

USER SATISFACTION AND LOYALTY IN A PUBLIC LIBRARY SETTING

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Abstract

We investigated how the relationships among service experience, perceived quality, and user satisfaction affect user loyalty in a public library context. The study framework was based on the Hotel Customer Satisfaction Index, with service experience assessed in place of the customer expectation construct. Participants were 339 library users who completed measures of service quality, service experience, satisfaction, and loyalty. Survey data were analyzed and we used regression analysis and mediation analysis to assess the reliability and validity of the newly developed measurement instrument. Results showed that service experience directly and positively influenced both user satisfaction and loyalty; however, the effect of service quality on satisfaction of library users was nonsignificant. The results can be applied to examine customer satisfaction with, and loyalty toward, nonprofit organizations, such as public libraries.

Keyword : Keywords: service experience, service quality, user satisfaction, user loyalty, public libraries.