

# Awareness, Perception and Users' Satisfaction on Library Services in Camalig Municipal Library

Lorie Ann D. Nocillado<sup>1\*</sup>; Ma. Lindie D. Masalinto<sup>2</sup>

University of Perpetual Help System Laguna, Philippines

Corresponding Author: Lorie Ann D. Nocillado\*

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**Abstract:** The study aimed and determined the level of awareness, perception and users' satisfaction on library services in Camalig Municipal Library (CML). Specifically, it sought to answer the respondents' level of awareness in terms of library programs and activities and library policies and procedures, respondents' perception in terms of library staff and library facilities and the respondents' level of satisfaction in terms of service delivery and availability of resources and services. Also, it probed the relationship between respondent's level of awareness and perception on library services, relationship between respondent's perception and users' satisfaction, and relationship between respondent's level of awareness and users' satisfaction on library services in CML. Lastly, what action plan can be proposed based on the results of the study. This study utilized a descriptive-correlational research methods and one hundred (100) library user as the respondents. A random sampling technique was used in selecting the respondents. The findings revealed that respondents' level of awareness on the library services in terms of library programs and activities and library policies and procedures is Very High, while the respondent's perception on the library services in terms of library staff and library facilities is Very Positive and the respondent's level of satisfaction on library services offered by CML in terms of service delivery and availability of resources and services is Very Satisfied. Significant positive relationship was identified between the respondents' level of awareness and perception on library services, between the respondents' perception and level of satisfaction on library services offered in CML, and between the respondents' level of awareness and level of satisfaction on library services offered in CML. Based on these findings, a LOR action plan was proposed for the continuous implementation and improvement of library services offered in Camalig Municipal Library. Although the Camalig Municipal Library is successful in providing quality library services to the patrons, the LOR action plan should be implemented for further enhancing the awareness, perception and satisfaction of library users regarding library services. The findings provide valuable insights that can help the library improve its services, design more effective strategies, and ensure that users have easy and efficient access to the resources and services they need. It may also serve as a basis for strengthening public library systems in similar municipalities, contributing to the broader effort of promoting literacy, education, and community development in the Philippines.

**Keywords:** Awareness, Perception, Users' Satisfaction, Library Services.

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## I. INTRODUCTION

A public library is a fundamental social institution that plays an essential role in the intellectual and cultural development of a community. It is often regarded as a repository of knowledge and a resource center of trustworthy information that caters to individuals across all ages and social backgrounds, Ndlovu 2022 concluded that the role of public libraries in municipalities is especially significant because they

directly serve local residents who may have limited access to academic or private libraries. These libraries are expected to analyze and identify the information, educational, and research needs of their community members so they can design effective tools and services that are both responsive and inclusive. DeFrain 2022 study showed that, they must determine whether their users need more access to print materials, digital databases, community programs, or literacy workshops. Panhilason, 2024, emphasized that libraries must be equipped

with adequate resources such as updated information materials, qualified staff, and functional spaces to fulfill these roles effectively. Without these essential components, a library's ability to serve its users is compromised. Therefore, public libraries must balance their traditional role of housing collections with the modern demands of technology and user-centered services.

In the Philippines, the importance of public libraries has been formally recognized through legislation. Republic Act 7743 mandates the establishment of congressional, city, and municipal libraries, as well as barangay reading centers across the country. This law underscores the national government's commitment to making information accessible to all Filipinos, regardless of geographic location or socio-economic status. Within this framework, the Camalig Municipal Library stands as a community institution that provides free and impartial access to resources, programs, and services. Its mission is to encourage literacy, promote lifelong learning, and support educational, cultural, and recreational activities for all residents. It envisions itself as a welcoming and well-recognized library that provides accurate and comprehensive resources to meet the diverse needs of its users.

Despite being established in 1959, Camalig Municipal Library received limited scholarly attention regarding its services. Historically managed by non-professional librarians, the library has not undergone formal assessments of user awareness, perception, or satisfaction. Consequently, it remained unclear whether its services effectively address the needs of the community. Data on library utilization are sparse, leading to uncertainties about user engagement and accessibility. Moreover, inadequate resources and facilities—such as outdated books, limited digital materials, and insufficient study areas—pose challenges to optimal user experience. Although numerous studies have explored library services in other contexts, no research has specifically examined the awareness, perception, and satisfaction of users at Camalig Municipal Library. This gap underscores the need for a systematic evaluation of library users' needs to inform service improvements and ensure that the library fulfills its role in the community.

Hence, this study determined the awareness, perception, and level of satisfaction of library users in the Camalig Municipal Library. By doing so, it aimed to provide valuable insights that can help the library improve its services, design more effective strategies, and ensure that users have easy and efficient access to the resources and services they need. The findings may also serve as a basis for strengthening public library systems in similar municipalities, contributing to the broader effort of promoting literacy, education, and community development in the Philippines.

## II. METHODOLOGY

This study employed a descriptive-correlational research design, which is appropriate in addressing the objectives of the study. The primary data collection tool used in this study was a questionnaire which was structured and carefully designed to capture the three core variables of the research: level of awareness on library services (library program and activities and policies and procedures) respondents' perception on library services (library staff and library facilities) respondents' level of satisfaction in library services (service delivery and availability of resources and services). The total population of the study was one hundred thirty-four (134) library users of the Camalig Municipal Library, specifically classified as young adults and adults who regularly accessed the library's resources and services. In determining the necessary sample size, Raosoft calculator was used with 5% margin of error and 95% confidence level. The sample size was one hundred (100) and random sampling was used in this study. To establish content validity, the instruments underwent expert evaluation by a panel consisting of an expert in librarianship, a faculty member in research, and a statistician. In addition, pilot testing was conducted with ten (10) respondents. For reliability test, Cronbach's alpha was used. Results for awareness was 0.913, perception indicator was 0.867 and satisfaction indicating was 0.877 yielding to a strong reliability. Responses were measured using a standardized 4-point Likert scale.

Prior to the distribution of the questionnaires, a written request letter was submitted to the Camalig Municipal Library management and the Local Government Unit (LGU) of Camalig to secure approval for the conduct of the study. The survey questionnaire was personally distributed face-to-face for easy retrieval. The researcher explained to the respondents the purpose and content of the questionnaire while emphasizing the importance of confidentiality of the research. Following retrieval, the responses were subjected to data encoding and organization. The gathered data were then tabulated and sent to statistician for statistical treatment. Descriptive statistics, including, weighted mean was used to determine the levels of awareness, perception, and satisfaction of library users regarding the services of the Camalig Municipal Library and Pearson r was used to test the significant relationship among awareness, perception, and satisfaction.

## III. RESULTS AND DISCUSSION

This section presents the results of the study and situates the findings within the context of existing literature. It examines the respondents' level of awareness, perception, and level of satisfaction on library services, as well as the relationships among these variables. The results are analyzed using appropriate statistical techniques and are interpreted in relation to prior empirical studies.

Table 1. Respondents' Level of Awareness on Library Services in Camalig Municipal Library

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. Library Programs and Activities	3.46	Very High	1
2. Library Policies and Procedures	3.11	High	2
<b>Overall Weighted Mean</b>	<b>3.29</b>	<b>Very High</b>	

Table 1 presents the respondents' level of awareness of library services in terms of library programs and activities as well as policies and procedures in Camalig Municipal Library. Among the two indicators, library programs and activities ranked first with a weighted mean of 3.46, interpreted as very high. This indicates that respondents are highly aware of the programs and activities offered by the library, suggesting that these services are effectively promoted and are more visible to users. On the other hand, library policies and procedures ranked second with a weighted mean of 3.11, interpreted as High. While still indicating a good level of awareness, this lower ranking suggests that policies and procedures are comparatively

less emphasized or less understood by respondents than the programs and activities.

Overall, the respondents' level of awareness of library services is very high, as reflected by the overall weighted mean of 3.29. This implies that the library is generally successful in informing its users about its services, particularly in terms of programs and activities. However, the difference in ranking indicates a need to further enhance the communication and understanding of library policies and procedures. Strengthening

efforts such as orientations, clear guidelines, and accessible information materials may help improve users' awareness in this area, leading to a more comprehensive understanding of all library services.

Furthermore, the research of Lectaoa (2023) demonstrates that libraries increase their service usage when they actively market their programs and activities because this approach makes their services more visible to the public. Similarly, according to the research conducted by Ugochukwu (2025), users are aware of library rules and regulations less than of other types of activities offered by libraries. The reason behind such results is that policies and procedures are not as actively promoted as other services offered by libraries. This idea is supported by Jayaraj and Kannappanavar (2021) who found that user awareness was one of the important components in using library services, and insufficient communication might lead to limited user involvement into the provided library services. Therefore, although the active promotion of library programs and activities allows for a high degree of user awareness regarding their use, it remains important to enhance the promotion of library rules and policies.

Table 2. Respondents' Perception on Library Services in Camalig Municipal Library

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. Library Staff	3.51	Very Positive	1
2. Library Facilities	3.49	Very Positive	2
<b>Overall Weighted Mean</b>	<b>3.50</b>	<b>Very Positive</b>	

Table 2 presents the respondents' perception on library services in terms of library staff and library facilities. It revealed that library staff obtained the highest weighted mean of 3.51, verbally interpreted as "very positive," and ranked 1st. Meanwhile, library facilities garnered a weighted mean of 3.49, also verbally interpreted as "very positive," and ranked 2nd. Overall, the respondents' perception on library services is very positive with an overall weighted mean of 3.50. It indicates that the respondents have a highly favorable perception of the overall library services of Camalig Municipal Library.

The findings reveal that both the human aspect of service delivery (library staff) and the physical learning environment (library facilities) work together to create a positive and satisfying experience for users. Although both variables received close ratings, the slightly higher score of library staff highlights the importance of effective staff-user interaction in public library service quality. This implies that the respondents

highly value the role of the library staff in delivering quality services. The result suggests that the staff's approachability, courtesy, knowledgeability, and professionalism significantly contribute to the users' positive library experience.

According to the study of Mahmood, Rehman, and Ashiq (2023), personal interaction as well as the physical environment of the library contribute greatly towards customers' satisfaction with the library services since service quality is defined by customers' perception of the interaction and place. This finding is further supported by the research carried out by Cordova et al. (2025) where customer satisfaction is seen to rise when the staff is friendly, knowledgeable, and responsive. This implies that personal interaction is very important in order for the library service to be provided effectively. In addition, Scoulas and De Groote (2022) state that having user-friendly and properly designed library facilities plays a vital role in ensuring good perceptions and utilization of the facilities provided.

Table 3. Respondents' Level of Satisfaction on the Library Services Offered by Camalig Municipal Library

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. Service Delivery	3.41	Very Satisfied	1
2. Availability of Resources and Services	3.34	Very Satisfied	2
<b>Overall Weighted Mean</b>	<b>3.38</b>	<b>Very Satisfied</b>	

Table 3 presents the respondents' level of satisfaction with the library services offered by Camalig Municipal Library, categorized into service delivery and availability of resources and services. The table shows that service delivery obtained a weighted mean of 3.41, which is verbally interpreted as "very satisfied," and ranked 1st among the indicators. This indicates that respondents are highly satisfied with how services are provided, including efficiency, staff support, and overall service performance. On the other hand, availability of resources and services garnered a weighted mean of 3.34, also interpreted as "very satisfied," and ranked 2nd. This suggests that while users are satisfied with the availability of materials, internet access, and operating hours, there is slightly less satisfaction compared to service delivery.

The overall weighted mean of 3.38 is verbally interpreted as "very satisfied." This indicates that, in general, respondents are very satisfied with the library services provided by Camalig Municipal Library. The findings reveal that both major aspects of library services—service delivery and availability of

resources are rated very satisfied by respondents. Service delivery emerged as the strongest area, while resource availability, though still very satisfactory, shows slight room for enhancement.

According to the study of Kinya and Muthee (2022), the service quality within libraries is greatly dependent on reliability, responsiveness, and assurance, which impact the degree of satisfaction that library users have within such service organizations. Similarly, the research conducted by Perera et al. (2025) discovered that resource accessibility together with resource availability functions as the main factor which determines user satisfaction for library services, while library services require ongoing development work to match user requirements which continue to evolve. In addition, according to the study of Rama Devi and Bhatt (2024), library services which provide both sufficient quality and necessary resource support lead to high user satisfaction because library users perceive the library as a complete system that includes both human services and available resources.

Table 4. Relationship between the Respondents' Level of Awareness and Perception on Library Services Offered in Camalig Municipal Library

	Pearson r value	p value	Interpretation
The Respondents' Level of Awareness and Perception on Library Services in Camalig Municipal Library	0.580** Moderate correlation	0.000	Significant
**Significant @ 0.01			

Table 4 presents the relationship between the respondents' level of awareness and their perception of library services in Camalig Municipal Library. The computed Pearson r value of 0.580 indicates a moderate positive correlation, which means that the respondents' level of awareness increases, their perception of the library services also tends to become more positive. This implies that awareness and perception are related variables and move in the same direction.

Moreover, the p-value of 0.000, which is lower than the 0.01 level of significance, shows that the relationship is statistically significant. This means that the correlation observed is not due to chance, and there is sufficient evidence to conclude that a significant relationship exists between the respondents' level of awareness and their perception of library services. Therefore, the null hypothesis is rejected. This implies that awareness plays an important role in shaping respondents' perceptions of library services. Hence, improving awareness through effective promotion and information dissemination

may lead to more positive perceptions and better appreciation of the services offered by the library.

In accordance with the findings presented by Abraham and Sabu (2022), awareness regarding library services can be considered a primary necessity for the usage of library services, as users cannot develop a high-quality perception of value for library services that are unknown to them. In accordance with the findings obtained for the town of Camalig, it can be stated that the library's promotional activities are effectively reaching the public and leading them towards the development of a coherent perception regarding library service quality. As per Amoozegar et al. (2025), service quality theory stated that a well-informed user can better evaluate the overall performance of the institution. By obtaining a p value that is less than the threshold value of 0.000, the study has successfully rejected the null hypothesis, validating the reliability and accuracy of the obtained correlation.

In view of the above findings, the "Moderate" level of the correlation implies that although the library's awareness campaign has been successful, the library needs to focus on the actual service delivery to achieve a "Strong" level of correlation. Failure to do so might cause the gap between the library's awareness campaign and the actual service delivery to widen. Thus, the implication of the results is that the Camalig Municipal Library should consider a two-pronged approach to

library service marketing. A stronger correlation might be achieved by engaging the library patrons through library orientations that go beyond mere announcements. As perceptions are based on the match between expectations and reality, the moderate value of the correlation coefficient serves as a call to action to maintain high standards of service quality.

Table 5. Relationship between the Respondents' Perception and Level of Satisfaction on Library Services Offered in Camalig Municipal Library

	<b>Pearson r value</b>	<b>p value</b>	<b>Interpretation</b>
The Respondents' Perception and Level of Satisfaction on Library Services Offered in Camalig Municipal Library	0.580** Moderate correlation	0.000	Significant
**Significant @ 0.01			

Table 5 reveals the statistical correlation between the perception of the respondents on the library services and the subsequent level of satisfaction, as observed in the Camalig Municipal Library. The results showed that the Pearson correlation value is 0.580, which is considered as "Positive Moderate Correlation." This implies that these two very essential variables have an interdependent relationship, as the perception of the library's quality and usefulness positively impacts the respondents' overall level of satisfaction.

(expectations) and the actual performance of the service. In addition, it has been asserted by Pagalilauan, et al. (2023) that the perception of the service plays the most important role in filtering the satisfaction, which makes the perception a vital administrative aspect for the library. By obtaining statistical significance, the study has been able to provide valuable information that the library can utilize for improving the brand and perception of the library, which would result in the increased satisfaction of the patrons.

The positive correlation between perception and satisfaction is high, as it is considered as one of the most crucial predictors of contentment; however, it is "moderate," implying that there is an external factor affecting the overall satisfaction of the people. In essence, it can be concluded that, although the positive image of the library is one of the most essential determinants of happiness, the overall satisfaction of the people is equally determined by the overall satisfaction of specific community needs.

The moderate correlation strength implies that there remains much room for the library to continue bridging the gap between "good perception" and "total satisfaction." Though the correlation value of 0.580 remains high, it also implies that while having a positive perception does indeed provide for a high degree of satisfaction, it does not mean that the library can afford to be lax in providing the tangible results that users might expect, whether it be the availability of books or the speed of the internet connection. In order for the library to increase the correlation value from "moderate" to "strong," it becomes imperative that the "promises" made by the library be met with the "deliverables" that the users experience with every visit. As such, the results provide for a strategic imperative that the library's path towards excellence depends upon the refinement of both public relations and technical services.

The statistical reliability of the relationship can be further ascertained by the fact that the obtained p-value of less than 0.01, which results in the rejection of the null hypothesis at the 1% significance level.

As propounded by Uzir Hossain et al. (2022), satisfaction results from the comparison between prior perceptions

Table 6. Relationship between the Respondents' Level of Awareness and Level of Satisfaction on Library Services Offered in Camalig Municipal Library

	<b>Pearson r value</b>	<b>p value</b>	<b>Interpretation</b>
The Respondents' Level of Awareness and Level of Satisfaction on Library Services Offered in Camalig Municipal Library	0.727** Moderate correlation	0.000	Significant
**Significant @ 0.01			

Table 6 shows the correlation analysis between the level of awareness and the level of satisfaction of the respondents regarding the library services offered by the Camalig Municipal Library. From the statistical test, the Pearson  $r$  a value of 0.727, which shows that the correlation between the level of awareness and the level of satisfaction is positive. This numerical value shows that the level of satisfaction increases as the level of awareness regarding the library services also increases. This correlation, however, has been found significant at the 0.000 level, which ensures a high degree of confidence with regard to the correlation. This also shows that the library's attempts at creating awareness amongst the public are not just administrative processes, but also form the core on which the users judge the quality of the library. Hence, the results show that awareness acts as a pre-requisite for the appreciation of the services amongst the patrons of the municipal library.

The results show a  $p$ -value of less than 0.000, are enough to reject the null hypothesis, which means that the relationship between the variables does not occur by mere coincidence, but there is a strong positive correlation, thereby affirming the "Moderate to strong" claim in the table. It affirms the fact that users who are well-informed regarding the scope and variety of the services, such as digital resources, lending services, and others would be able to utilize these services optimally, which would give a high level of satisfaction. It also affirms the fact that "utility follows visibility" in the management of public services.

In a broader sense, the implications for the Camalig Municipal Library indicate that it has the capability to directly influence user satisfaction levels by enhancing its promotional and information dissemination activities. This is in line with the findings of various research studies conducted Mukhopadhyay (2023), which have indicated that marketing library services is vital for maximizing its impact. As the correlation is very high, it indicates that a lack in communication has the potential to result in a reduction in user satisfaction levels, despite the quality of service being very high. Therefore, it is recommended that the administration should consider the awareness levels as a major 'driver' for user satisfaction levels, rather than a secondary factor. By enhancing its promotional activities, it has the capability to achieve higher satisfaction levels for its users.

#### IV. CONCLUSIONS

This study concludes that Camalig Municipal Library is effectively delivering its services to the public. Respondents generally have a very high level of awareness, a very positive perception and a very high level of satisfaction with the library.

Indicating that the library is not only visible to its users but is also meeting their needs in a meaningful way. It also shows how important friendly, helpful and knowledgeable staff are in creating a good experience for users. Likewise, a positive perception of the library contributes to higher satisfaction.

The study established significant relationships among awareness, perception, and satisfaction. Awareness was found to have a moderate positive correlation with perception, and a stronger positive relationship with satisfaction, indicating that informed users are more likely to develop favorable views and experience greater satisfaction. Likewise, perception was moderately correlated with satisfaction, suggesting that while positive impressions influence satisfaction, other service-related factors also play a role.

The study concludes that awareness serves as a foundational factor that shapes both perception and satisfaction. Hence, continuous improvements in promotional strategies, service delivery, and resource provision are essential. By strengthening communication on policies and maintaining high-quality services, the library can further enhance user experience and achieve a stronger alignment between awareness, perception and satisfaction.

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#### COMPETING INTERESTS

The authors declares that there are no financial or personal relationships that could have influenced the work reported in this study. The authors further confirm that no competing interests exist.

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