



LibQUAL+TM

Invited Address

Texas A&M



October, 2004
South Africa



Project web site www.arl.org/libqual/



Presented by:
Bruce Thompson

**“22 Items and a Box:
LibQUAL+™ as One Measure of
Perceived Library Service Quality”**



The LibQUAL+™ Premise

PERCEPTIONS \longleftrightarrow SERVICE

“....**only** customers judge quality;
all other judgments are essentially
irrelevant”

Note. Zeithaml, Parasuraman, Berry. (1999).
Delivering quality service. NY: The Free Press.



Multiple Methods of Listening to Customers

- ◆ Mystery shopping
- ◆ Transactional surveys*
- ◆ New, declining, and lost-customer surveys
- ◆ Focus group interviews
- ◆ Customer advisory panels
- ◆ Service reviews
- ◆ Customer complaint, comment, and inquiry capture
- ◆ Total market surveys*
- ◆ Employee field reporting
- ◆ Employee surveys
- ◆ Service operating data capture
- ◆ **A SERVQUAL-type instrument is most suitable for these methods*

Note. A. Parasuraman. The SERVQUAL Model: Its Evolution And Current Status. (2000). Paper presented at ARL Symposium on Measuring Service Quality, Washington, D.C.

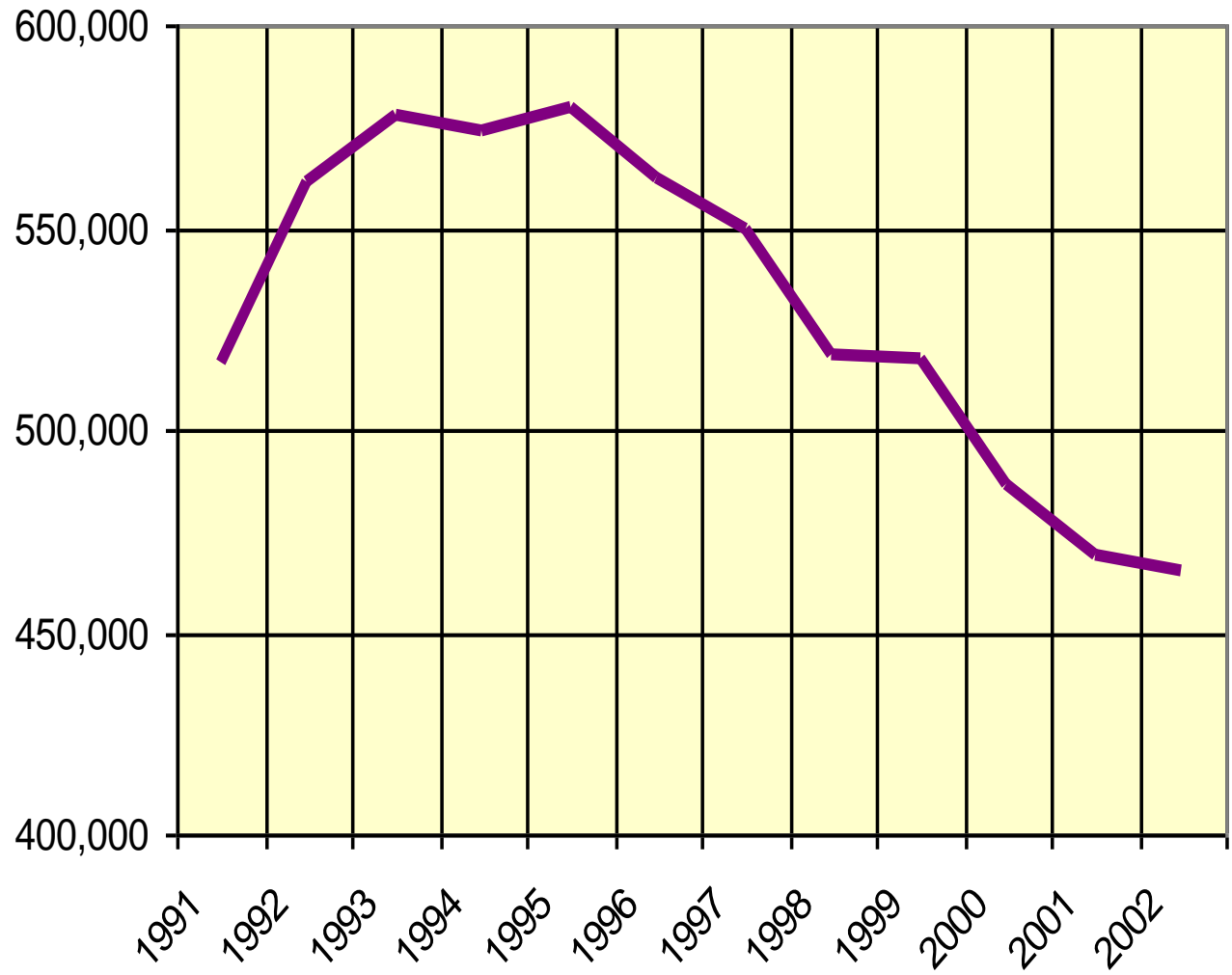


The Imperative for our Research

“In an age of accountability, there is a pressing need for an effective and practical process to evaluate and compare research libraries. In the aggregate, among the 124 Association of Research Libraries (ARL) alone, over \$3.2 billion dollars were expended in 2000/2001 to satisfy the library and information needs of the research constituencies in North America.”

Note. M. Kyrillidou and M. Young. (2002).
ARL Statistics 2000-01. Washington, D.C.: ARL, p.5.

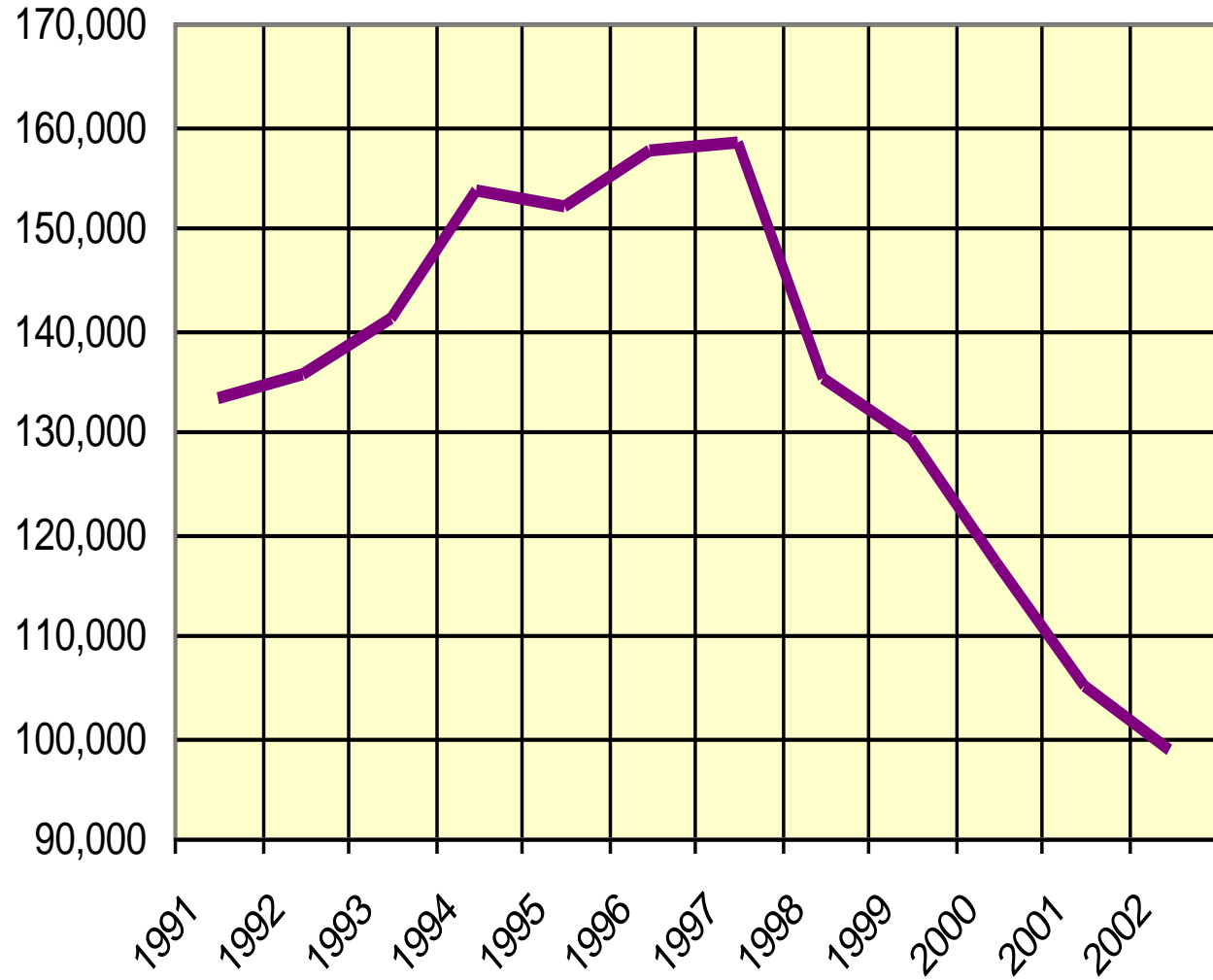
Total Circulation



Note. M. Kyrillidou and M. Young. (2002).

ARL Statistics 2000-01. Washington, D.C.: ARL, p.7.

Reference Transactions

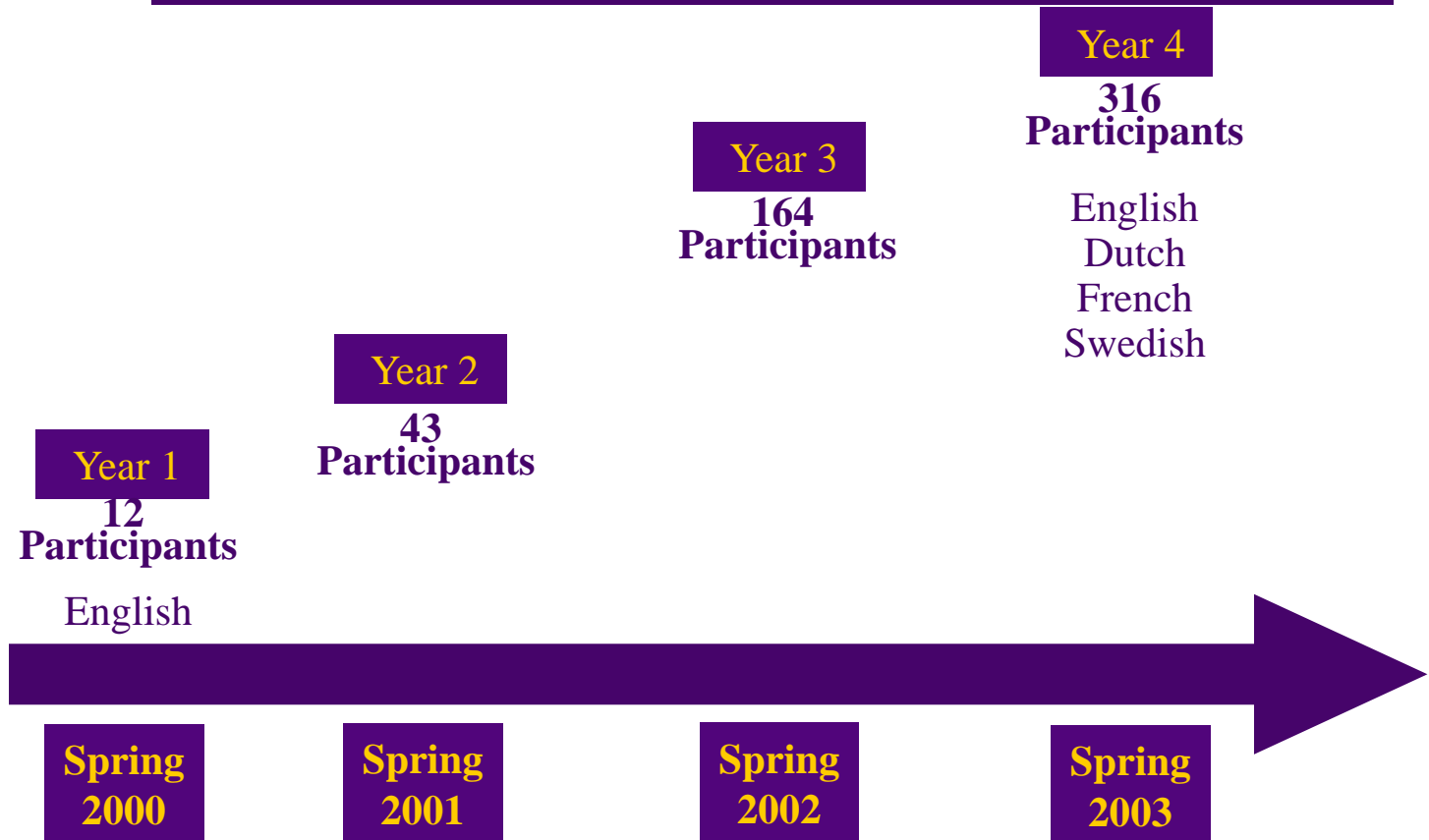


Note. M. Kyrillidou and M. Young. (2002).

ARL Statistics 2000-01. Washington, D.C.: ARL, p.7.



LibQUAL+™ Participants



For More Information about Participants:

Visit the LibQUAL+™ web site.

LibQUAL+™ Project

13 Libraries
English LibQUAL+™ Version
4000 Respondents

**Emergent
2000**

QUAL

PURPOSE
Describe library environment;
build theory of library service quality from user perspective

DATA
Unstructured interviews at 8 ARL institutions

ANALYSIS
Content analysis: (cards & Atlas TI)

PRODUCT/RESULT
Case studies¹

QUAN

Test LibQUAL+™ instrument

Web-delivered survey

Reliability/validity analyses: Cronbachs Alpha, factor analysis, SEM, descriptive statistics

Valid LibQUAL+™ protocol
Scalable process
Enhanced understanding of user-centered views of service quality in the library environment²

QUAL

Refine theory of service quality

Unstructured interviews at Health Sciences and the Smithsonian libraries

Content analysis

Cultural perspective³

QUAL

Refine LibQUAL+™ instrument

E-mail to survey administrators

Content analysis

Refined survey delivery process and theory of service quality⁴

QUAN

Test LibQUAL+™ instrument

Web-delivered survey

Reliability/validity analyses including Cronbachs Alpha, factor analysis, SEM, descriptive statistics

Refined LibQUAL+™ instrument⁵

QUAL

Refine theory

Focus groups

Content analysis

Local contextual understanding of LibQUAL+™ survey responses⁶

Vignette
Re-tooling

**Iterative
2004**

315 Libraries English, Dutch, Swedish,
German LibQUAL+™ Versions
160,000 anticipated respondents



LibQUAL+™

Why **the Box** is so Damn
Important



LibQUAL+™

1. About 40% of participants provide open-ended comments, and these are linked to demographics and quantitative data.



LibQUAL+™

2. Users elaborate the **details** of their concerns.



LibQUAL+™

3. Users feel the need to be **constructive** in their criticisms, and offer **specific suggestions for action**.

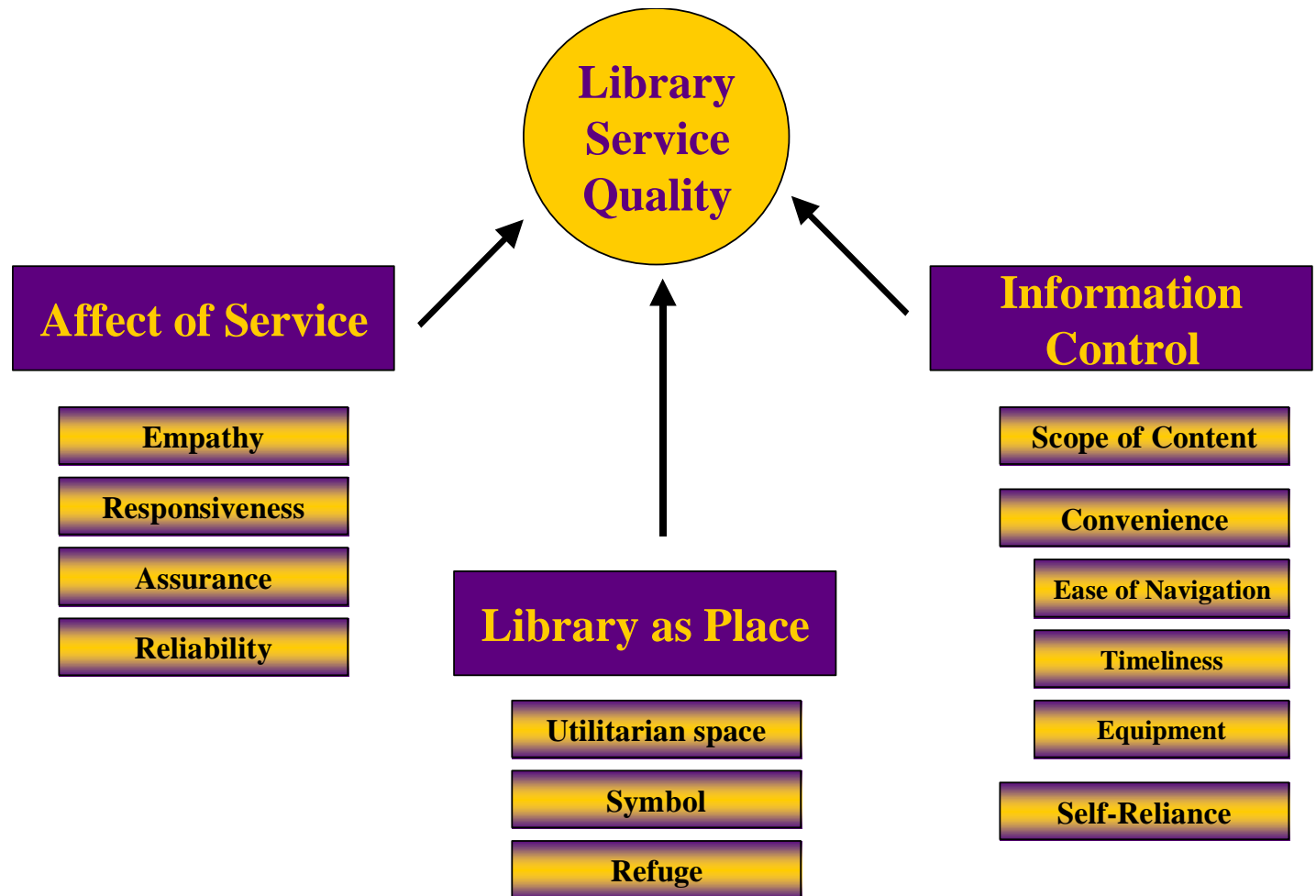
Survey Instrument

Please rate every item in all three columns by clicking the appropriate button to mark your rating.
If the item does not apply to you then select the Not Applicable (N/A) check box.

When it comes to...	My Minimum Service Level is (more info) :	My Desired Service Level is (more info) :	My Perception of the Library's Service Performance is (more info) :	N/A
	low high	low high	low high	
1) Convenient access to library collections	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	N/A
2) Providing services as promised	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	N/A
3) Keeping users informed about when services will be performed	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	N/A
4) A place for reflection and creativity	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	N/A
5) Providing service at the promised time	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	N/A
	My Minimum Service Level	My Desired Service Level	My Perception of the Library's Service Performance	
<p>This survey may be easier to see if you click the Maximize button on the top bar of this window.</p>				



Dimensions of Library Service Quality



Model 3



alpha By Language

By Language

Group	<u>n</u>	Service Affect	Info. Control	Lib as Place	TOTAL
American (all)	59,318	.95	.91	.88	.96
British (all)	6,773	.93	.87	.81	.94
French (all)	172	.95	.90	.89	.95



alpha by University Type

By University Type

Group	<u>n</u>	Service Affect	Info. Control	Lib as Place	TOTAL
Comm Colleges	4,189	.96	.92	.89	.97
4 yr Not ARL	36,430	.95	.91	.88	.96
4 yr, ARL	14,080	.95	.90	.87	.96
Acad Health	3,263	.95	.92	.90	.96



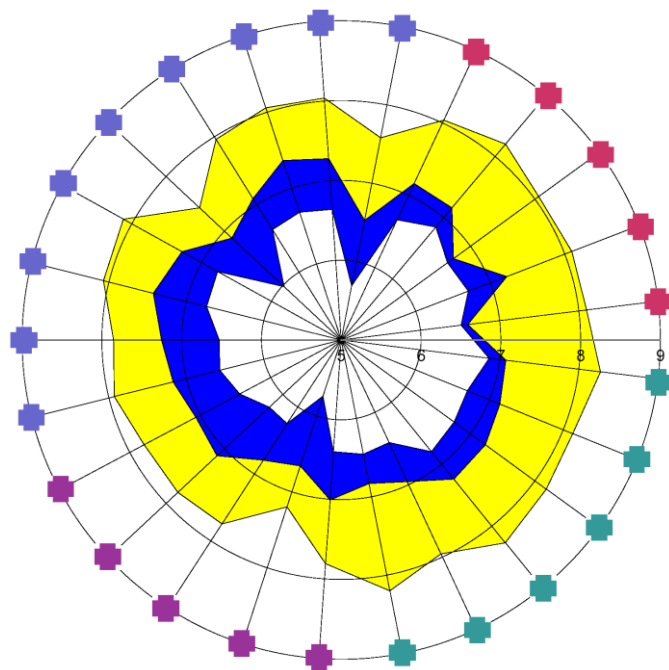
Validity Correlations

Validity Correlations

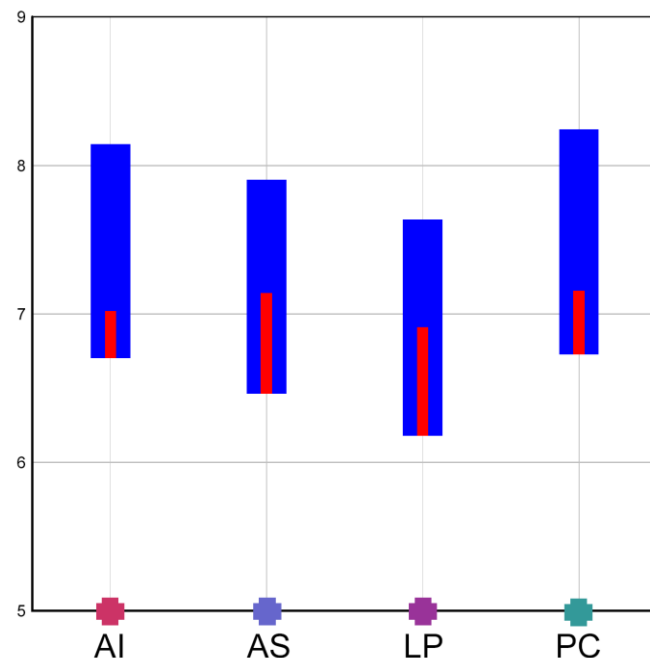
	Serv_Aff	Info_Con	LibPlace	TOTALper
Serv_Aff	1.0000	.7113	.5913	<u>.9061</u>
Info_Con	.7113	1.0000	.6495	<u>.9029</u>
LibPlace	.5913	.6495	1.0000	<u>.8053</u>
TOTALper	.9061	.9029	.8053	1.0000
ESAT_TOT	<u>.7286</u>	<u>.6761</u>	<u>.5521</u>	<u>.7587</u>
EOUT_TOT	<u>.5315</u>	<u>.6155</u>	<u>.4917</u>	<u>.6250</u>



LibQUAL+™ 2003 Summary Colleges or Universities



- Access to Information
- Affect of Service
- Library as Place
- Personal Control





Score Norms

- Norm Conversion Tables facilitate the interpretation of observed scores using norms created for a large and representative sample.
- LibQUAL+™ norms have been created at both the individual and institutional level



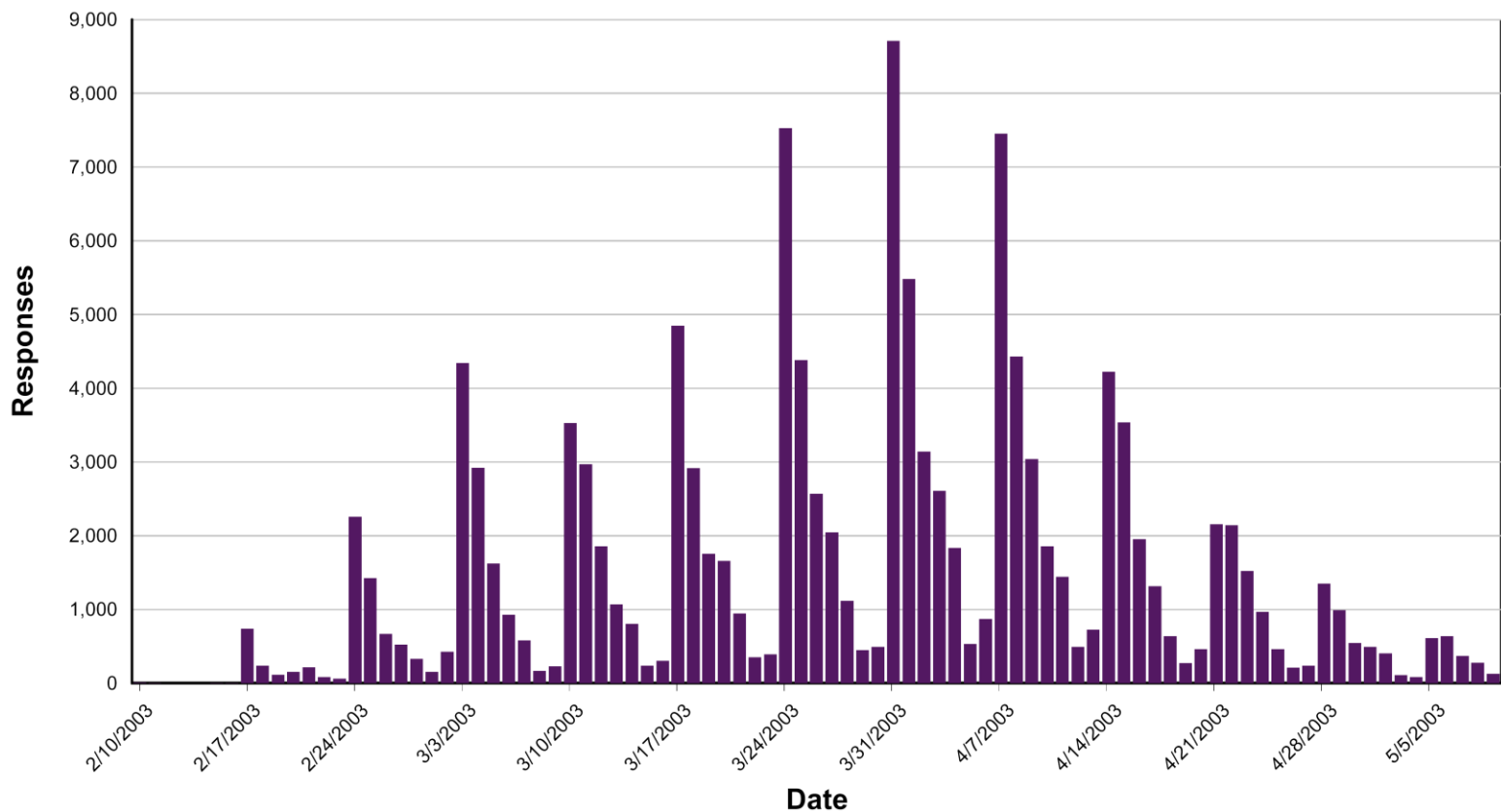
Institutional Norms for Perceived Means on 25 Core Questions

Percentile	Value	Percentile	Value	Percentile	Value
5.00	6.352	10.00	6.526	15.00	6.663
20.00	6.693	25.00	6.770	30.00	6.818
33.00	6.832	35.00	6.840	40.00	6.897
45.00	6.913	50.00	6.946	55.00	6.995
60.00	7.042	65.00	7.077	66.00	7.083
70.00	7.117	75.00	7.156	80.00	7.214
85.00	7.260	90.00	7.348	95.00	7.483
Valid cases	162	Missing cases	0		

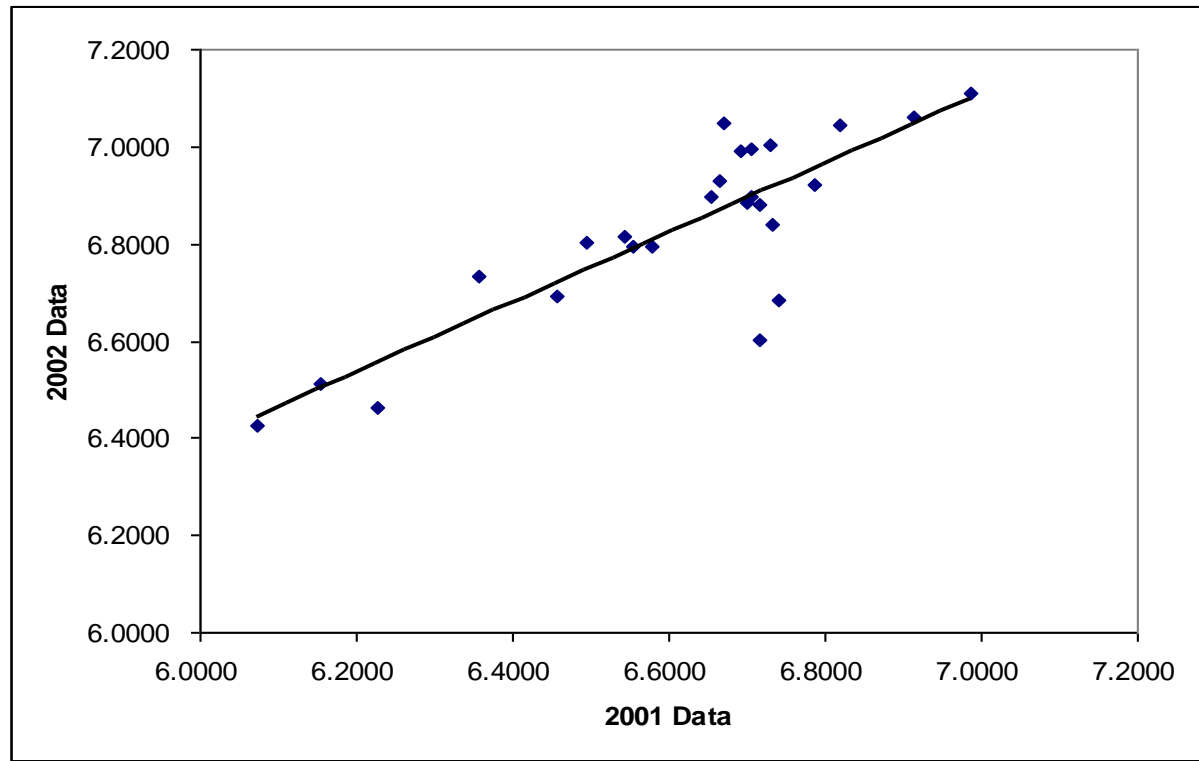
Note: Thompson, B. LibQUAL+™ Spring 2002 Selected Norms, (2002).



2003 LibQUAL+™ Survey Activity



Mean Perceived Scores 2001/2002 Trend (n=34)





LibQUAL+™ Related Documents

 LibQUAL+™ Web Site


<http://www.libqual.org/>

 LibQUAL+™ Bibliography

<http://www.coe.tamu.edu/~bthompson/servqbib>

 Survey Participants Procedures Manual

<http://www.libqual.org/information/manual/index.cfm>



LibQUAL+™ Related Documents



Sample Library Results Reports

http://www.libqual.org/information/related_sites/index.cfm



Sample LibQUAL+™ Notebooks

<http://www.libqual.org/documents/samplelibqualnotebook.pdf>

