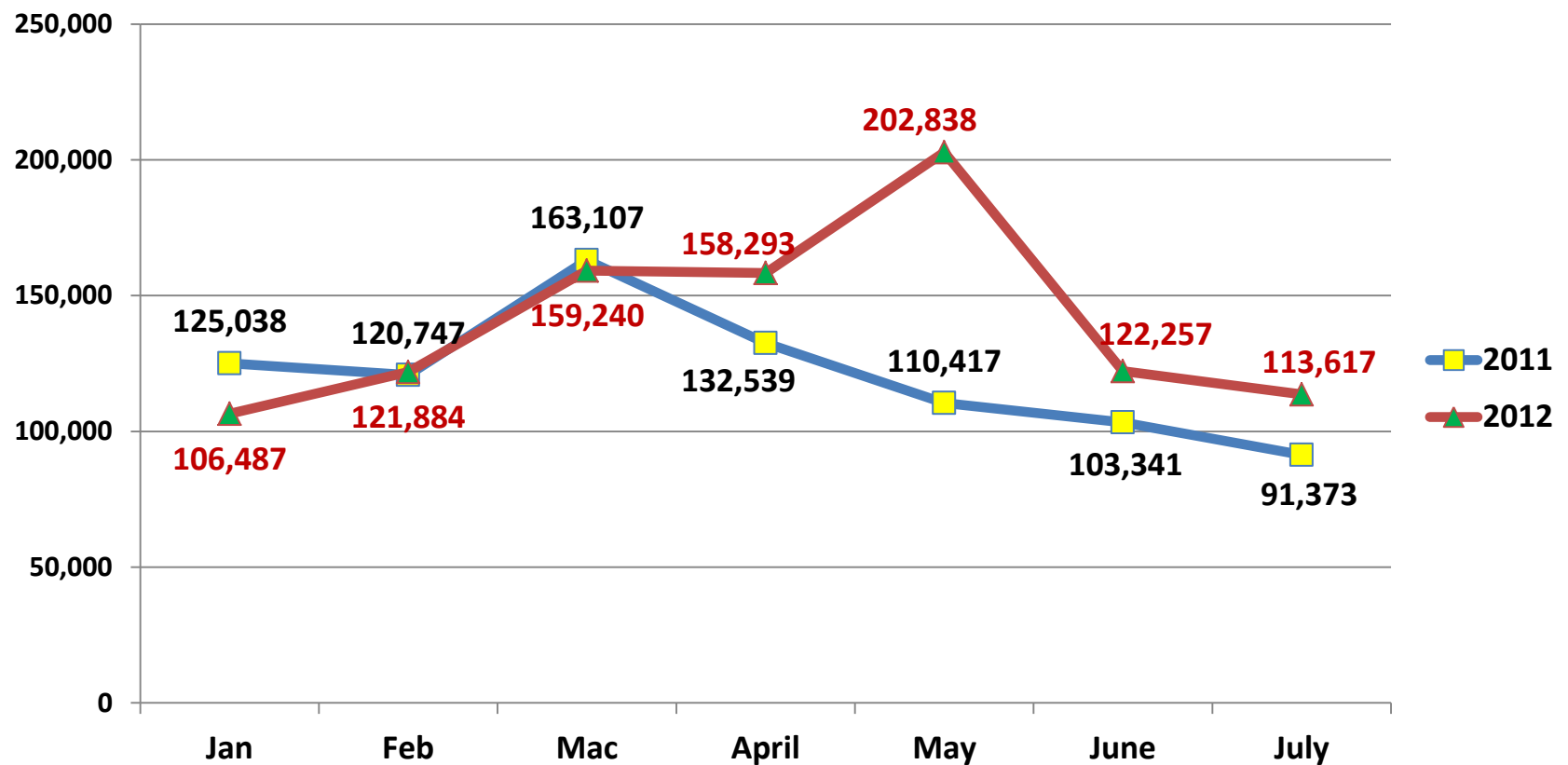
# ...ONLINE DATABASES / JOURNALS

## New Subscription of Online Databases/ Journals/ E-Books

2012	2011
<b>Online Databases/ Journals</b>	
1. <b>Academic Source Complete</b> (10,394 titles)	1. <b>ProQuest Central</b> (13,330 journal titles)
<b>E-Books</b>	
1. <b>Manson Publishing</b> (110 titles) (Medical, Sciences & Veterinary)	1. <b>Karger Ebook</b> (2011:80 title, 2012: 112 title) (Medicine Collections)
2. <b>World Library Ebook</b> (2,500,000 titles) (General and specific collections)	2. <b>Netlibrary</b> (2042 titles) (Social Science Collections)
3. <b>Wiley Ebook Collection</b> (307 titles) (Agriculture, Aquaculture & Fisheries, Plant Science & Veterinary Medicine)	3. <b>CABI Ebook</b> (531 titles) (Agriculture and Forestry Collections)
	4. <b>Royal Society of Chemistry (RSC)</b> (1,054 titles) (Analytical, Applied & Industrial, Biomolecular, Environment, Food, General Chemistry, Inorganic, Materials & Polymers, Nanoscience, Organic and Physical)

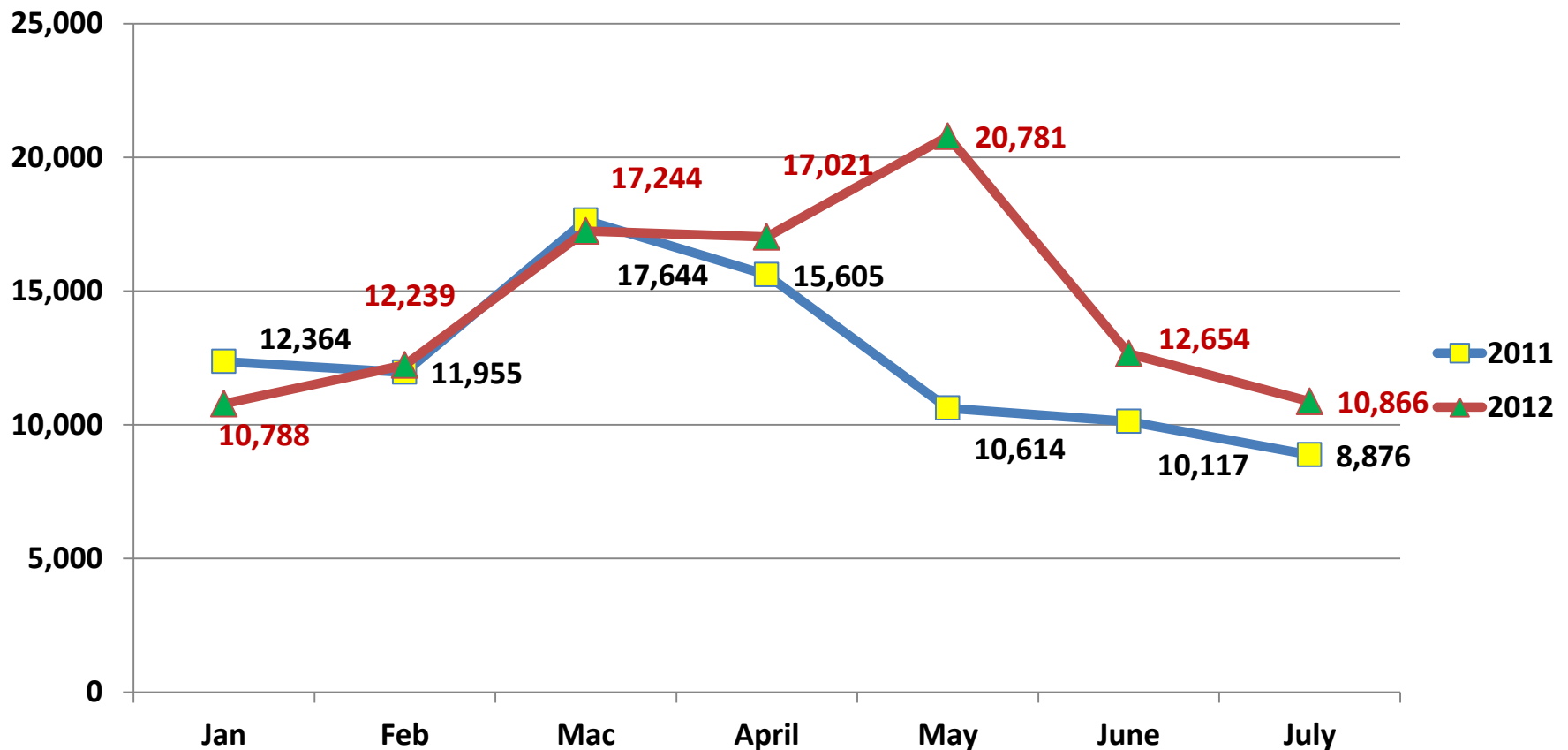
# ...ONLINE DATABASES / JOURNALS

## Download Statistic for Science Direct



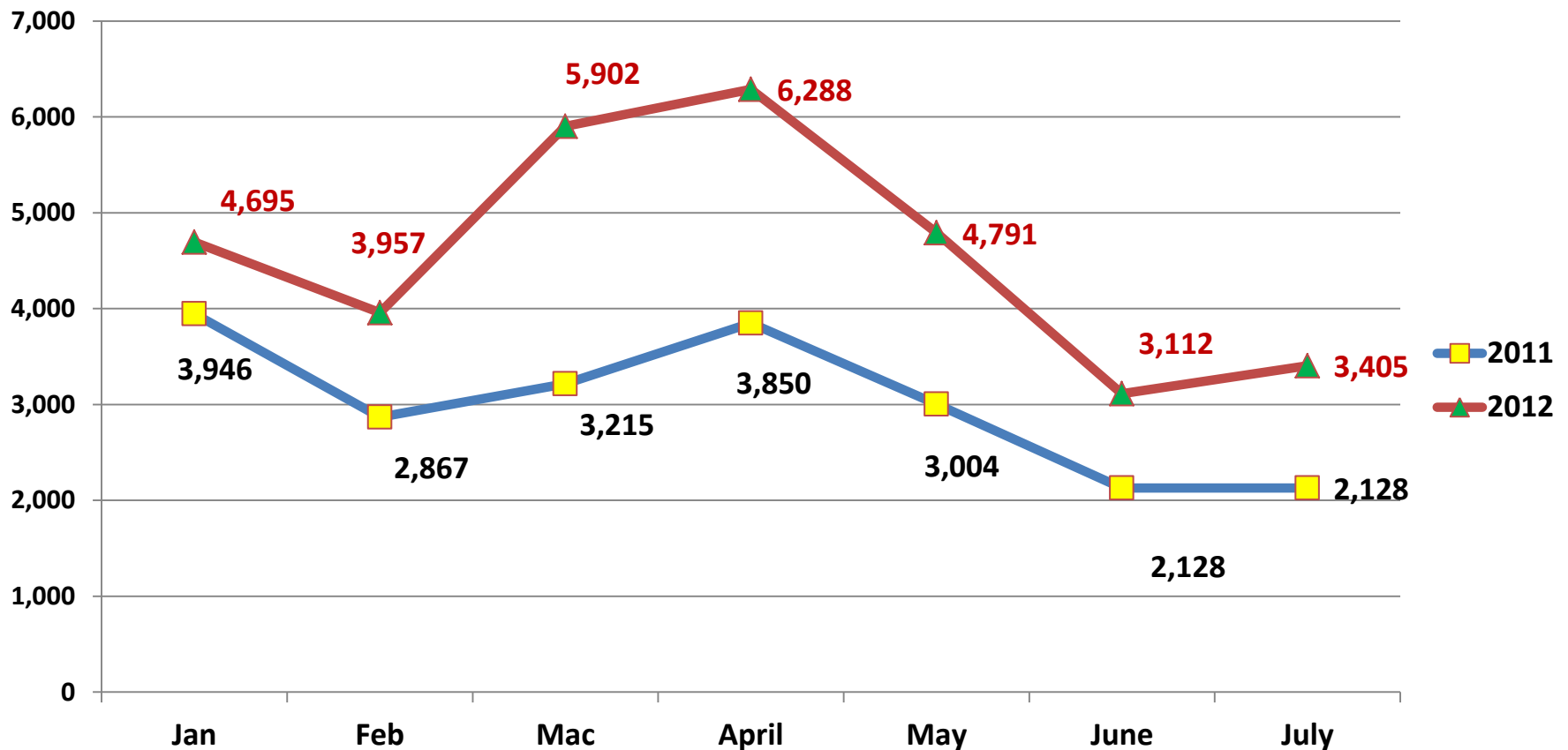
## ...ONLINE DATABASES / JOURNALS

### Download Statistic for Wiley Online



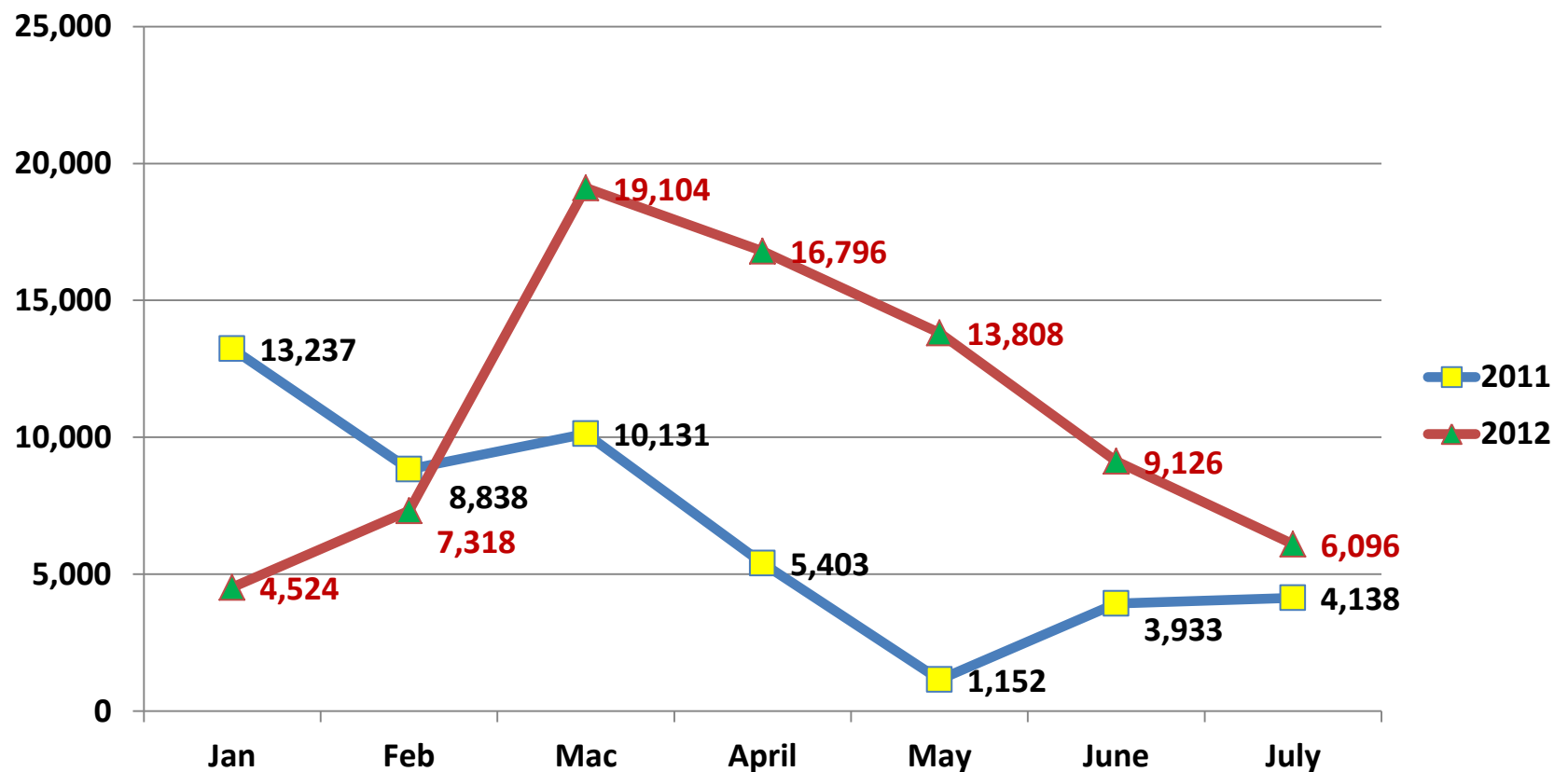
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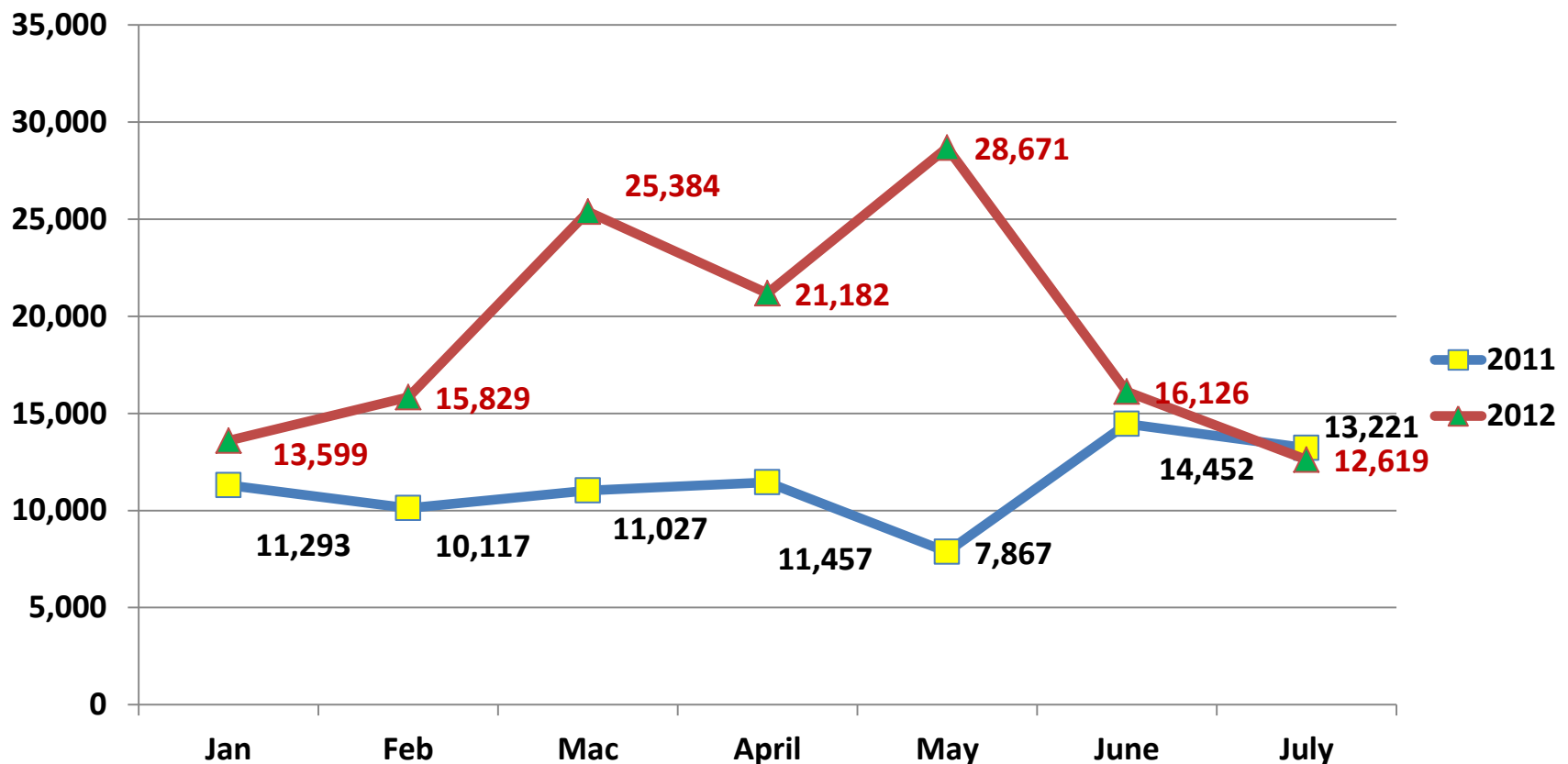
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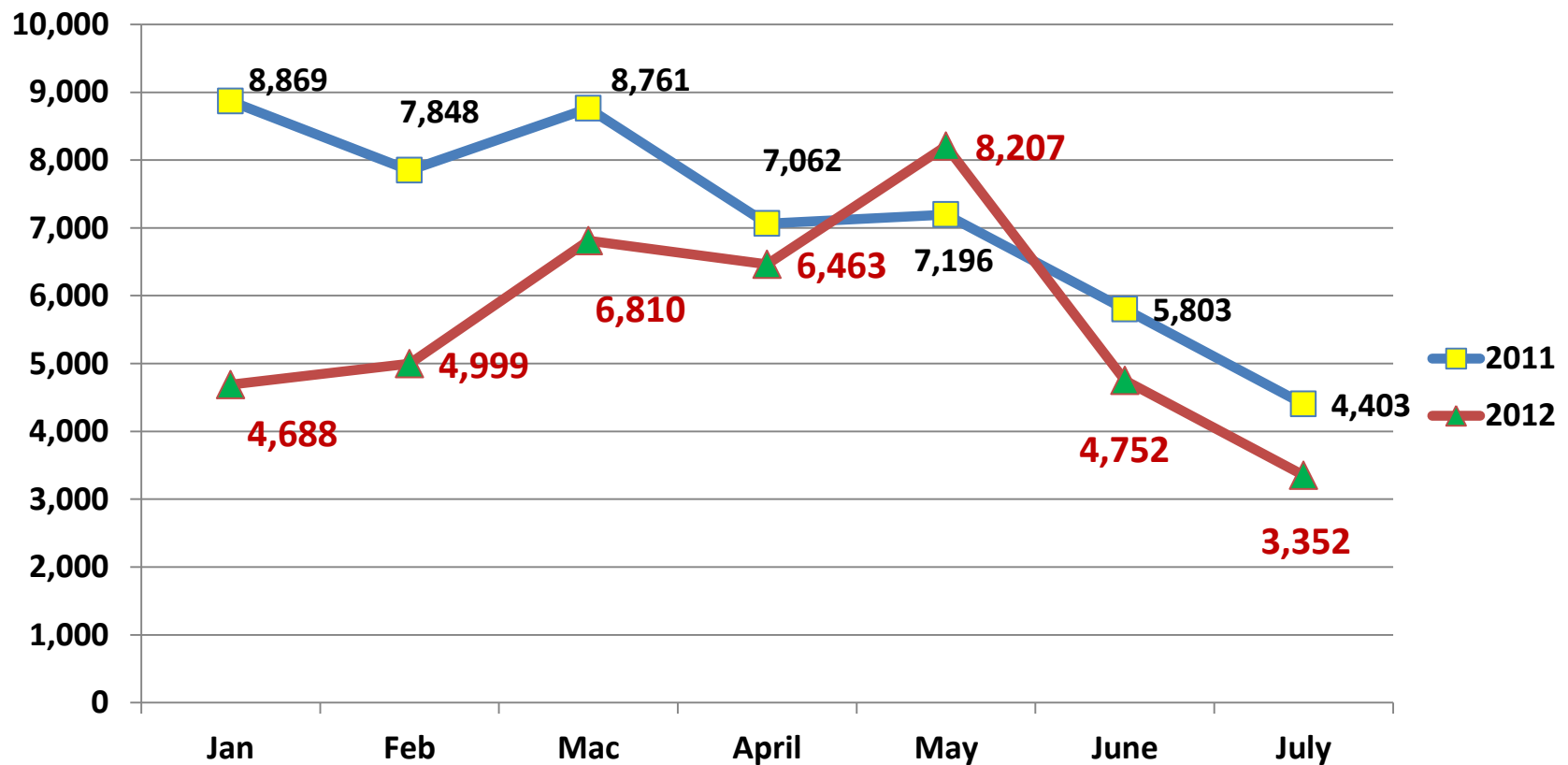
# ...ONLINE DATABASES / JOURNALS

## Download Statistic for Springer Link



# ...ONLINE DATABASES / JOURNALS

## Download Statistic for Proquest



## REFERENCE SERVICES

### Result

Postgraduates: 77.23%, Staff: 66.19%, Undergraduates: 77.40%  
**Average: 73.60%**

### Current Situation

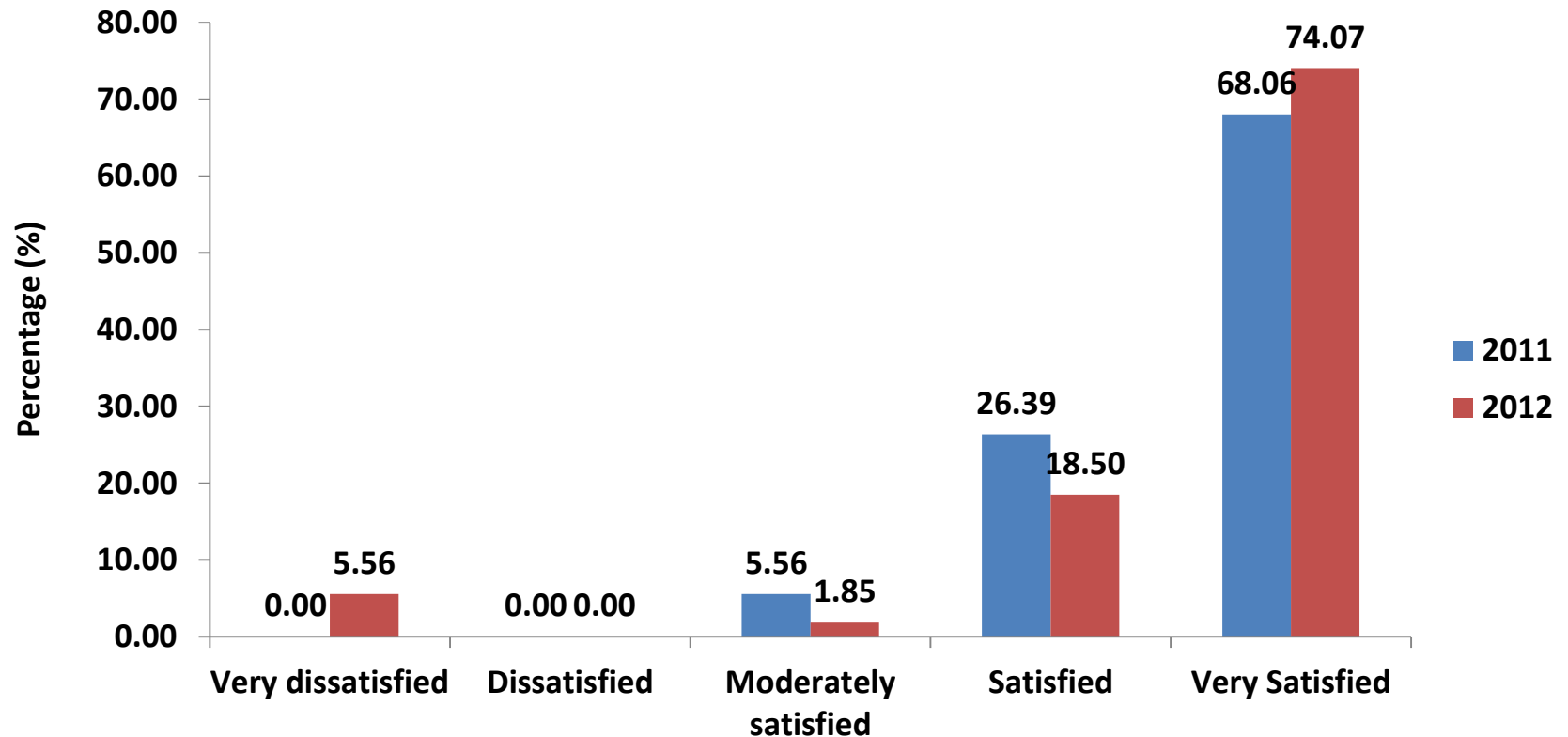
- Reference services is handled at Reader's Advisory Desk, Reference Division, Information Management Division and Branch Libraries by Librarians and Assistant Librarians.
- It is essential for new Librarians/ Assistant Librarians to be exposed to reference services.

### Action

- Course on Information Services was held at Jugra Room 2 , Perpustakaan Sultan Abdul Samad on 15 – 17 February 2012 which was attended by 20 new Librarians and Assistant Librarians.

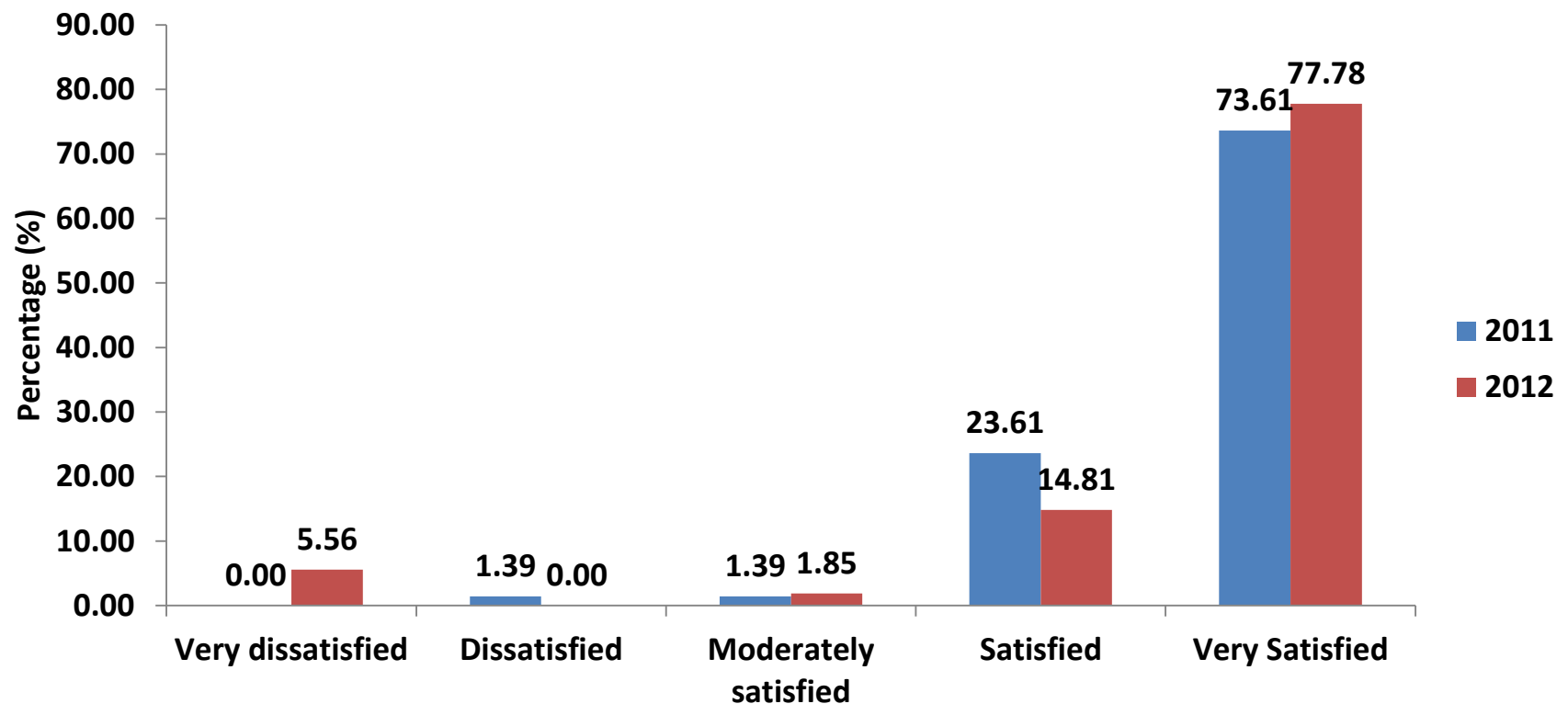
## ...REFERENCE SERVICES

### Customer's Feedback on Reference Services – Information Needed



## ...REFERENCE SERVICES

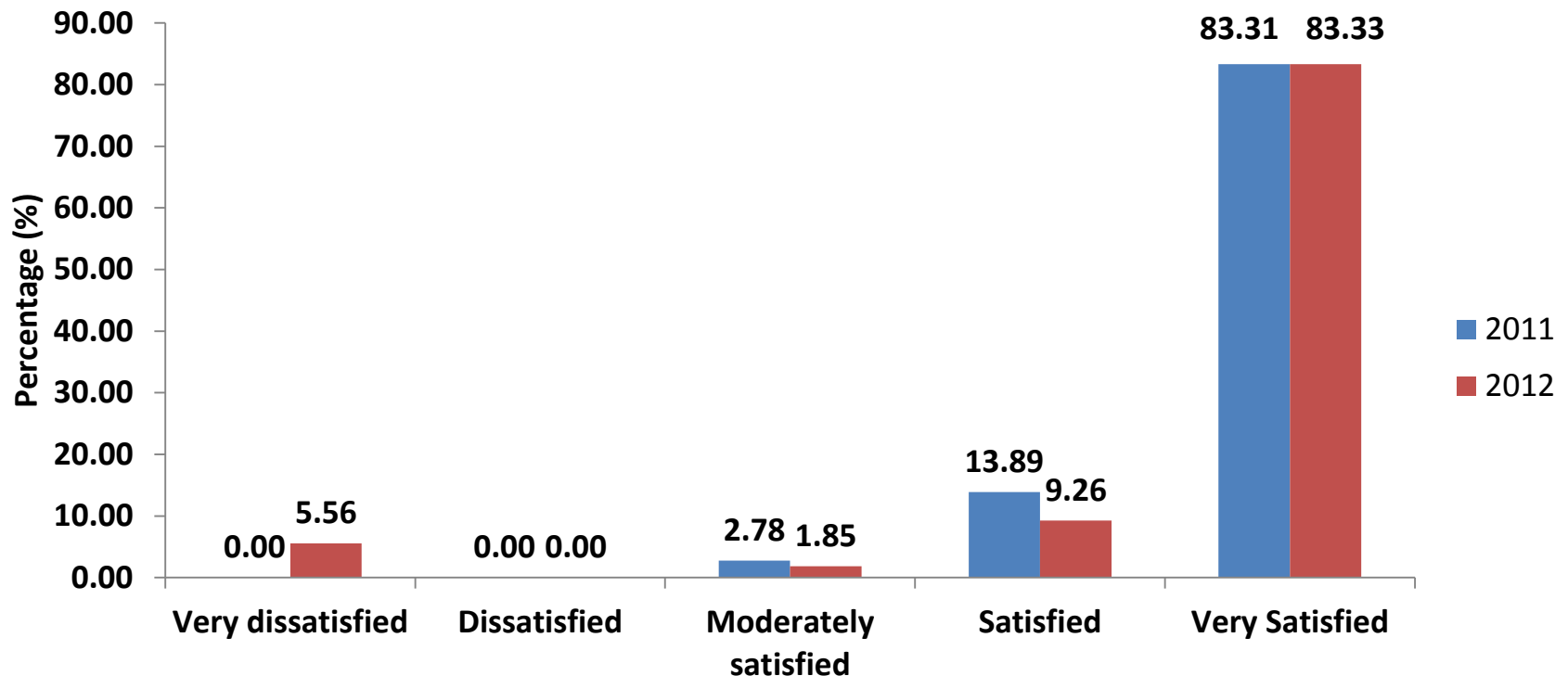
### Customer's Feedback on Reference Services – Knowledge/ Skills of the Officer





## ...REFERENCE SERVICES

### Customer's Feedback on Reference Services – Friendliness of the Officer



# SHELVING OF BOOKS / JOURNALS

## Result

Postgraduates: 70.55%, Staff: 66.39%, Undergraduates: 77.40%

**Average: 77.44%**

## Current Situation

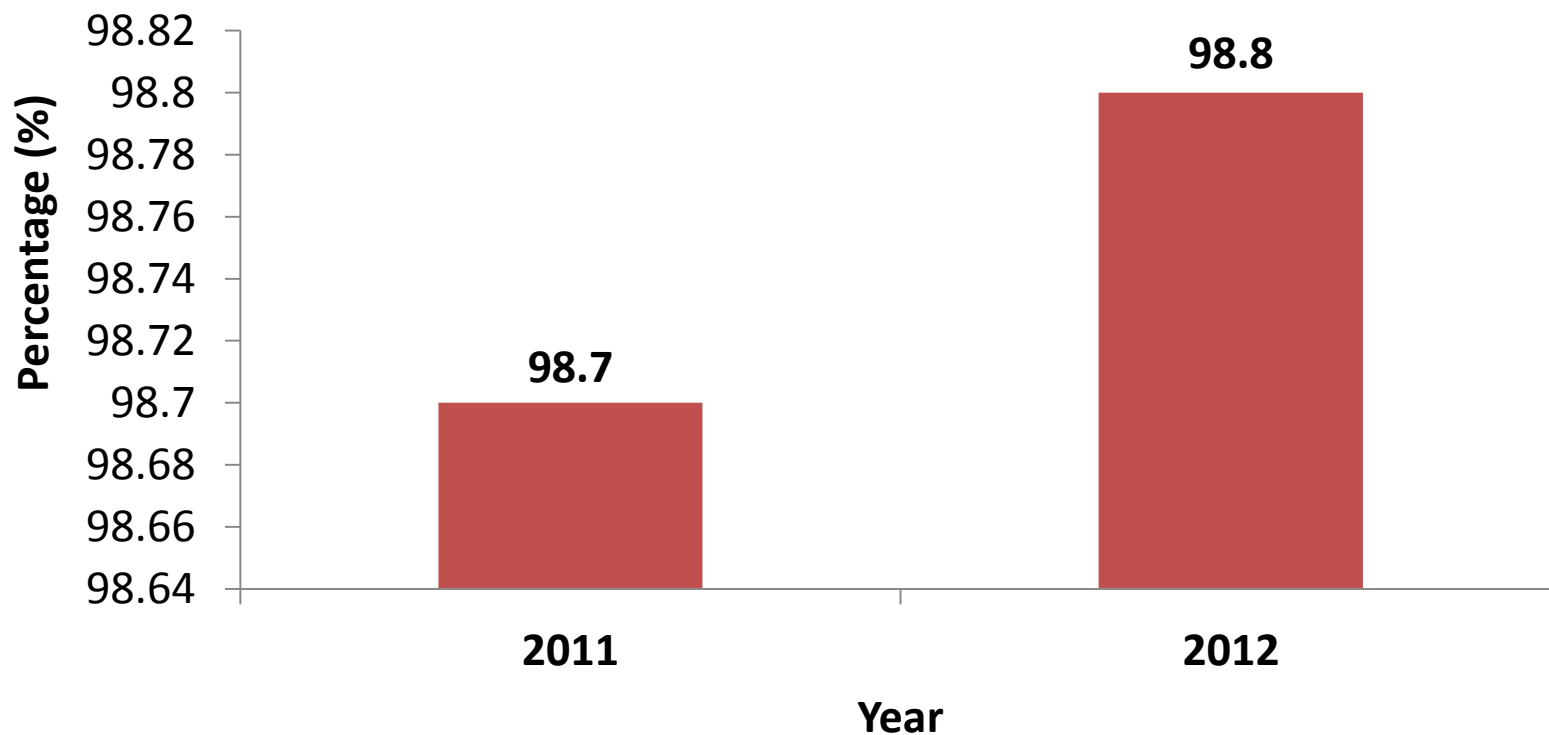
- Maintenance of book shelves are done in three stages/times by three different groups.
  - Morning shift at 2.00 pm - 5.00 pm
  - Afternoon shift at 8.00 am - 12.00 pm
  - Evening shift at 3.00 pm - 5.00 pm.

## Action

- Monitoring of bookshelves maintenance is done by Library Assistant and Assistant Librarian on daily basis.

## **SHELVING OF BOOKS / JOURNALS**

### **Maintenance of Book Shelves Accuracy in 2011 and 2012**



# SELF CHECK MACHINE / BOOK DROP

## Result

Postgraduates: 77.97%, Staff: 64.12%, Undergraduates: 83.80%

**Average: 75.29%**

## Current Situation

- **Self Check Machine** is provided to facilitate the users to borrow and self-renewal of books
  - without having to queue up at the Circulation Counter
  - on Friday when all service counters closed during lunch break.
- In addition it is also able to deal with the shortage of staff at the Circulation Counter.
- **Book Drop** is provided for self-service return books which operates from 7.30 am to 11.45 pm. It is situated near the library entrance. A receipt will be issued as proof that the book has been returned.

## Action

- The following tables show the usage statistic of Self- Check Machine and Book Drop in 2011 and 2012

## Usage Statistic of Self Check Machine

Self Check Machine	2011	2012
<b>Main Library</b>		
Self Check 1	1,903	28,240
Self Check 2	1,312	22,315
Self Check 3	132	28,796
<b>Medicine and Health Science Library</b>		
Self Check 4	205	7,546
<b>Veterinary Medicine Library</b>		
Self Check 5	114	6,494
<b>Engineering And Architecture Library</b>		
Self Check 6	-	7,039



## Usage Statistic of Book Drop

Book Drop	Year	
	2011	2012
Book Drop (Main Library)	44,889	37, 257
Book Drop (Engineering and Architecture Library)	-	1,579

# PHOTOCOPYING FACILITIES

## Result

Postgraduates: 57.68%, Staff: 39.17%, Undergraduates: 63.97%

**Average: 53.60%**

## Current Situation

- Machines are provided for photocopying, printing, and scanning of documents, photographs, images, etc.
- The machines are handled by staff appointed company.

## Action

- Regular monitoring by the Library to ensure customers convenience is not neglected by the supplier
- Ensure the company appointed staff is available as scheduled to assist customer.

## ...PHOTOCOPYING FACILITIES

Printing can be done via the internet (using Paper Logic) and users are able to print and collect the printed materials at any locations as stated below

Libraries	Location	2010	2011	2012	
<b>ML</b>	A Block Level 1	1 BW	1 BW	1 BW	<b>ML</b> - Main Library <b>MDL</b> - Medicine and Health Science Library <b>VL</b> - Veterinary Medicine Library <b>EL</b> - Engineering Library
	A Block Level 2	-	-	4 BW	
	B Block Ground Level	2 BW	2 BW	-	
	B Block Level 1	1 BW	1 BW	2 BW	
	B Block Level 2	3 BW 1C	3 BW 1C	1 BW	
<b>MDL</b>	Level 1	2 BW	2 BW	1 BW	
<b>VL</b>	Ground Level	2 BW	2 BW	2 BW	
<b>EL</b>	Ground Level	2 BW, 1C	2 BW, 1 C	1 BW	
	Total	13 BW, 2 C	13 BW, 1 C	13 BW	

## FRIENDLY STAFF

### Result

- ~ Postgraduates: 79.71%, Staff: 72.16%, Undergraduates: 79.32%  
**Average: 77.06%**

### Current Situation

- Staff should be friendly.

### Action

- The library always strive for providing good customer services.
- We always emphasize that our staff especially the frontline staff to be prompt, knowledgeable, efficient, patient, polite, helpful, courteous, communicate well and willing to go the extra mile to ensure our customers satisfaction.
- From time to time, we educate our staff in good customer service skills

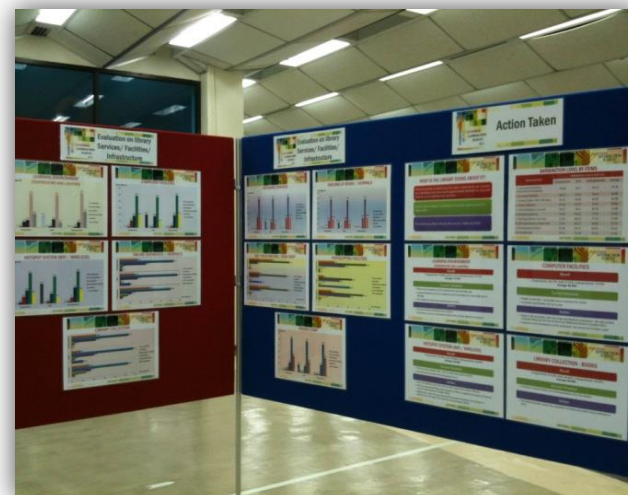
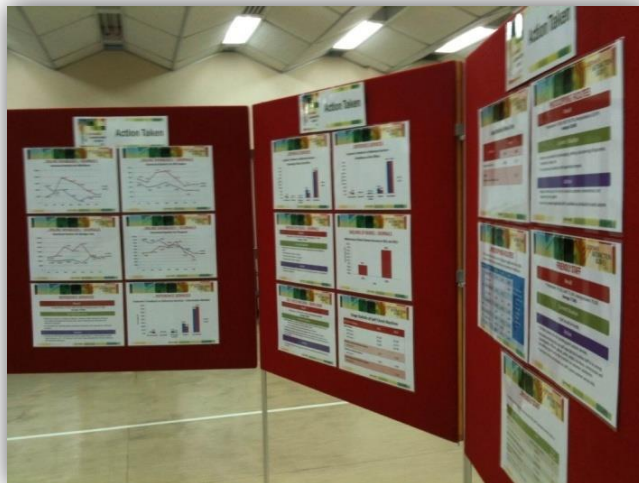
## ...FRIENDLY STAFF

To enhance customer service, library has sent the staff to attend courses such as:

Course	Date	No. of participant
English Course	1/2/12, 14/2/12, 9/3/12, 10/5/12	22
Course on Information Services	15-17/2/12	17
Course on Information Seeking Strategy	4-5/5/2012	27
Course on Emotional Management	3/11/2012	70
Training on Emergency Response at Workplace	3/12/2012	24
Course on Transformation Towards Excellence in Public Service's Value & Ethics	5/12/2012	24



**Exhibited from 26 December 2012 to 31 January 2013**



# CUSTOMER SATISFACTION SURVEY 2011

## Introduction

### PERPUSTAKAAN SULTAN ABDUL SAMAD CUSTOMER SATISFACTION SURVEY 2011

#### PURPOSE

To evaluate customer satisfaction on the services offered by Perpustakaan Sultan Abdul Samad (PSAS) and to identify ways to improve and enhance our services.

#### METHODOLOGY

A questionnaire comprise of 16 questions was designed and distributed to Postgraduate students, UPM staff and Undergraduate students. Respondents were also encouraged to answer via online available at <http://survey.upm.edu.my/index.php?db=26589&name=s>. The survey was conducted in three phases:

- Phase 1: Postgraduate students from 12<sup>th</sup> July – 12<sup>th</sup> August 2011.
- Phase 2: UPM staff from 6<sup>th</sup> – 30<sup>th</sup> September 2011.
- Phase 3: Undergraduate students from 6<sup>th</sup> – 30<sup>th</sup> October 2011.

#### FINDINGS

A total of 1,353 respondents answered to the questionnaires. The following charts summarized the results of the survey.

## Questionnaire

The questionnaire consists of 16 questions designed to evaluate customer satisfaction. The questions are divided into two main sections: A. General Information and B. Evaluation of Services. Section A includes questions about the respondent's status, gender, and faculty. Section B includes questions about the respondent's satisfaction with various library services, such as the quality of books, the availability of online databases, and the staff's service. The questionnaire is designed to be completed by postgraduate students, UPM staff, and undergraduate students.

## Respondent's Information

### DISTRIBUTION OF RESPONDENTS

Status	Number	Percentage (%)
Postgraduate	404	29.8%
Undergraduate	469	34.6%
Academic Staff	480	35.6%

### DISTRIBUTION BY GENDER

Gender	Number (Percentage, %)		
	Postgraduate Students	Staff	Undergraduate Students
Male	167 (41.34%)	180 (37.50%)	141 (30.06%)
Female	237 (58.66%)	300 (62.50%)	328 (69.94%)
Total	404 (100.00%)	480 (100.00%)	469 (100.00%)

### DISTRIBUTION OF RESPONDENTS BY FACULTY/DEPARTMENT

FACULTY / DEPARTMENT	PERCENTAGE (%)
Faculty of Modern Languages and Communication	11.0%
Faculty of Biotechnology and Biosciences	18.0%
Faculty of Human Ecology	18.0%
Faculty of Economics and Management	17.0%
Faculty of Engineering	22.0%
Faculty of Environmental Studies	8.0%
Faculty of Information Studies	20.0%
Faculty of Forestry	11.0%
Faculty of Agriculture	11.0%
Faculty of Medicine and Health Science	16.0%
Faculty of Veterinary and Fisheries	6.0%
Faculty of Design and Architecture	6.0%
Faculty of Science	41.0%
Faculty of Food Science and Technology	10.0%
Faculty of Computer Science and Information Technology	10.0%
Faculty of Agriculture and Food Science	0.2%
Institute of Islamic Studies (IIS)	0.0%
Administrative (20 students & 10 staff) - 0.0%	0.0%

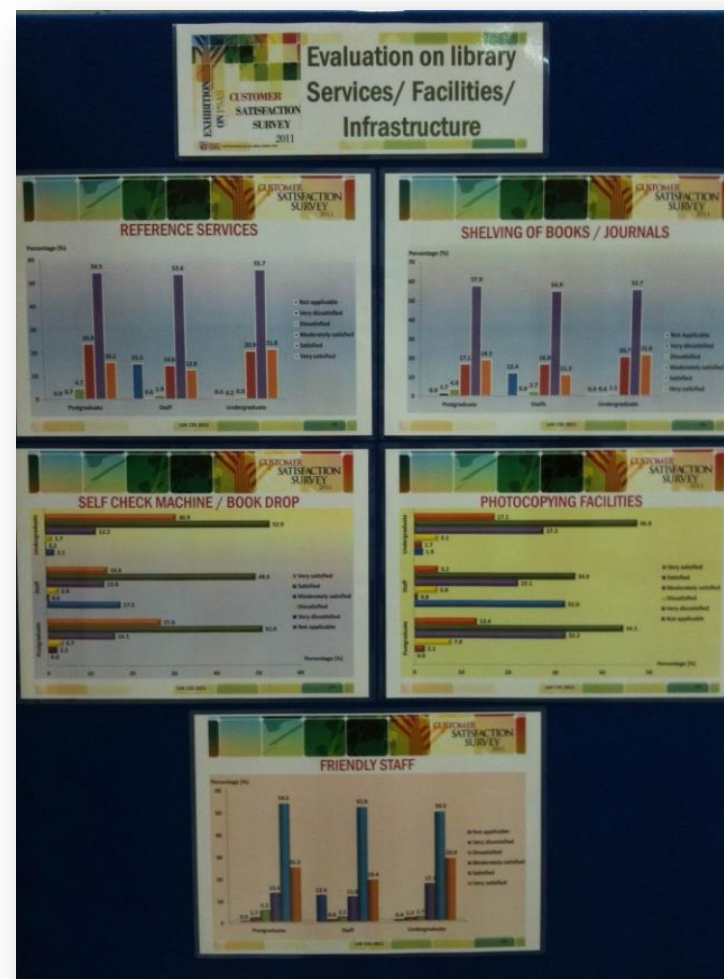
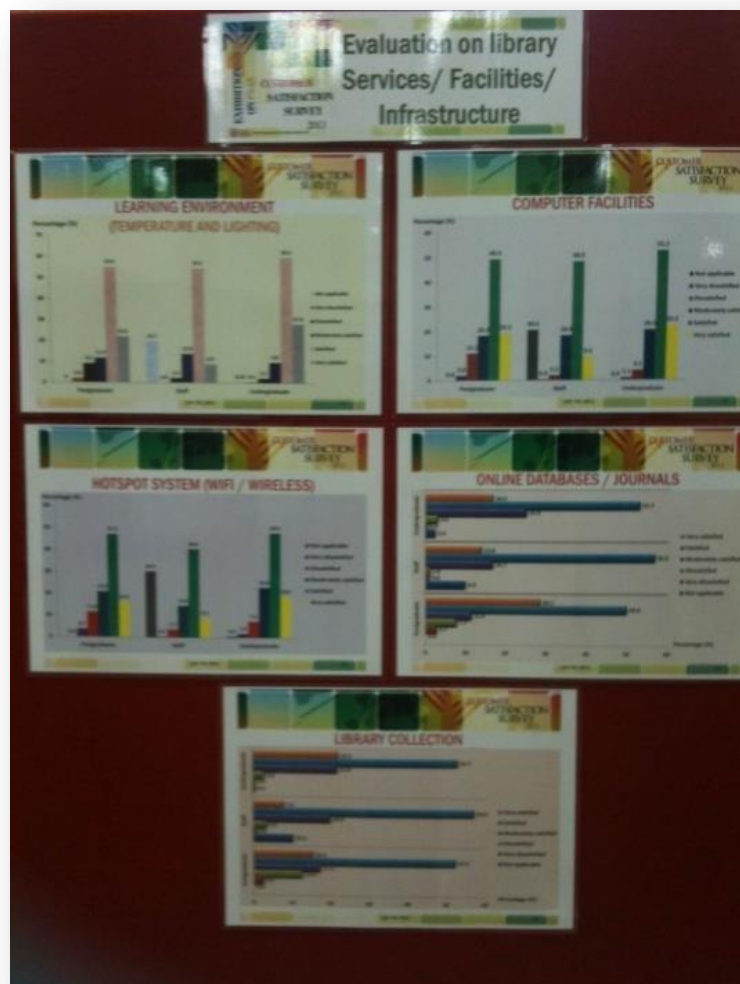
### EVALUATION BY LIBRARIES

### FREQUENCY OF LIBRARY VISITS

### FREQUENCY OF ONLINE DATABASES USAGE



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