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User satisfaction as correlate of perceived librarians' image in private universities in South-west Nigeria

(Zadowolenie użytkowników jako korelat postrzeganego wizerunku bibliotekarzy na prywatnych uniwersytetach w południowo-zachodniej Nigerii)

Słowa kluczowe: wizerunek, bibliotekarze, postrzeganie, uczelnie prywatne, studenci

Abstrakt: Zadowolenie z usług informacyjnych ma istotny wpływ na postrzeganie wizerunku bibliotekarzy przez użytkowników bibliotek. Nie ulega także wątpliwości, że wizerunek bibliotekarzy wpływa na sposób postrzegania zawodu bibliotekarza. W związku z pojawieniem się technologii informatycznych użytkownicy bibliotek mają odmienne zdanie względem przydatności bibliotekarzy, co prowadzi do kryzysu tożsamości tejże profesji. W badaniu sprawdzono satysfakcję użytkowników jako korelację postrzeganego wizerunku bibliotekarzy na prywatnych uniwersytetach w południowo-zachodniej Nigerii. Zastosowano opisową metodę badań ankietowych, w której pytania kwestionariuszowe zostały opracowane zgodnie z celami badania. Całkowita populacja studentów w sześciu wybranych prywatnych uniwersytetach w południowo-zachodniej Nigerii wyniosła 31 342 osób. Z populacji wybrano próbę liczącą 1491 osób. Zebrane dane analizowano za pomocą obliczenia częstotliwości, prostych wartości procentowych i analizy regresji wielokrotnej. Wyniki wykazały, że większość studentów studiów licencjackich była umiarkowanie zadowolona z usług bibliotecznych świadczonych przez bibliotekarzy i istnieje istotny pozytywny związek pomiędzy satysfakcją studentów z usług bibliotecznych a postrzeganym wizerunkiem bibliotekarzy ($r = 0,06$, $df 1150$; $p < 0,000$). Z analizowanych danych wyciągnięto wnioski i przedstawiono rekomendacje, w jaki sposób bibliotekarze mogą wzmocnić swój wizerunek i uzyskać satysfakcję użytkowników bibliotek ze świadczonych usług.

Keywords: image, librarians, perception, private universities, undergraduates

Abstract: Satisfaction with information services has noteworthy influence on library users' perception of librarians' image. There is no doubt that the professional image of librarians give a vivid description of library profession. Due to the advent of information technology, library users who are the major determinants of librarians' image have diverse perceptions about librarians' relevance which leads to professional identity crisis. The study examined user satisfaction as correlate of perceived librarians' image in private universities in South-west Nigeria. The descriptive survey research method was used with questionnaire questions drawn up in line with the objectives of the study. Total population of undergraduates in the six purposively selected private universities in South-west Nigeria was 31,342. Sample size of 1,491 was selected from the population. Data gathered was analyzed using the frequency count, simple percentages and multiple regression analysis. Results revealed that most of the undergraduates had moderate satisfaction with the library services provided

by librarians and there is a significant positive relationship between undergraduates' satisfaction with library services and perceived librarians' image ($r = 0.06$, $df = 1150$; $p < 0.000$). Conclusions were drawn from the analysed data and recommendations made on how librarians can boost their image by ensuring that library users are satisfied with services provided.

Introduction

The services offered by professionals are quite fundamental to the thoughtfulness of what a profession means. It is habitually regarded as the trademark of professionalism. For library and information science professionals, service entails supporting people in locating information materials that meet their educational, recreational, and employment needs. Service is often regarded as the fundamental value or basic competence for librarians [14]. It is the responsibility of librarians to provide quality information services and ensure that appropriate information materials are delivered and made reachable to information users with ease and users' judgment about services offered by librarians go a long way in determining their perception of librarian and ultimately, the library profession. This is why it is vital for a library to evaluate its resources, services, and the quality of personnel who provide the service [11]. Often times, a library's effectiveness has been measured by the quality of both human and material resources available to meet and satisfy the needs of the library users. Failure to meet their information needs and expectations leads to dissatisfaction with the products and services which the library has to offer.

User satisfaction, according to Zeithalm and Bitner [35] is defined as „the customers' evaluation of a product or service in terms of whether that product or service has met their needs and expectations”. Satisfaction in library parlance is a means by which library users rate the appropriateness of information resources and quality of services being offered, as well as if their assumptions are met. Satisfaction with library resources has to do with how people feel after utilising the library's information resources and services, and their propensity to revisit whenever in need of more information [22]. It is therefore eminent for librarians in various university libraries to satisfy the needs of the users of the library by rendering quality services and also conducting regular user surveys to elicit their views and their level of satisfaction for better improvement on services [11]. Consequently, the quality of service offered by librarians will automatically project their image among library users. It suffices to state that undergraduates in general depend on librarians to meet their diverse needs. However, there is a high reliance on the professional competencies of the librarians who offer services in determining whether to consult the library or not.

Moreover, with the rapid advancement of information technologies which has resulted in information overload, the library as a space is evolving. Librarians amidst professional identity crisis, are expected to improve their services, relationship with library users, and demonstrate their relevance in the digital era. Inability to provide quality services that will meet the needs of the library user can erode the little confidence reposed in librarians as information providers and this can affect users' perceptions about their image.

Statement of the problem

There are misconceptions that influence the ability of librarians to practice their profession which lead to professional identity crisis. Literature revealed that image of librarians is low among the general public in developing countries [2; 32]. Studies such as those of Watson [34] and Luthmann [19] mainly focused on negative perception about librarians' image. Other studies revealed how librarians' academic status and personality traits influence the library users' perception about librarians. These misconceptions about the librarianship profession regardless of librarians' effort, do have effect on the enhancement of the information services, the advancement and existence of the profession [14; 23].

Many studies have been conducted to investigate the impact of service quality on user satisfaction in the context of university academic libraries [1; 15]. Unfortunately, there are no studies that was carried out on how user satisfaction determine the perception of undergraduate students on librarians' image. Therefore, this study is an endeavor to examine the effect of service quality and user satisfaction on the perceived image of librarians.

Objectives of the study and research hypothesis

The specific objectives were to:

1. Ascertain undergraduates' level of satisfaction with the services offered by librarians in private universities in South-west Nigeria.
2. Investigate the perception of undergraduates about librarians' image in private universities in South-west Nigeria.
3. Determine the effect of user satisfaction on the perceived librarians' image.

The research questions derived from the specific objectives that were answered in this study are:

1. To what extent are undergraduates satisfied with the services offered by librarians in private universities in South-west Nigeria?
2. How do undergraduates perceive librarians' image in private universities in South-west Nigeria?
3. What is the effect of user satisfaction on the perceived librarians' image?

The hypothesis below guided the study and was tested at 0.05 level of significance:

H_{01} There is no significant relationship between undergraduates' satisfaction with library services and perceived librarians' image in private universities in South-west Nigeria.

The study focused on the effect of user satisfaction on perceived librarians' image in private universities in South-west Nigeria. There are ninety-nine (99) private universities in Nigeria as at the year 2021, out of which thirty-seven (37) are in South-west Nigeria.

Of the 37 private universities in South-west Nigeria, fifteen (15) among them are newly approved and those that started operations in recent years were excluded. The remaining twenty-two (22) formed the study population. The university with the highest population of undergraduate students in each of the states was selected for the study. The sample size of 1,491 undergraduates was determined using the Research Advisor.

Literature review

The issue of professional image is of concern to professionals in library profession [29]. The agitation on how librarianship is being perceived by the public is becoming more prevailing in today's society. Library users associate professional services provided by librarians with high levels of quality and dependability. Hence, the need for librarians to establish and maintain standards with their patrons in order to provide high-quality service, which will enhance their public profile [24]. Hashim and Mokhtar [12] proposed that in order to be successful in discharging their duties, staff training and development should focus on assertiveness, decisiveness, change management, and information technology. Moreover, with the rapid advancement of information technologies which have resulted in information overload, the library as a space is evolving. This is why librarians amidst professional identity crisis need to improve their services, relationship with library users, and demonstrate their relevance in the digital era. Inability to satisfy users' needs by providing quality service can erode the little confidence reposed in librarians as information providers and this can affect users' perceptions about their image.

Alokuk [3] opined that comfortable library environment, useful research materials, conducive reading space and good attitude of librarians have effect on the reputation of the librarians as well as the library profession. Kiriri [18] investigated the perspectives of library users at a private African university. The majority of respondents indicated that the library has welcoming and comfortable environment, contemporary equipment that enable stress-free access to needed information, space that encourages study and learning, and that the library has modern equipment that allows easy access to needed information.

In the same vein, Rilwan [27] evaluated undergraduates' satisfaction and library's service quality. The study found that less than average of the respondents were satisfied with library reference services (Current Awareness Services, Selective Dissemination of Information and internet access etc.) Deo [7] reported from a study that photocopying, printing and reference services. Also, majority of the respondents indicated that the library catalogue offered good service, they have access to library services electronically and the library's opening hours were outstanding. According to the findings by Narayanaswamy, Suresha and Ravikumar [21], library users were satisfied with library circulation services, reference services and OPAC services. Arshad and Ameen [4] revealed in their study that respondents were satisfied with library staff's courtesy, caring demeanor, and capacity to provide services swiftly.

According to Sohail and Raza [30], it was revealed in their study that majority of respondents indicated that the quality of service offered was above average and expressed

positive response and satisfaction with the reliability factor of library staff service quality. There is need for librarians to have necessary skills, expertise and competence to provide library information services, as well as technological skills to create a user-friendly web site and ensure service availability. It will also assist them in keeping promises about service availability and feelings of trust while working with library users.

Tiemo and Ateboh [33] reported the findings of a survey that users of the library were not fully satisfied with the library's information facilities and services, despite the library's deficiencies in some areas. According to the results, there is still more work to be completed to develop library facilities and programmes. Users were fully dissatisfied with specialised services such as inter-library loan, library orientation, weekend library services, and internet services. Ezeala and Yusuff [9] reported that users indicated dissatisfaction with the length of loan facilities, the library's opening and closing hours, the number of computer systems, and the lighting systems. The study further reported that inter-library loan programs should be delivered to users because most libraries have insufficient resources to serve their own users, let alone lending to other libraries.

Tetteh and Nyantakyi-Baah [32] looked at library importance in Ghanaian academic libraries through user satisfaction. According to the findings, majority of the respondents were satisfied with library facilities, staff behaviour, and library climate. In the same vein, Rani [25] examined library facilities and service quality among students and faculty members and discovered that most respondents were extremely satisfied with library services and resources. This indicates that the involvement of librarians in service delivery is viewed favourably.

In addition, Hemavathi and Chandrashekara [13] revealed in their study that most respondents indicated satisfaction with the library staff's information facilities and extreme satisfaction with the library staff. The respondents indicated that they were satisfied with adequate lighting and good ventilation available in the reading areas of the library. The impact that customer satisfaction would have on the librarians' reputation is that they will continue to be recognised for the services they provide.

Consequently, library users' perception about librarians can only be determined through the quality of service they render. Satisfaction with the services offered by librarians will automatically project their image among library users. It suffices to state that undergraduates in general depend on librarians to meet their diverse needs. However, there is a high reliance on the perceived image and professional competencies of the librarians who manage these libraries in determining whether to consult the library or not.

Theoretical framework

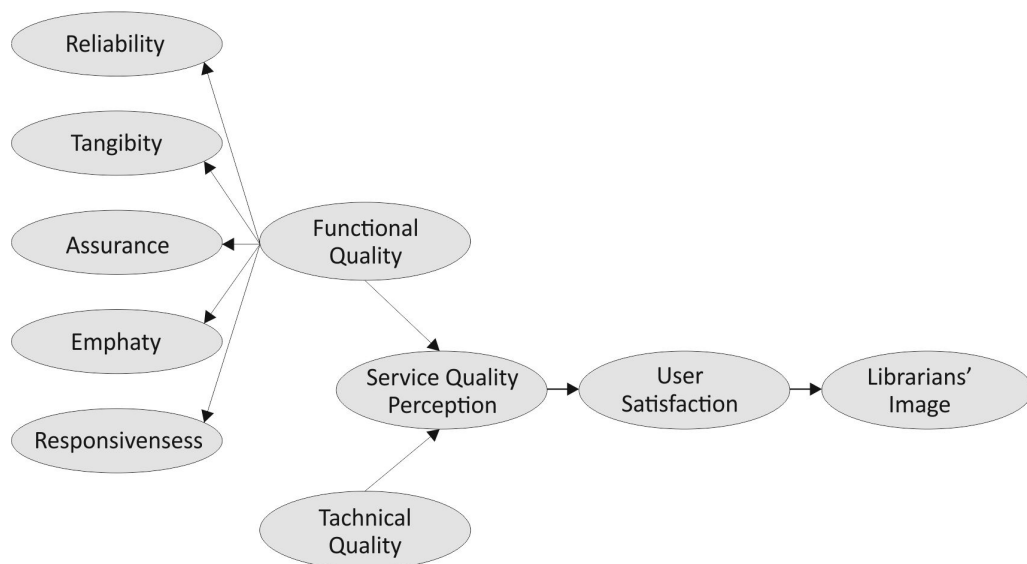
Gronroos first established the service quality model in 1988 [10]. According to Gronroos, what was required was a service quality model that defined how customers assess service quality and that knowing this would help design more effective service-oriented concepts and models. Technical quality, functional quality, and image are the components of this paradigm, which is conceived as a three-dimensional construct. Technical quality, according

to the model's proponent, is what customers get as a result of their interactions with service companies. Technical quality factors such as service quality perception and customer satisfaction are critical to their assessment of service quality. According to Gronroos, service quality perception is the result of a process in which customers compare their expectations to the service they believe they have received. As a result, consumers' experiences with a service are likely to influence their post-consumption evaluation of the service they received.

Swan and Combs [31] argued that while acceptable influential performance is a requirement for customer satisfaction, it is insufficient; if the communicative performance of a product is not accepted as pleasing, the consumer will still be dissatisfied, regardless of the extent of satisfaction initiated by the influential performance. Furthermore, according to Einasto [8], the library staff's command of the necessary knowledge, competence, and abilities to provide library services is also required for technological skills such as web site design and service availability assurance. Customers' expectations are influenced by their perceptions of the organisation, or its image. As a result, the corporate image is the result of how customers view the organisation. Service firms' image is crucial, and it is expected to be shaped primarily by technical and functional quality of service, as well as elements such as tradition, philosophy, word of mouth, pricing, and public relations.

The Gronroos service quality model was chosen as the most appropriate model for this study because all of its dimensions capture all aspects of the study. The service quality model, as one of the most often used reference points in librarianship, reflects the essence of the quality of service that must be delivered to information consumers. In addition to its application to the study, the model's constructs of functional and technical attributes, as well as corporate image, depict the study's principles in their entirety. The library profession is a type of service job in which customers value not just how they are served but also how well they are treated (functional quality). However, and perhaps more importantly, on the effect or nature of the services they receive and experience, which generate technical quality variables such as the quality of information literacy skills acquired by library users, the quality of human and material resources available, and, finally, the quality of the service rendered. When library clients are satisfied with the services given by librarians, the public's impression of librarians' importance and image will shift. The validated model is displayed in figure 1.

Figure 1. Adapted from Gronroos (1988) Service quality model



Source: self-elaboration.

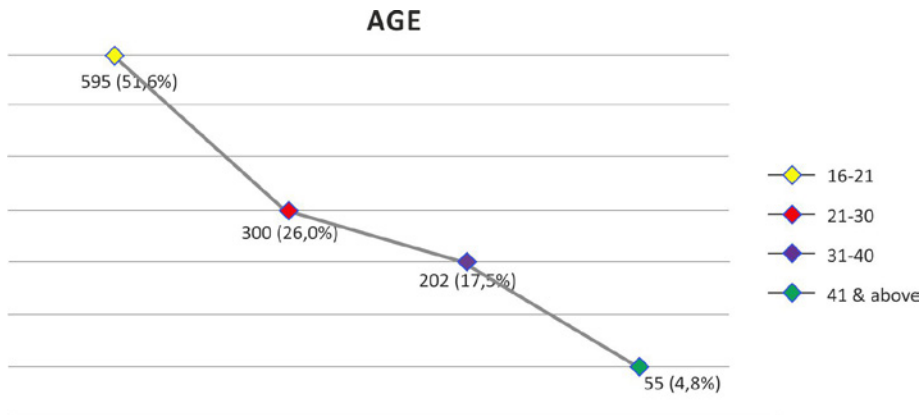
Methodology

Survey research method was adopted because of the conviction that it is most appropriate method for the study. The population used for this study included all undergraduate students in private universities in South-West Nigeria. The instrument that was used for collecting data in this study is questionnaire. Multi-stage sampling procedure was employed to select the target group for the study. The first step was to purposively select the most populated private universities in each state, which makes a total number of six universities that were sampled. At the second stage, the Research Advisors was used to select sample size for the study. The published table, at confidence level of 95% with margin error of *2.5 was used to select sample size of 1491 out of the total population of 31,342. Finally, convenience sampling was used to administer questionnaire to undergraduate students who were physically met using the library resources.

Demographic profiles of respondents

The demographic profiles of the respondents were distributed in frequency and percentages, and were illustrated using pie chart, bar chart and line graphs. It is presented as follows in figures 2-4.

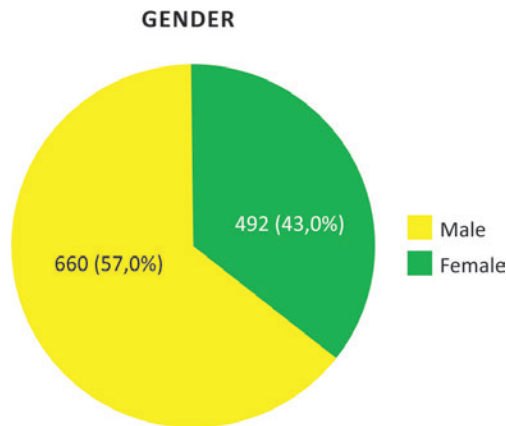
Figure 2. Distribution of respondents by age



Source: self-elaboration.

The figure reveals that 595 (51.6%) of the respondents were between the age of 16-20 years, 300 (26.0%) of them were between 21-30 years, 202 (17.5%) were between 31-40 years; while 55 (4.8%) were within 41 years and above. This implies that most of the students who partook in the study were youth within the age of 16-20 years, followed by those between 21-30 years category.

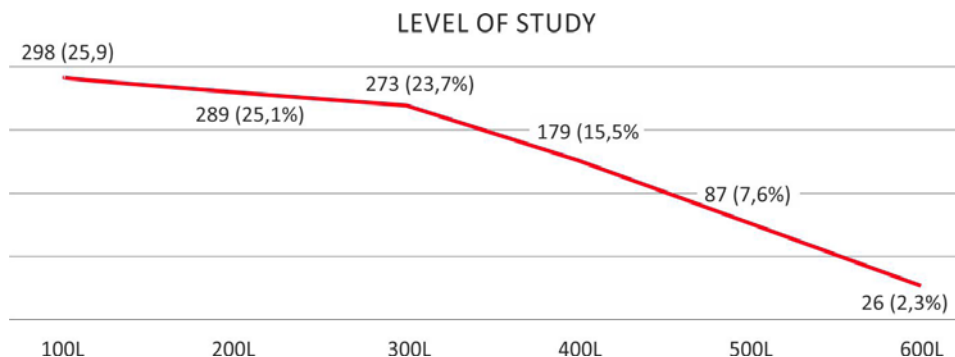
Figure 3. Distribution of respondents by gender



Source: self-elaboration.

In terms of gender, figure four shows that out of the 1,152 respondents, 492 (43.0%) were males; while 660 (57.0%) were females. Hence, over (50%) of those who responded or took part in the research were females.

Figure 4. Distribution of respondents by level of study



Source: self-elaboration.

With respect to level of study, figure 4 indicates that, those who responded from 100-600 level were represented accordingly. That is, the 100 level students were 298 (25.9%), 289 (25.1%) were in 200 level, 273 (23.7%) were in 300 level, the 400 level students were 179 (15.5%) in number, 87 (7.6%) represents the 500 level students; while 26 (2.3%) constituted the 600 level students. Hence, most of the respondents in this research were the 100 level students, followed by the 200 level students respectively.

Analysis of the research questions

Frequency counts and percentages, as well as mean and rank order, were deployed towards answering the research queries addressed in this study as follows:

RQ 1: To what extent are undergraduates satisfied with the services offered by librarians in private universities in South-west Nigeria?

Table 1. Percentage distribution of extent of user satisfaction with the services offered by librarians of private universities in South-West Nigeria

Score range	Frequency	Percentage %	Remark
1-68	278	24.1	Low satisfaction
69-101	833	72.3	Moderate satisfaction
102-136	41	3.6	High satisfaction

Source: self-elaboration.

On the user satisfaction sub-scale, there are 34 items and the scores range from 4, 3, 2, and 1. The scores go thus; 136 (4 * 34), 102 (3 * 34), 68 (2 * 34) and 34 (1 * 34).

In this regard, the extent of satisfaction is divided into three, viz: high = 102-136, moderate = 69-101 and low = 1-68. Therefore, scores within 102-136 range is considered the great extent or level of satisfaction, scores between 69-101 indicated moderate level of satisfaction; while scores within 1-68 means a low level of satisfaction. In view of this, 278 (24.1%) of the respondents have low level of satisfactory with the services provided by librarians, 833 (72.3%) have moderate level of satisfaction; while 41 (3.6%) of those who responded reported that they have high level of satisfaction with the services offered by librarians. Therefore, most of the respondents of private universities in South-West Nigeria reported their moderate satisfaction with the information services provided by librarians.

The second question was formulated as follows:

RQ 2: How do undergraduates perceive librarians' image in private universities in South-west Nigeria?

Table 2. Mean and rank order of respondents' perception of librarians' image

N	Statement	Mean	SD	Rank
16	Through the help of librarians, I am able to distinguish between trustworthy and untrustworthy information	2.73	0.91	1 st
2	Librarians give me appropriate time and attention	2.71	1.01	2 nd
12	Librarians often listen to recommendations for new or different Resource	2.62	0.94	3 rd
14	Librarians always assist me to progress in my academic pursuit	2.62	0.86	3 rd
11	Librarians equip me with the information literacy abilities I require for my study	2.57	1.09	5 th
1	I have contacts with librarians	2.57	1.02	5 th
3	Librarians assist me in literature search and book reservation	2.55	0.94	7 th
15	Librarians motivate me to be more productive in my academic endeavours	2.55	0.95	7 th
6	Librarians provide accurate answers and quality service	2.50	1.03	9 th
7	Librarians respond clearly and accurately to enquiries	2.49	1.00	10 th
23	I don't think librarians have any training	2.47	1.03	11 th
8	Librarians provide resources that are appropriate for my course	2.47	1.04	11 th
9	Librarians encourage me to efficient in my academic endeavor	2.47	1.00	11 th

20	Librarians attitude has influenced the way I use the library	2.47	0.90	11 th
10	Librarians help me know if information is trustworthy or not	2.45	1.09	15 th
5	Librarians treat me fairly and without discrimination in their dealings with me	2.45	1.01	15 th
18	In general, I am pleased with the treatment I receive from librarians in my library	2.45	0.92	15 th
22	Librarians are professional and very friendly	2.40	0.87	18 th
4	The end result of my contacts with librarians is useful	2.39	0.99	19 th
13	Librarians assist me in staying current in my area(s) of interest	2.39	1.06	19 th
24	I think librarians generally have positive image	2.37	0.95	21 st
17	Librarians equip me with abilities I require for study	2.28	0.92	22 nd
19	In general, I am pleased with librarians' assistance for my learning and research needs	2.27	0.95	23 rd
21	Librarians are difficult to approach	2.27	1.00	23 rd
	Grand mean	2.48		

Source: self-elaboration.

Table 2 shows the mean and rank order of respondents on perception of librarians' image. The table reveals that 9 out of the 24 items met the established yardstick of 2.50 for defining the students' perception of librarians' image. Items 16, 2, 12, 14 and 11 with mean (\bar{x}) and standard deviation (σ) values of 2.73 (0.91), 2.71 (1.01), 2.62 (0.94), 2.62 (0.86) and 2.57 (1.09) were rated 1st, 2nd, 3rd, 4th and 5th correspondingly. On the other hand, the table shows the grand mean of 2.48 which is less than the 2.50 average mean value. This indicated that, overall, the undergraduates of private universities in South-West Nigeria have negative perception of librarians' image because they disagree with many of the items related to the librarians' image. However, based on the topmost ranked items, the respondents perceived that librarians have helped them to be able to know information that are trustworthy or untrustworthy, librarians gave their enquiries at appropriate time and attention, librarians do listen to recommendations for new or different resources, librarians do aid the students' academic pursuit and provide them with information abilities required in their endeavours.

Hypotheses testing

Basically, six hypotheses were formulated and tested accordingly, using Pearson's Product Moment Correlation (r), independent t -test, ANOVA and regression statistics at 0.05 level of significance. In view of this, the outcomes of the hypotheses tested are displayed as follows:

H_{01} : There is no significant relationship between undergraduates' satisfaction with library services and perceived librarians' image in private universities in South-West Nigeria.

Table 3. Pearson (r) statistics showing relationship between respondents' satisfaction with library services and perceived librarians' image

Variables	N	Mean	SD	df	Cal. r	Crit. r	p-value
SLS	1 152	74.55	16.07				
				1150	0.14*	0.06	0.000
LI	1 152	59.51	13.41				

*Sig. at $p < 0.05$

Source: self-elaboration.

Table 3 displays that for degrees of freedom (df) of 1150, the calculated r -value of 0.14 is more than the critical r -value of 0.06 ($p = 0.000 < 0.05$). This specifies that there is a noteworthy positive correlation between undergraduates' contentment with library services and perceived librarians' image in private universities in South-West Nigeria; hence, the hypothesis is rejected. Thus, the respondents' satisfaction with library services determined their perception of librarians.

Discussion

The finding of this study is that majority of the undergraduates of private universities in South-west Nigeria indicated to have had moderate satisfaction with the services provided by librarians. This means that library services rendered by the private universities in South-west Nigeria are to some extent meeting part of the anticipations of the patrons. The outcome of this investigation is contrary to the results of Motiang et al. [20] where less than half of those who responded reported satisfaction with library services offered by librarians in University of Limpopo. Furthermore, Tetteh and Nyantakyi-Baah [32] also testified that most of the respondents' perception of library information services provided to them was satisfactory. The finding also finds support in the study of Khan et al. [17] who reported that majority of those who responded indicated that they were satisfied with the provided information services. Similarly, this finding corroborates that of Kiriri [18] who posited that most of the respondents indicated that their information needs were met to a great

extent by the information services offered to them by the library. The implication of their submission is satisfaction with the information services delivered to them. This finding is in line with Salauddin [28] who stated that most of those who responded indicated great satisfaction with the information provided to them by the library.

Another finding of this study revealed that majority of the undergraduates have negative perception of librarians' image because they disagree with many of the items related to the librarians' image. From this investigation, it was discovered that undergraduates of private universities in South-west Nigeria perceived that librarians have helped them to be able to distinguish between trustworthy and untrustworthy information, librarians gave their enquiries appropriate time and attention, librarians do listen to recommendations for new or different resources, librarians do aid the students' academic pursuit and provided them with information skills required in their work. This means that the students have positive perception of university librarians in providing them with relevant services for the attainment of their goals. Blake et al. [5] reported that librarians have made a significant impact in the undergraduates' learning and research processes through the various services such as training on how to search literature for systematic reviews, recognising exact and comprehensive information as the foundation for clever decision making, use of Boolean search operators and truncation search techniques.

In other studies, Rasul and Singh [26] and Alansari [2] found that library users were satisfied with activities in meeting their needs. It is deduced from the discovery of this study that librarians' image (level of competency, personality and human relation) is significant to the success or failure of the library in providing the desires of its clients. Thus, the librarian must possess a positive image that will arouse the interest of students and other library users in turning library visitation into habits

The hypothesis indicated that there was a positive significant relationship between undergraduates' satisfaction with library services and perceived librarians' image in private universities in South-west Nigeria. It means that contentment with library services is dependent on the competency of the librarian in effective service delivery to library users. This finding disagrees with the finding of Bulama et al. [6] whose results revealed that a medium but noteworthy correlation existed between students' satisfaction with library services and librarians' image. On the other hand, Ikolo's [16] finding indicated that a significant positive correlation subsists between satisfaction with users' services and librarians' image. The outcome of the study suggests that the stronger the librarian's level of competency or image, the greater the degree of user contentment with library services and vice-versa. This implies that the role of librarians cannot be over-emphasised in the overall satisfaction of students and other library clientele.

Furthermore, this finding also confirms the result of Motiang et al. [20] who discovered that most of those who responded specified that they were satisfied with the helpful information services they were offered by the librarians. It means that those who responded were satisfied with the librarians because of the useful information services they offered to them. It equally means that the information services offered by librarians were discovered to be effective and efficient.

Conclusion

Based on the results of this study, it is therefore concluded librarians' image is perceived to be negative by undergraduates but user satisfaction determines librarians' image. Also, the selected demographic variable (age) influenced undergraduates' perception of librarians' image except gender. Private university owners have not met the expectations of undergraduates in standardising their library; thus, they must enhance students' information literacy skills and equip librarians with adequate facilities in providing high quality of services to the satisfaction of users.

Recommendations

Based on the findings of this study, the following recommendations were made:

1. The findings of this study revealed that image of librarians is perceived to be negative. Efforts should be made by librarians in private universities in South-west Nigeria to continuously update their knowledge and enhance their proficiency level through capacity building programmes such as attendance of seminars, workshops, conferences and training programmes in their profession. This will go a long way in satisfying the undergraduates' library needs and help in sustaining positive image of librarians.
2. Since the findings of the study indicated that there is moderate satisfaction with services provided by librarians, therefore it is recommended that librarians should sustain the service provided for undergraduates. This will increase students' patronage of the library and help shape their image of librarians; thereby, linking information literacy skills to perceived librarians' image by the users.

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