

**PERCEIVED LIBRARIAN'S SERVICE BEHAVIOR AND EXTENT OF  
LIBRARY UTILIZATION OF COLLEGE STUDENTS  
OF WEST NEGROS UNIVERSITY**

**A Thesis**

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by

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**ABSTRACT**

This descriptive-relational study "Perceived Librarian's Service Behavior and Extent of Library Utilization by the College Students of West Negros University" approached the task by first determining the personal characteristics of respondents, such as age, college/department and year level, then surveying perceived librarians service behavior on the five aspects, approachability, interest, listening/inquiring, searching and follow-up; and finally determining the relationship between those behaviors and extent of utilization of library resources and services.

Academic libraries today are facing a challenge on how to market the library resources and services to the students. With the recurrent profound changes dictated by the changing needs of clientele vis-a-vis academic information services, librarians and information workers are pressed with the daunting task of using their positive behavior in order to encourage effective library utilization.

The positive behavior of librarians, as observed by the users, becomes a significant factor in perceived success or failure of the library services. All library services will be successful when the librarian's behavior in providing assistance to users

will be well-defined with very positive psycho-social trimmings. The theories of Carl Rogers “Self Actualization” and Jean Watsons “Caring science theory” were appropriate in this study. Human caring is a normative standard of library service.

### **Major Findings**

The result of the study shows that the majority of the respondents were 19 years old and above. Most of them were from the college of Nursing and in their first year of college.

Most of the respondents perceived librarians as “excellent” in personal readers’ assistance. The respondents would utilize the library resources and services once a week.

In the librarian’s service behavior in terms of approachability, interest, listening/inquiring, searching and follow up study revealed that those behaviors generally do not have the bearing on respondents’ age, college/department and year level.

However, the result of the study showed that respondents’ age has a bearing on their perception on librarians’ service behavior. When the students were grouped according to their department, the highest percent of responses was from the Arts & Sciences, although they seldom utilized the library resources. There is no significant relationship between College/department of the respondents and their extent of library utilization. When the students were grouped according to their year level, the responses were consistent that all of the students seldom to utilized the library resources. Finally, the result of Gamma justifies that there is a significant relationship between the students characteristics and the extent of library utilization of resources by the students.

In terms of library services, when the students were grouped according to their age, unexpectedly all ages were shown to have seldom used the library services. The

highest to utilize the services were the group age 18 and below. The results surprisingly pointed out that the extent of use of library services. A result signifies that there is significant relationship between the age of students and the extent of library utilization. College of Education students had the highest response, yet also seldom used the library services. The result indicated a significant relationship between these two variables. When the students were grouped according to year level, data shows that First year students had the highest response likewise; this also showed a significant relationship between students year level and their extent of library utilization of library services in general.

### **Recommendations**

In the light of the findings and conclusions drawn from the study, the researcher came up with the following recommendations for improvement and development of the Librarian Service Behavior and the extent of library utilization by the college students of West Negros University.

#### **School Administration**

1. The poor utilization of library resources and services trend might mean poor quality resources or references and on line services and so administrators should look into the new trends in providing library services to students, to ensure excellence in providing quality education to the student. Whereas librarians service behavior may not have been the cause of this trend, it is encouraging for some personal characteristics of students to be positively related to it. Administrator should provide more opportunities for professional development along service behaviors.

**Librarians**

1. Should conduct a proper orientation about the benefits derivable from effective utilization of the library resources and services to the students.

2. Poor utilization could also mean a lack of promotional and marketing strategies and should be remedied accordingly

3. Should undergo seminar and trainings on how to market properly the available resources and services in the library.

4. The library resources and services should be continually evaluated to respond to the user needs.