

Students Satisfaction towards mobile library application

A case study of the Academic Resources Center Suan Sunandha Rajabhat University

Thanakorn Uiphanit¹, Korakod Lertchalerawat¹, Santisook Wiriyapongchareon¹,
Chotika Choothosri¹, Pornpisit Liagnyoo¹ and Aekkaphob Intarapoo²

¹Department of Library and Information Science, Faculty of Humanities and Social Sciences
Suan Sunandha Rajabhat University

²Department of Information Management, Faculty of Humanities and Social Sciences
Suan Sunandha Rajabhat University

Abstract

This paper was aims to provide quantitative data on students' evidence on the actual use of mobile devices and to consider the benefit of the mobile library application to students. This research included a survey that attracted 101 participants. Most of them were female (72.3%) and male (27.7 %) with an average age of 19.6 years. All of the sample haven't been ever face a problem and the satisfaction level is good. The limitations in this study was the operating system and population of field experiment. Accordingly, further research should develop the mobile library application in IOS and upload to App Store.

Keywords: Students Satisfaction / Mobile library application / Suan Sunandha Rajabhat University

Introduction

The use of smartphones is increasingly widespread in Thailand Among those Internet users, 81.8 percent were Smartphone users, 54.5 percent were Desktop users, 45 percent were Laptop users, 21 percent were Tablet users, 8.5 percent were Smart TV users, and 0.6 per cent had enabled the functionality of mobile web access. According to this online survey on Thailand Internet User Profile 2015, 54.2 hours per are significantly used by Generation Y, or users whose ages range from 15 to 34 (ETDA, 2015). Although there is no such a survey in Thailand, it is believed that Thailand has a similar trend. Longer alienated from various services offered by organizations and businesses via smartphone transmission

Academic Resources Center, Suan Sunandha Rajabhat University. Is a supported academic division and their mission is to provide an information services to lecturers, students and staff. Therefore Academic Resources Center need to develop a new services and increase a new channel for respond the user satisfaction. Today, they use website and printed. Which don't comply users' needs and behavior. Users prefer to use the mobile library application to because of the continuous popularization of smartphones and the enhanced functions of mobile applications. Therefore, this research focusses on the mobile library application for Academic Resources Center Suan Sunandha Rajabhat University. In line with this need, a usability study is performed on the mobile library application of Academic Resources Center Suan Sunandha Rajabhat University to measure a user satisfaction.

Recommendations for mobile library applications are provided at the end of the article and are based on the findings of the research. These will hopefully be useful to both Suan Sunandha Rajabhat University and other academic libraries.

Literature review and Methods

Literature review

There is much current research on the use of smartphone, library application, library homepages and developing in the literature, although few look specifically at the use of mobile library applications by undergraduate students. Relevant studies can be found in multiple disciplines; information Technology, System analysis and design and; library systems.

Lorraine (2011) reported that The growth rate of smartphone ownership among students in an eight-month period was so rapidly: a 17 per cent increase between March and November 2010. In addition, 68 per cent of students who plan to change their mobile handset would upgrade to a smartphone Reese (2013) but they used apps for search engines, online encyclopedias, and libraries is a small percentage of most frequently (10.4 percent)

Qunyi Wei (2015) explored user satisfaction rate is depend on user experience and Nor Shahriza (2006) found that the quality of service that library offered effected to the user appeal.

Methodology

Population and sample

The study was conducted at one of the Suan Sunandha Rajabhat University. The data from the study, was gathered from the undergraduate students in any faculty and college. A sample of 101 students was selected for the study.

Measurement and data collection

The measurements of the satisfaction of users was designed using preferable scale of 1 (Very poor), 2 (Poor), 3 (Fair), 4 (Good), and 5 (Very good) The data collected were analyzed dominantly using descriptive statistical analysis. The findings were presented in tables, percentages and frequency distributions. The Spreadsheet Software was used for this purpose.

Results and Discussion

Satisfaction of users in mobile library application

This section provides findings on the satisfaction of the respondents pertaining to the potential application of mobile phone in the context of mobile library application. Questions were asked pertaining to their satisfaction of use of the proposed application. Preferences to the satisfaction of mobile library application were measured in a Likert scale of 1 (Very poor), 2 (Poor), 3 (Fair), 4 (Good), and 5 (Very good). Table 1 provides descriptive statistics of the findings

Table 1: Satisfaction of users in mobile library application

No	Item	Mean	Standard Deviation	Describe
1.	User interface is easy to read	0.69	4.05	Good
2	Color of Background and fonts	0.67	4.00	Good
3.	Size and style of fonts are suitable	0.67	4.15	Good
4.	Syntax on application is good	0.66	4.11	Good
5.	Easy to download and installation	0.73	4.12	Good
6.	Linkage in application are correct	0.61	4.08	Good
7.	Contents are good organize	0.73	4.12	Good
8.	Text and picture are suitable	0.69	4.05	Good
9.	Users are prefer to use application more than website and printed manual	0.70	4.16	Good
	Total	0.68	4.09	Good

Notes: Measurement scale: 1(Very poor), 2 (Poor), 3 (Fair), 4 (Good), and 5 (Very good)

According to the result, the mean score that is higher than 3 would indicate that the respondents were prefer to use mobile library application. The result indicates that the respondents scored the “good” factor the lowest (4.00) among the eight factors. This finding suggests that color of background and fonts are not contrast ; thus, users were not comfortable to use the application. This result was indicates that the respondents were satisfied with the abundance of useful mobile services provided by the mobile library application. Furthermore, the respondents considered such services to be helpful to research and to the learning process. The satisfaction of the mobile library application is a good level opinion. the mean scored is 4.09 from 5.

Discussions

The mobile library application technologies is not considered as new in the Thailand academic environment. Many academic institutions of higher learning, such as Chulalongkorn University, University of Thai Chamber of Commerce, etc., have been providing mobile library application to their users especially via the social media. On the other hand, Rajabhat university are only limited to passive services such information delivery of library operating hours and basic circulation related information services. They should make more active library applications such as interactive information. The Mobile site should be redesigned to improve the usability of the mobile library application. The limitations in this study was the operating system and population of field experiment. Accordingly, further research should develop the mobile library application in IOS and upload to App Store.

Acknowledgments

This research was supported in part by a Grant-in-Research and Development from Suan Sunandha Rajabhat University

References

- Electronic Transactions Development Agency. (2015). **“Thailand Internet User Profile 2015”**. retrieved December 17, 2015, at:from <https://www.eta.or.th/documents-for-download.html>.
- Qunyi Wei Zhaoxin Chang Qin Cheng. (2015). "Usability study of the mobile library App: an example from Chongqing University". **Library Hi Tech**. 33(3), 340 – 355.
- Nor Shahriza Abdul Karim Siti Hawa Darus Ramlah Hussin. (2006). "Mobile phone applications in academic library services: a students' feedback survey". **Campus-Wide Information Systems**. 23(1), 35 - 51
- Lorraine Paterson Boon Low. (2011). "Student attitudes towards mobile library services for smartphones". **Library Hi Tech**. 29(3), 412 - 423.
- Reese Bomhold Catharine. (2013). "Educational use of smart phone technology". **Program: electronic library and information systems**. 47(4), 424 - 436.
- Academic Resources Center, Suan Sunandha Rajabhat University. (2015). “About us”. retrieved December 17, 2015, from <http://www.library.ssru.ac.th>.
- P. Jomsri. (2011). "A Combination of Similarity Ranking and Time for Social Research Paper Searching". **International Journal of Computer, Electrical, Automation, Control and Information Engineering** 5(6), 2011.