The Goodness of Mobile Library and User Satisfaction among Rural Community in Malaysia

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Abstract

This study presents a perception on the goodness of mobile library, which focused on; *outreach, economical, and accessibility* and its relationships with *user satisfaction.* Questionnaires were distributed randomly to 124 mobile library users who are using the library services in Bentong, Pahang, Malaysia. The analyses are undertaken using SPSS. Descriptive findings showed higher perceptions in five variables measured where the mean value was in the range 4.1 to 4.3 on a 5-point likert scale. The results also indicate a positive and moderate relationship between outreach, accessibility and convenient, and user satisfaction. Meanwhile, the relationship between economical and user satisfaction are positive and highly correlated. The findings of the study are useful for the library to serve better to the rural community and improve services so they can serve effective and efficient in the particular area.

Keywords: Mobile Library, Rural Community, Outreach, User Satisfaction

INTRODUCTION

In past years and new era, library not limited to the physical one only but also are wide and move to mobile library which is mobilize and can reach people far from town such as in rural areas. Mobile library can definite as devised, equipped and operated to provide, as far as reasonably practicable, a service comparable to a part-time branch library, (Library Association, 1960). Mobile libraries, by their nature, target their services to meet the needs of elderly and other less mobile people - those who may find it difficult to reach the nearest static libraries. Therefore decisions to provide mobile services in areas which have recently lost static libraries are affected by the presence of these vulnerable groups, which in turn requires a familiarity with the communities involved.

This paper attempts to assess the value mobile library services to their catchment communities. It presents the goodness of mobile library pertaining to *outreach, economical, and accessibility* and its relationships with *user satisfaction.*

LITERATURE REVIEW
Mobile Library

Nowadays because the rapid changing in technology and demanding from other user, most library now offering the using of mobile library in order to support and help people who cannot physically attend to come to the library. Mobile libraries are vehicles that can be used to take library resources from the main or central library to clients that live far away from the library. The Library Association Record (1960) gave the definition of the mobile library as "a vehicle devised, equipped and operated to provide as far as reasonably practicable, a service comparable to part-time branch library. Eastwood (1991) gave an improved definition of the mobile library as "a road vehicle especially equipped and furnished to provide a professional library service direct to the people.

In Malaysia, mobile library started early in 1980 which it aims to serve to rural community, the library material. Mobile library are under public and state library in Malaysia. In the bid to serve children in the rural areas with the mobile library, the staff of the children's library stock the mobile library with books, journals, magazines and comics. Some audio visual materials may also be included, such as, films, maps, slides, projectors, tv monitors, DVDs and computers (laptops). When they get to these locations which maybe the village square or at times the village hall, children are made to line up to be served with these library resources.

Outreach

In libraries, outreach is often described as services for those who are infrequent users or non-users, or as services for those who are traditionally underserved. Library outreach strives to provide equitable delivery of library services to all, through the development of programs, services and policies which make the library available to everyone the ability to be in the community, to engage with community members and to offer specific targeted services. For many libraries, the motivation behind their outreach program is marketing as selling the library's services and programs to members of the community who do not or have not yet come into the library, for example pop-up libraries, which have the advantage of flexibility, low cost and adaptability, unlike static branches or mobile libraries.

Economical

Economical means giving good value or return in relation to the money, time, or effort expended. Economical in mobile library refer to help cut budget for the user because the services come to them. Economical implies prudent planning in the disposition of resources so as to avoid unnecessary waste or expense. In this study, economical in mobile library help user to save money to travel to get the library services because it is free services yet mobile library come to their housing area to serve. The Library's operations involve society incurring what economists term opportunity costs (ALA, 2009). Funds whether from taxpayers or voluntary donations

represent resources spent on the Library which cannot be used for other social purposes such as defense, health, and education or policing. In other words, in choosing to spend a given amount of money on a serve such as the library via public funding and donations, society is effectively sacrificing the opportunity to spend that same amount of money on other things.

Accessibility

In this study referred to the usability of a product, service, environment or facility by people with the widest range of capabilities. Library that people loved to visit must be accessible in term of user friendly and the resources are available to user to use it. Since their creation, and especially since the beginning of the Internet or information age, libraries have adapted to changes in technology. Since the Internet has rapidly changed the distribution channels worldwide, libraries and their vendors have evolved by offering an increasing number of services online. Additionally, as library users worldwide become accustomed to using the Internet as their primary source of information, they place demands on libraries as never before, further accelerating the need for a library that is available on demand at any convenient place (Kuntaliito, 2017).

User Satisfaction

Convenient means suitable or agreeable to the needs or purpose; well-suited with respect to facility or ease in use; favorable, easy, or comfortable for use. Convenient encompasses more than the time it takes to fulfill an information need. There is research to suggest that convenient is more important to people than quick service. All libraries in the world must be convenient to the user because they provide services for them. Making user convenient means they provide best services to the community. Since the library is not the only game in town to get information and the majority of the population does not use libraries to get information (Connaway, 2013). It is important for the library to become embedded in the lifestyles of their users and potential users for those who may not or who seldom use library services. An overloaded information environment, many information users tend to experience a sense of information inadequacy and anxiety.

METHODOLOGY

A survey research method was adopted to address the research questions. In this study, a set of questionnaire was personally distributed to random users in one academic library in Malaysia. The researcher was personally distributed to random users in Bentong, Malaysia community. The researcher went to library to collect data from the respondents. Out of 384 sampling, there were only 124 questionnaires returned back to the researcher.

Likert scale was used to evaluate the perceptions of users on mobile library and perception on satisfaction. The range scale was starting from scale one (strongly disagree) until five (strongly agree). Data analysis is analyzed by generating the value of raw data. Since this study used the questionnaire as the instrument to collect the data, the process of analyzing will use the appropriate software, which is the common one, Statistical Package for Social Science (SPSS) version 22.

RESULTS AND DISCUSSION
Reliability Analysis

The reliability test was performed on each dimension to determine their internal consistency, hence their reliability. The value of Cronbach 's Alpha for outreach was 0.660, economical was 0.612, accessibility was 0.738 and convenience was 0.785. Meanwhile the value of Cronbach's Alpha for user satisfaction was 0.893. According to all of the value, it is clearly shown that the values are more than 0.5 and it proves that data instrument of this study is trustworthy and reliable as well. Then it can be used for further analysis.

Table 1 Reliability Test Results

	Variables	Cronbach Alpha	No of item
1	Outreach	0.660	3
2	Economical	0.612	5
3	Accessibility	0.738	5
4	User satisfaction	0.893	5

Profile of Respondents

There were 124 total of respondents. Out of 124, 57 (46%) of respondent were male. Meanwhile 67 (54%) others are female. 40 respondent (32.3 %) were 10-15 years old, 65 respondent (52.4%) were 16-20 years old, 14 respondents (11.3%) were 21-25 years old and other 5 respondents (4%) were 25 years old and above. More than half, 73 respondents (58.9%) were secondary schools. 32 respondents (25.85%) were primary school students. And another 19 respondents (15.3%) have education level that is university.62 of respondents (50%) used mobile library once a month. 38 of respondents (30.6%) used mobile library twice a month. 4 respondents (3.2%) used mobile library more than three times a month and rest 20 respondents never used mobile library.

Level of Perception

The level perceptions is measured by the aggregated mean of the 5-point Likert scale items. Table 2 shows the perceptions on goodness of mobile library and user satisfaction. The level of perception is measured by the aggregated mean of the 5 point Likert scale items. They perceived themselves relatively high on *user satisfaction* (mean = 4.327), moderately high by *accessibility* (mean = 4.30), followed by *outreach* (mean = 4.25) and *economical* (mean = 4.10).

Table 2. Ranking of the Level of Perception

	Dimension	**Mean score**	**Standard deviation**
1	Outreach	4.25	0.585
2	Economical	4.10	0.666
3	Accessibility	4.30	0.502
4	User Satisfaction	4.327	0.539

Perception on Outreach

Outreach here means effort to bring services to the community. The perception of the respondents on mobile library was higher whereby the overall mean score was 4.25. In particular, they were agreed to those statements where *services is available for everyone* (mean = 4.32), *community partnership are established* (mean = 4.29) and *connection are made with undeserved population* (mean = 4.14).

Table 3. Result of Means Score by Outreach

	Statement	Mean	Std. Deviation
1	Services is available for everyone	4.32	.534
2	Community partnership are established	4.29	.581
3	Connections are made with undeserved population	4.14	.642
	Overall	4.25	.585

Perception on Economical

The respondents were confident that mobile library is economical. The perception of the respondents on mobile library was higher whereby the overall mean score was 4.10 (Table 4.4.2). In particular, they were agreed to those statements where *mobile library helps cut budget for user because of closer to user home*s, (mean = 4.35), *mobile library helps cut budget for user because of reasonable operating cost* (mean = 4.11) and *mobile library helps cut budget for user because of minimal staffing cost* (mean = 3.84).

Table 4. Results Mean Score by Economical

	Statement	Mean	Std. Deviation
1	Mobile library helps cut budget for user because of closer to user homes	4.35	.478
2	Mobile library helps cut budget for user because of reasonable operating cost	4.11	.573
3	Mobile library helps cut budget for user because of minimal staffing cost	3.84	.958
	Overall	4.10	.666

Perception on Accessibility

Accessibility means mobile library make easy to the user. The perceptions of the respondents on mobile library were higher whereby the overall mean score was 4.30. In particular, they were agreed to those statements where *mobile library reaches a larger percentage of the population* (mean = 4.35), followed by *mobile library makes browsing capability more easier to their collection* (mean = 4.32) and lastly *mobile library allows library presence to rural society* (mean = 4.23).

Table 5. Results of Means Score by Accessibility

	Statement	Mean	Std. Deviation
1	Mobile library reaches a larger percentage of the population	4.35	.513
2	Mobile library allows library presence to rural society	4.23	.491
3	Mobile library makes browsing capability more easier to their collection	4.32	.503
	Overall	4.30	.502

Perception on User Satisfaction

Mobile library give benefit to community. The perception of the respondents on mobile library was higher whereby the overall mean score was 4..327 . In particular, they were agreed to those statements where *mobile library supports supplement of informal education to rural community* (mean = 4.39), followed by *mobile library supports supplement of formal education to rural* (mean = 4.34), then *mobile library supports independent learning to rural community* (mean = 4.31) and lastly *mobile library offers information literacy to rural community* (mean = 4.27).

Table 6. Results of Means Score by User Satisfaction

	Statement	Mean	Std. Deviation
1	Mobile library offers information literacy to rural community	4.27	.515
2	Mobile library supports independent learning to rural community	4.31	.528
3	Mobile library supports supplement of informal education to rural community	4.39	.608
4	Mobile library supports supplement of formal education to rural community	4.34	.508
	Overall	4.327	0.539

Relations between Mobile Library and User Satisfaction

Table 7 shows the correlation between the five dimension of mobile library which are *outreach, economical, accessibility, convenient* and *user satisfaction.* The following correlations are significant. *User satisfaction* is positively correlated with *economical* (r=0.518, p<0.01). Meanwhile, its correlation with *convenience* (r=0.493, p<0.01), *outreach* (r=0.236, p<0.01) and *accessibility* (r=0.231, p<0.01) although positive but are weak.

Table 7. Correlations between the Goodness of Mobile Library and User Satisfaction

	OUT	ECO	ACC	CON	USE
Outreach	1				
Economical	.233**	1			
Accessibility	.201**	.343**	1		
Convenient	.234**	.331**	.386**	1	
User Satisfaction	.236**	.518**	.231**	.493**	1

Correlation is significant at the 0.01 level (2- tailed)

DISCUSSION AND CONCLUSION

The result has been discussed and from that the researcher can conclude that user is satisfied with goodness of mobile library. All the results shows the moderate answers from the respondent, thus this demonstrate that the library must work harder to satisfy and improve their services to served better to the community. Since it appears that those who use mobile libraries in the areas selected for this case study are satisfied, it is recommended for management in Bentong to take these opportunities by providing more outreach program and activities that suitable with the community. This is important to give awareness about knowledge and information to the community. Not only that, the library has something for everyone. Thus, outreach should offer a special opportunity to let people who would not otherwise use the library know that it does cater for them too.

The library can promote information literacy to the community to supporting people on reading and gain more knowledge. The importance of supporting the newly literate and the development of reading cultures in rural areas cannot be overstated. This is best accomplished with local community collaborations that provide access to reading materials and other services while advancing respect for local languages, cultures, and practices. The libraries collections are key and the collections are adequate for most readers for certain groups. Yet and still, these libraries are for many the only way to access reading materials. So library must provide the resource that arouses community need.

By conducting this study, it can create opportunity for the evaluation and measurement which are important to be done to check whether user in rural community satisfies or not with mobile library in the area. This evaluation process helps to library to served better to the user. It hopes that Public Library of Bentong will set up meeting with top management to improve the mobile library services. This study also creates better results of user satisfaction, which the library can propose more budget to makes mobile library services in rural area effectives and efficient.

In a nutshell, no library service will be successful without proper promotion, and mobile libraries are fortunate in the fact that they can take the library to the people. An attractively painted mobile will always attract attention and if the library is promoted as a friendly, informal place to visit it should

soon become an accepted and vital part of the community. It seems obvious that a mobile library should reach people more economically than a branch library involving the same capital outlay and equivalent maintenance costs.

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