Application of Total Quality Management in Library Services in Engineering University Library at Coimbatore

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Abstract - Total Quality Management is to check and maintain the quality in an organization. It is applicable to all organizations. Especially for the service oriented organizations like library, transport, hospital etc., and application of TQM is playing an important role. This paper attempts to explore the application of TQM in library service mainly looking at the circulation section.

Keywords: Total Quality Management, Library Services, Engineering University Library

I. Introduction

The Total Quality Management is defined as a comprehensive and structured approach to organizational management that seeks to improve the quality of products and services through ongoing refinements with response to continuous feedback received from the users. TQM processes are divided into four main categories as Plan, Do, Check and Act (the PDCA cycle). In the planning phase, people define the problem to be addressed, collect relevant data, and ascertain the root cause of the problem. In the doing phase, people analyze and develop and implement a solution, and decide upon a measurement to measure its effectiveness. In the checking phase, people verifying the results thoroughly before-and-after data comparison. In the acting phase, people document their results, inform others about process changes, and make recommendations for the problem to be addressed in the next PDCA Cycle.

II. Purpose of an Academic Library

The main purpose of an academic library is for supporting the teaching faculty members, research scholars, and other related academic programs of its parent organization. It is a part of a service organization and it is delivering the products (services) personally to the customers (users). In a manufacturing concern, the customer is remote, where as in service organizations like an academic library, producers and consumers meet face to face and the customers are visible.

III. Managing Customer Expectations

Customer expectations can influence satisfaction with both content and context. The expectations that the customers bring to a library have a critical effect upon their perceptions of quality. It is important to acquire a reputation for one or two factors which are important to customers and to concentrate upon developing those factors. Expectations change according to what customers want and how urgently they want it. Sometimes users are seeking a quiet place to read, sometimes just a book for enjoyment, and sometimes a vital bit of information. The service delivery is playing a theoretical performance with the customers. The library professionals must undergo properly planned user education training and the professionals must teach the users for the usage of an academic library.

The library should take utmost care to satisfy and fulfill the expectations of the users. Support systems should reflect customer's priorities. It is important to consider and find out which services can be automated without losing the personal touch. Getting feedback from the user is important to ascertain the quality of service.

IV. Circulation Desk

The circulation desk, which reflects the image of a library, plays a main role in an academic library because they represent the library and this section is the gate way for the library users. The circulation section staff will first deal with the inquiries from the users and manage the reader community. The staff must undergo training in a proper way of handling the users including skill training, psychological training, on the job guidance and other related functions. Teamwork plays a vital role in giving better quality services. People have to develop a culture and commitment towards quality service in an academic library.

The researcher has taken data from 120 users from an engineering university library (circulation section). The sample includes 10 students from Postgraduation and 110 students from Undergraduates. Their opinion and feedbacks are discussed in the analysis. Analysis of the service (quality of circulation) is shown below in tables.

TABLE I CIRCULATION SECTION

S. No.	Description	E	%	VG	%	G	%	A	%	P	%	Total
1	Membership Service	23	19.16	30	25.00	50	41.66	10	8.33	7	5.83	120
2	O P A C (Online Public Access Catalogue)	18	15.00	28	23.33	45	37.55	21	17.50	8	6.66	120
3	Issue/Return of Books Service	19	15.83	29	24.16	49	40.83	14	11.66	9	7.50	120
4	Interlibrary Loan through DELNET	6	5.00	15	12.50	53	44.16	35	29.16	11	9.16	120
5	Orientation to the Library Users	26	21.66	28	23.33	39	32.50	15	12.50	12	10.00	120
6	Shelving of Books	20	16.66	24	20.00	36	30.00	21	17.50	19	15.83	120
7	Response to Query	14	11.66	24	20.00	54	45.00	20	16.66	8	6.66	120

Samples taken for this study: PG Students 10
UG Students 110
Total 120 students

TABLE II MEMBERSHIP SERVICE

Description	No.of Respondents	Percentage
Excellent	23	19.16
Very good	30	25.00
Good	50	41.66
Average	10	8.34
Poor	7	5.84
Total	120	

Table II gives information about the Membership service and functions of a library. Out of 120 respondents, 50 respondents felt that the service is good and 30 members have given their rating as very good. 23 of the respondents felt that the library service is excellent. But 17 respondents felt the service is average and poor.

TABLE III OPAC (ONLINE PUBLIC ACCESS CATALOGUE)

Description	No. of Respondents	Percentage
Excellent	18	15.00
Very good	28	23.33
Good	45	37.50
Average	21	17.50
Poor	8	6.67
Total	120	

Table III provides the access information by the students in OPAC (Online Public Access Catalogue). Out of 120 students, 18 students felt that the OPAC is Excellent, 28 students felt that service of OPAC is very good, 45 students felt that service of OPAC is good and 29 students felt that service of OPAC has to be improved to cater the needs of the students.

Table IV provides the information about the issue and return of book service in a library. Out of 120 students, 18 students are satisfied with this service and they have rated

TABLE IV ISSUE/RETURN OF BOOK SERVICE

Description	No. of Respondents	Percentage
Excellent	18	15.00
Very good	28	23.33
Good	45	37.50
Average	21	17.50
Poor	8	6.67
Total	120	

it as excellent. 28 students rated it to be very good and 45 students rated as good. But 29 students have suggested/felt that this service should be improved.

Table V gives the details of Interlibrary Loan services through DELNET. Out of 120 students, 19 students have felt that the service of DELNET is Excellent whereas 29

TABLE V INTERLIBRARY LOAN THROUGH DELNET

Description	No. of Respondents	Percentage
Excellent	19 1	5.83
Very good	29 2	4.16
Good 4	9	40.83
Average	14 1	1.67
Poor	9	7.51
Total	120	

and 49 students have ranked as very good and good but 9 students have proposed to improve this service in a better manner.

TABLE VI ORIENTATION TO THE LIBRARY USERS

Description	No. of Respondents	Percentage
Excellent	6	5.00
Very good	15	12.50
Good	53	44.16
Average	35	29.16
Poor	11	9.18
Total	120	

Table VI stresses the importance of orientation programme to be organized among the students community for effective use of Library services. Out of 120 students, that the 74 respondents have welcomed this idea as excellent, very good and good where as 46 students have rated as average and poor.

TABLE VII SHELVING OF BOOKS

Description	No. of Respondents	Percentage
Excellent	26	21.66
Very good	28	23.33
Good	39	32.51
Average	15	12.50
Poor	12	10.00
Total	120	

Table VII gives information about the shelving of books. Out of 120 respondents, 26 students have graded as excellent, 28 students have graded as very good and 39 students have graded as good and 27 students expressed their desire to improve this service.

TABLE VIII RESPONSE TO QUERY

Description	No. of Respondents	Percentage
Excellent	20	19.66
Very good	24	20.00
Good	36	30.00
Average	21	17.50
Poor	19	15.84
Total	120	

Table VIII gives information about the Response to query. Out of 120 respondents, 20 students have graded as excellent, 24 students have graded as very good and 36 students have graded as good to the above said service and 21 students expressed as average and 19 students are having opinion of Poor to the above said service.

V. CONCLUSION

In this study it has been discussed the Total Quality Management and its applications in Library Services particularly in the Circulation Section. In the past the technological park has influenced its activities in the working pattern of Library and Information centers. Application of TQM will give a good result in the Library services. The traditional image of the library has also transformed. The user's requirements are changing day-by-day and their requirements are high.TQM leads to identify the productive growth of academic environment in a visible manner. This study reveals that the application of TQM to the Library services is very useful and beneficial to the user community and also to the academic community.

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