ABSTRACT

The purpose of this study was to incorporate user expectations and perceptions into an assessment quality of service delivered by St.Gabriel’s Library of Assumption University. The SERVQUAL model developed by Parasuraman, Zeithaml, and Berry (1990) was used to compare user expectations and perceptions towards service actually delivered. The study focused on five dimensions, which composed of tangibles, reliability, responsiveness, assurance and empathy. Testing of all five null hypotheses has been done by Paired-Sample t-test to test the mean differences between expectations and perceptions. The 356 respondents were students and faculty members who have used the services at the library.

The results of this study showed that there were statistically significant different between user expectations and perceptions of service delivered by St.Gabriel’s Library in all five dimensions. These discrepancies indicated that the mean scores of perceptions, in all five dimensions of service quality, fall short expectations. As a result, dissatisfaction occurred in all five dimension of service delivered by St.Gabriel’s Library.

From the finding, Tangibles showed the greatest mean scores different while Assurance showed the smallest one. This means that users are most dissatisfied with the tangible dimension of service delivered by St.Gabriel’s Library, on the other hand, they are least dissatisfied with the assurance dimension of service delivered by St.Gabriel’s Library.

Therefore, tangibles are considered as the critical factor and are most likely to have an impact on the overall user satisfaction, while assurance shows the least effect on overall user satisfaction with the smallest gap among all of five dimensions.
As a result, the service provider must take an immediate improvement on tangibles dimension prior to other dimensions, as it is the most critical factor for user expectations that has an effect on the overall user satisfactions.

When users ranked the most important dimensions of service quality regarded their expectations, they ranked reliability as the most important dimension they expected while assurance showed the least important dimension for what they expected. On the contrary, when users are asked about mean scores ranking regarded their perceptions of service received, assurance became the least dissatisfied dimension for their perceptions toward existing service delivered.

These results can be summarized that assurance dimension is the least important dimension for user expectations, which later on surprisingly became the least dissatisfied dimension, regarded what they perceived from service delivered.