

Service Quality Assessment of Library at an Educational Tourism Institution

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ABSTRACT

Today, within the framework of the rapidly growing education tourism in Northern Cyprus, many universities, especially Eastern Mediterranean University, enable education services to students who come from various countries of the world; and we can say that libraries have the biggest role among all service units within these institutions.

Providing information and documents to its users, EMU, Özay Oral Central Library carries the risk of falling short in terms of quality in today's changing conditions. For this reason, we felt the need to measure and evaluate the library's service quality level from the users' point of view by choosing a suitable method.

Consequently, we obtained quantitative valid and reliable data from 285 target participants with an online-based Likert-scale survey that helped us to make proper analyzes. Of this number, 165 are men and 120 are women, the largest number in terms of positions (117) here are undergraduate students, then graduate and doctoral students with the participation of 107, and the rest are academic staff.

All details of this study are indicated in the "data analysis and findings" chapter of the thesis with various tables and figures. However, to summarize, the average score values of the "General Results" shown in Table 5 and Figure 5, respectively; *the first* seems to be related to the attitude and behavior of the best service personnel towards them.

Second, it concerns whether the library provides the useful and necessary information to users in their academic work. *The third* is for the entire library service quality, which is evaluated in a holistic framework. The overall service quality of the Library is better than the average score value of other specific services, although it remains slightly below user expectation in terms of competence.

Keywords: educational tourism, Edu-tourist, customer satisfaction, student satisfaction, service quality, library service quality

ÖZ

Günümüzde, Kuzey Kıbrıs'ta hızla büyüyen eğitim turizmi çerçevesinde başta Doğu Akdeniz Üniversitesi olmak üzere bir çok üniversitemiz Dünyanın çeşitli ülkelerinden gelen öğrencilere eğitim hizmeti vermektedir; ve bu kurumların bünyesinde olan tüm hizmet birimleri içerisinde en büyük role sahip kütüphanelerin olduğunu söyleyebiliriz.

Kullanıcılarına bilgi ve belge sağlayan DAÜ, Özay Oral Merkez Kütüphanesi, günümüz değişen koşullarında kalite anlamında yetersiz kalma riski taşımaktadır. Bu nedenle, uygun bir yöntem seçerek kurumun hizmet kalitesi düzeyini kullanıcıların bakış açısından ölçme ve değerlendirme gereğini duyduk.

Bunun sonucunda, uygun analizler yapmamıza yardımcı olan çevrimiçi tabanlı Likert ölçekli bir anketle 285 hedef katılımcıdan (kütüphane kullanıcıları) nicel, geçerli ve güvenilir veriler elde ettik. Bu rakamın 165'i erkek, 120'si ise kadın olmak üzere pozisyon açısından en büyük rakamla (117) burada lisans öğrencileri, daha sonra 107 kişinin katılımıyla birlikte yüksek lisans ve doktora öğrencileri, geri kalanı ise akademik kadrodan oluşan katılımcılardır.

Bu çalışmanın tüm detayları çeşitli tablo ve şekillerle tezin "veri analizi ve bulgular" bölümünde belirtilmiştir. Ancak özetlemek gerekirse, Tablo 5 ve Şekil 5'te gösterilen "Genel Sonuçların" ortalama puan değerleri sırasıyla; *birincisi*, en iyi hizmeti veren personelin onlara karşı tutumu ve davranışıyla ilgili görünmektedir.

İkincisi, tüm kütüphanelerin bunun için yaratılmasının ana sebebi olan Kütüphanenin, akademik çalışmalarında kullanıcılara faydalı ve gerekli bilgiler sağlayıp sağlamadığıyla ilgilidir. *Üçüncüsü* ise, bütünsel bir çerçevede değerlendirilen tüm kütüphane hizmet kalitesi içindir. Yeterlilik anlamında bile kullanıcı beklentisinin biraz altında kalmasına rağmen, Kütüphanenin genel hizmet kalitesi ortalama puan değeri diğer spesifik hizmetlere göre daha iyi bir düzeyde görülmektedir.

Anahtar Kelimeler: eğitim turizmi, Eğitim-turisti, müşteri memnuniyeti, öğrenci memnuniyeti, hizmet kalitesi, kütüphane hizmet kalitesi

DEDICATION

To my beloved family

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First of all, I would like to thank Prof. Dr. Turgay Avcı, and Prof. Dr. Ali Öztüren, for guiding and supporting me during the challenging process of this study. With a great effort, we have been completed to this study, but without their contribution and supervision, it would be a narrow study either it would be impossible to reach the end.

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Chapter 1

INTRODUCTION

Today, education tourism, which surrounds the world, has become an indispensable phenomenon and a giant industry that grows like an avalanche. Also, it has considerable financial returns to the treasures of the host countries, while it allows culture, science and art to be galvanized between societies and creates positive impact on various angles.

Above all, by studying in a foreign country, they can have a comprehensive knowledge of their social skills as well as their professional knowledge, both in the trend of the modern world and in the culture of the country where they are trained, especially the language. Briefly, while studying in different countries, students have the chance to broaden their worldviews, confidence and how to deal with challenges. Scherle (2017) advocated the idea by saying that with all these benefits, field trips are seen as particularly relevant for students in tourism and hospitality.

However, besides its positive effects, education tourism also might bring negative consequences, if it is not organized within the framework of good infrastructure and required standards. Educational tourism is generally seen widely around the campus where is established in quiet towns and students who come to study generally prefer like these places for peace and a calm atmosphere. For example, we can say that this is one of the reasons for developing education tourism in Northern Cyprus.

1.1 Educational Tourism in North Cyprus

Presently, the movement of international students has demonstrated itself in the Mediterranean countries and islands excessively. Education tourism also has been started to emerge increasingly in the T.R.N.C as much as progressively the sun, sea, sand - oriented tourism.



Figure 1. The Major Universities in Northern Cyprus
http://www.wikiwand.com/en/Education_in_Northern_Cyprus

Since the favorable climate and geographical location, various types of tourism has been started emerging here over time. It is obvious that currently, education tourism is one of the prominent ones of this Country. At this point, Eastern Mediterranean University, Nearest University, Cyprus International University, Kyrine American University, etc. might be a good sample for this due to they have been always an attraction center to foreign students from varied cultures.

These harbor cities, that one of them is the Famagusta has gained its vitality through the agency of these universities at foremost “the Eastern Mediterranean University which is established in 1979” (<https://www.emu.edu.tr/en/about-emu/emu-history/593>). The other harbor city is Kyrenia, where positioned at the combination of green and blue nature. In such a magnificent atmosphere of the mountain and sea, the education process probably passes enjoyably for an Edu-tourist. Being all of them a magnetic element, there was no reason for any foreign student not to choose this country for education.

Cyprus is taking the third rank after Sardinia and Siberia by covering only a total area of 9851 km², but it was divided into two parts during 1974 as North and South. Although North Cyprus (Turkish side) being attributed as an isolated, and undeveloped part of the Island and including the society whose economy is based on agriculture (<https://academic.eb.com/levels/collegiate/article/Cyprus/109746>) this situation didn't prevent the educational tourism that currently it spread rapidly as an arrow sprung from a bow as parallel the world.

Briefly, today there has been an educational tourism booming, and year by year the Edu-tourists population is expected to thrive in North Cyprus. As per the statistical data of Fall 2019-2020, overall the Edu-tourists have come to this country who were registered in the 20 different universities in which recently, many of them have been set up by a scattered way in all provinces; namely Nicosia, Famagusta, Kyrenia, Güzelyurt, Lefke.

From these student figures, 40,000 out of the 90,000 are the Republic Turkey nationality, the rest is the third nationality students who many of them come to Nigeria, Iran, Iraq, Jordan, Palestine, Morocco, Syria, Lebanon, and so forth (Turkish Republic of Northern Cyprus Ministry of National Education).

During the several last decades, establishing various universities in North Cyprus, open the gates a great of number overseas students to rush here. Aforementioned above that, having a terrific sea view in such a moderate climate, a historical richness, smooth access to the island, low Turkish lira; and also because educational tourism brings a great deal economic contribution to the country, some political relations are kept with a supple approach in that all of this emerges as stimulation factors in the occurring of the educational tourism.

Furthermore, another point that can be a reason in their preference lists, is the safe environment of the host country North Cyprus. Although, recently some increasing crimes and traffic congestion problems occurring due to the expanding population, these cities still protect the existence of tranquility in certain local areas. The easy access to campuses, privacy, and safety around, nonstop transportation service of the universities makes Edu-tourist delightful. Further, the non-discriminatory attitudes and behaviors of people in both the neighborhood area of these campuses and inside of the department and faculties of the universities have created positive impacts on the overseas students to be satisfied.

The government of T.R.N.C. also implements an open-door policy almost to each country of the world that gives very easy accessing opportunities for every visitor. This might be one of the major factors of all foreign students to be convinced for application to universities of the island as much as the scholarship aid provided by the government. Hence, the flow of foreign students in this country is not possible to cease anymore.

Our universities that embraced education tourism, especially the Eastern Mediterranean University, have managed to create a significant educational tourist population across the island from the student potential who wants to receive a quality education in various countries of the globe. The phenomenon of "quality" and "service" and "customer satisfaction", which emerged in line with the trends of developing general tourism, has now been replaced by "education quality" and "student satisfaction" under the umbrella of educational tourism.

In this context, Eastern Mediterranean University, which is one of these educational institutions that provide the sustainability of education tourism in the most effective way, has to keep all of the faculties, schools, and each service units' quality, particularly the Özey Oral Central Library, which is one of its most basic and indispensable service units, within the framework of the best quality standards. Libraries play a huge role in student satisfaction as they are at the top of these units. Therefore, we would like to emphasize one more in which our case study here is to assess the users' satisfaction degree with the service quality of the EMU, Central Library.

1.2 Problem Statement and Need for Study

The main problem here is the cloudiness of the future because of the competitive conditions in that the numerous rivals around can be the reason a casualty of the Edu-tourist populations. By making rational measurements, the doors open to see to some extent upcoming days and assist to make anticipation based on the future. These people, who come from abroad for educational purposes, absolutely seek the highest quality in education. Hence, they always tend to build their prospective life in terms of quality by trying to find the best among competing educational institutions.

In this context, libraries can be regarded as the brain or heart of educational institutions for providing high-quality information and document to the users. These service units are the main organ of these institutions as gateways to scientific discoveries where shouldn't stop to compete with their rivals in order to be the best of all. That's the reason, scientific and rational measurements are needed to be done to determine these libraries service quality levels from the standpoint of student satisfaction. Users are the best determiners here in assessing all kinds of conditions of libraries.

On the other hand, although external factors can be uncontrolled, such as contagious disease, economic issues, political and social affairs that effect of the Edu-tourist populations, internal factors can be controllable in the sense that we can able to conduct, arrange, enhance, and rehabilitate any current operational malfunctions and absence of any required service that is expected.

In the latitude of this phenomenon, EMU, Özay Oral Central Library, which is located within the university campus in the Famagusta, still provides services to 13 thousand students who come from 110 diverse countries for educational purposes and settle in or around the campus.

Based on this direction, these foreign students have arrived from various countries, are perceived the Edu-tourist accessing, and using to the central library's whole facilities and resources frequently. In this regard, as customers expecting a quality service, whose raw knowledge and skills are kneaded in the technology world, have already adapted to this variable flow. Hence, library administration is obliged to focusing on their modern mentalities to satisfy them while matching or exceeding their expectations. Briefly, the library service quality is grounded through their desire and expectation.

1.3 Purpose of the Thesis

The purpose of this study assessing the EMU, Özay Oral Central Library's Service Quality and uncover the possible service quality problems of the library to be used for increasing the quality level and user satisfaction and implement a convenient strategy as prudential and forward-looking, in the direction of the evaluation results.

Additionally, assisting the library administration in developing new projects that would be a benefit for the users and gaining the users' loyalty and attract more prospective students to EMU employing the high Library service quality.

1.4 Research Questions

In order to assess the LSQ in the context of Educational Tourism Institution from every dimension, we directed these 3 research questions (RQ) that were given below;

- RQ1. What are the users' minimum, desired, and perceived service levels at the library?
- RQ2. What are service adequacy and service superiority gap scores at the library?
- RQ3. What is the dimension-wise performance of the Library and its overall Service Quality?

1.5 Expected Contribution of Thesis

Straightforwardly, this study will help us to improve general organizational performance in providing service in conjunction with conceived the student perception towards the library service quality by the obtained results. Additionally, in this study we believe that;

1. By the end of this process, it will make a significant scientific contribution overview of this existing literature.
2. On this occasion, we will be able to make a realistic comparison with our findings with other institution's scientific studies' one on the same subject.
3. The library will be able to be renewed and evolved in some points by knowing its strengths and weaknesses sides and utilizing this will raise its service at the top of the world standards by increasing its entire performance.
4. It will convey a persistent reputation to the students who will receive education for the future by predicting that the higher the quality will increase the satisfaction of the user and accordingly they will remain more loyal to the library service.

With more explanation, in this study, by assessing the degree of service quality at an educational tourism institution the EMU Central Library, we expect to enable a beneficial contribution that would be increased of the user's satisfaction. Furthermore, we hope that the library as an institution will be able to see the differences between the other peer institutions while this method allows the administration to make a comparison based on the overcome. Above all, the library staff will be able to better analyze and interpretation in data conducting. Briefly, by determining and enhancing to the impotent points of the Library services in the eyes of the users, the service quality is expected to reach a higher level.

Chapter 2

LITERATURE REVIEW

In today's globalized world, the basic livelihood of many countries passes through the tourism industry that is acknowledged as one of the indispensable phenomena. Tourism, in the ancient world, was emerged based on religious and intellectual activities. For instance, Olympic activities and worship trips, especially in the Hellenistic Period of Ancient Greece used to conglutinate and fusing various cultures that people had interacted with each other. Because "Greece has a long tradition in tourism and hospitality mainly due to its history and ancient civilization. Foreigners were considered sacred in ancient Greece." (Buhalis 2001, p. 440). Although modern tourism is regarded as a relatively new phenomenon, its origins are rooted in the age-old practice of pilgrimage (Collins-Kreiner, 2019). Subsequently, during the Middle Age, only the pilgrimage tourism has been a prevalence. Graburn's 1977 study (as cited in Busatta, 2018) that supports the notion of similarity between tourism and "medieval student travel, the Crusades, and European and Asian pilgrimage circuits (1989:22, cf. Allcock 1988, Sears 1989).

However, when the "Industrial Revolution" has been exploded, the people have been migrated from the rural areas to the urban areas for working in factories in that the Industrial Revolution was a fundamental change in the way goods were produced, from human labor to machines (<https://www.linkedin.com/pulse/fourth-industrial-revolution-generation-maintenance-marius-basson>).

Hence, tourism began to grow gradually with time. Although its growth had been stopped during WW2, "progress and development had been halted by the war, which restrained tourism growth for a few years, and thus several improvement activities of transport modes that served tourism" (Gierczak, 2011, p. 278). By the time 1970, it had started rapidly evolving again, together with the developing technology in the synchronized manner. "The further progress in air transport resulted in the creation of Concorde, a supersonic passenger airliner in 1976 [9 (Gierczak, p. 278). However, their utilization has not lasted so long because they were not economic and afterward the airbus company invented "...the Airbus 380 jet airliner (Gierczak, p. 279). In parallel with the advancement of transportation technology, the tourism industry has gradually started to feel itself in the world.

Clearly, in the frame of the proceeding events by technology, the tourism industry continued to thrive with this triggering element that also yields opportunities for all kinds of industry. Thus, lately, it reached tremendous dimensions as mass tourism that is one of the fastest expanding industries in the sphere. Currently, it has been commonly accepted and recognized as a positive phenomenon that is seen as a living fountain of economic vitality. Tang (2020) argued that numerous studies have examined the prominence of the tourism sector in driving economic growth.

On the other hand, from the angle of the tourist's perspective, the tourism industry comprises different purposes and intents in which tourists while having an enjoyable vacation, and the leisure they learn many things or taking formal education.

Besides, seeing assorted, unique, distinctive landscapes that carrying a visual feature is one of the driving forces in the industry. That is to say, people do not travel for the same reason beyond the seas, borders, and continents in which there are many different and various elements and attractions that are activating them. This diversity of the factors built various tourism branches that these are seen range from the pilgrimage, health, gambling, commercial to educational tourism, and so forth. Principally, most people have the eagerness to take education while traveling in different countries that inspires them. Hence, educational tourism is presently revealed as one of the biggest subs-sector of the general tourism industry. Rhodes's 2016 study (as cited in McGladdery, 2017) addressed that the export education industry has grown into a multi-billion-dollar sector over the last few decades (p. 326). The combination of tourism and education has enhanced the performance of the tourism industry (Lam, et al. 2011). The underlying reason for this global event is of course financial issues. The competition, which many countries are trying to benefit from this global scale, has escalated incredibly in this arena.

To sum up, with the tourism industry's growth initiatives, the wider market investigations climbed the competition environment. In particular, educational tourism institutions also have shown their effectiveness strongly. In this respect, international universities have to enter a dynamic competition world in the context of the economic, social, and political dimensions to protect their presence with a vast student population. Therefore, in the direction of the service tendencies, every single service unit of the Campus should be updated, especially the library units.

Because the express technological changes have an instant impact on library service qualities. These rapidly changing conditions make pressure on them to modify and develop themselves for competing with their rivals continuously.

2.1 Educational Tourism

Since the importance of this international training sector grows steadily, in the literature there is some scholar's definition on this topic in which Sie (2016) added that based on several previous studies (Bodger, 1998; Gibson, 1998; Menzel & Weldig, 2011; Pitman et al., 2010; Ritchie et al., 2003), we can define educational tourism as an organized trip led by skilled guides where leisure-travel activities and learning processes occur simultaneously.

Actually, "conceptualizing education tourism as a process overcomes the limitation of sector-based definitions. In an online survey of over 850 educational tourists, academics, and tour operators in Australia, Pitman et al. (2010, p. 223) identified three key features of an educational tourism experience:"

- The trip is intentionally educationally focused.
- The style of learning is experiential.
- The trip is structured around an educational program.

We should learn through our travels and that travel should change us in some way (Walker* and Manyamba, 2020). Learning by traveling and having fun always makes people more successful since they can be motivated easily. Here the phenomenon of travel emerges as a powerful motivator and energizing tool that push the learning process goes more smoothly towards the summit of accomplishment.

Obviously, due to the nature of human beings, realizing an educational process by living and traveling is one of the most effective ways to achieve success.

From the various dimensions, educational tourism brings numerous advantages to countries. Lee & Jan's 2019 study (as cited in Alipour, 2020) "Therefore, tourism impacts require to be investigated within three dimensions of sustainable development (economic, social, and environmental)". (Lee, & Jan 2019; Xu et al., 2016, p. 29). It is an inevitable phenomenon in that it is rooting day by day into our social-cultural and economic life. First of all, educational tourism has many positive returns not only in terms of the country where it is active, but also in terms of economic, social, cultural, and environmental aspects. Especially in terms of social and cultural angle, very tight networks are built interactively between the host population and the tourists coming for education. As a result, cultures, and civilizations are moved to a richer platform.

International education theory has as its core the assumption that international travel, with its concomitant exposure to other cultures, nationalities, and environments, is a highly desirable endeavor. International education proponents attest that it has the potential to foster intercultural learning and development (Berg et al., 2012: xiii). Briefly, economic, social, and environmental affairs are a triple interconnected and interactive system that constitutes tourism. They work with each other dependently. In particular, educational tourisms' social dimension offers a strong identification to host countries. For instance, the socio-cultural relationship of the human has changed affirmatively, especially employing educational tourism.

From the angle of the environment, educational tourism turned into one of the best running functions of all the sectors in the traveling world that begins rapidly progress. The peripheral attraction takes a major role in learning that motivates people effectively. So, in this realm, there is a strong correlation between journey and learning that both of the concepts became a coherent and harmonious integration.

Essentially, in case the educational tourism actions are conducted properly; for instance, according to the rules and regulations, it can also create positive impacts on the environmental patterns in conjunction with shaping social and cultural relationships in the interactive ambiance. For this reason, it is considered an inevitable industry for any tourism-oriented country.

Unambiguously seen that the proliferation of the sub-sectors in the grip of globalization, the tourism phenomenon has been more expanded. However, what the main joint area here is that all of them to be in a temporary feature. Especially, for general and educational tourism, there are many joint sides. For instance, attempting to the conferences, seminars, workshops, four years of college education, master's program, and so forth, which is held in another country is not an endless duration, all of them have a calendar that would show the final. Thus, because each kind of education has a limited continuum, educational tourism also is a temporary process that should be passed in fulfillment and reach a point that would be valuable in terms of interns.

In essence, both education, and tourism are not a permanent process, though as a binary combination, both enabling a win-win situation. However, despite the common profitability, Ritchie (2003) addressed that educational development has been relatively under-explored beyond the context of educational travel.

Consequently, although the financial issues lie also under educational tourism, particularly for the host countries namely social and environmental factors which are the other pillars of this sector cannot be ignoring. It encompasses several tendencies such as strengthening the sense of community and local identity with ensuring an entertainment realm at the humanistic platform.

So, having an education out of the country has been substantially widespread. To put it more clearly, sightseeing in oversea countries has been accrued because of the purpose of having different education requirements of students who expect various advantages. Therefore, there is a great pervasive movement for education traveling which is considered transnational training or learning. As a result, the Edu-tourists concept has occurred with this phenomenon.

2.2 Educational Tourist

Edu-tourists are defined which for attending a one-day seminar or conference any student or person who goes to another country are taken into account as Edu-tourist. On the other hand, those students who desire a certificate of the four years colleges and universities which have a diffuse reputation have to stay for more than one year. Absolutely, in the line of these criteria governments, take initiatives to extend and repeat their resident permits in a certain period.

The OECD (1974), proposed Edu-tourist as a person(s) who visits a place other than that in which he habitually lives for at least 24 hours and not more than a year for education.

The international Edu-tourists seeking university education outside of their countries of origin was 4.1 million in 2010 and the figure is forecasted to hit 7.2 million by the year 2020. (Ojo and Nerina, 2019). This population in the world is growing incrementally every passing year which they are separated into the various classes according to their aim and motivations, under the main categories. Ritchie (2003) has noted some of the most common types of them based on their major features and stimulations. As such that, language exchange programs, adult study tours, cultural vacations, short-term courses, probation courses programs, study tours, as well as university, and master – Ph.D. programs have sorted overseas students into the classes.

Nowadays, due to the quality in training is being a crucial matter, students slide their point of view into the farther geographical areas for having better education, even though there are some dangerous and inhibitive situations across the globe, such as terrorist attacks, illnesses, natural disasters, political instabilities and so forth. Because having education in different countries yield students not only to learn exotic cultures, norms, and foreign languages but also enables them to earn their lives by standing on their own feet in more difficult conditions and new experiences.

(Rahimizhian, et al. 2020) has noted that they can learn from their own experiences and the experience of others (p. 2). Thus, they can gain their self-esteem through struggling and managing to harder situations and new obstacles. Besides, they learn new lifestyles of the current world, gain new habits with more social skills, also they can improve their culture in terms of history and nature in different geographical places.

Fundamentally, the inherent tendency for visiting overseas countries of human beings is learning new destinations while they are having leisure and excitement. To be specific, language tourism can be a good sample in that it is a very favorable opportunity for international oriented tourists for yielding education and leisure simultaneously. The willingness of learning, seeing, and experiencing the culture of foreign countries that are inside of the human dates back until the ancient times.

2.3 Service Quality in Educational Tourism

The services offered by the institutions should satisfy the customers. The primary aim of any service organization is to establish the customers' loyalty (Sameena, 2020). Recently, the competitive advantage in the global scale reaches to tremendous dimensions that the quality approach became a focal point should be assessed and measured for enabling it's an outstanding brand for gaining the loyalty of the customer. From the view of satisfaction, it is a focal point that should be innovative, diversified, and unique to create a distinct brand against rivals.

The competitive advantage inspires organizations to lift their performance at a higher standard regarding the quality concept that comprises a pivot role in protecting brand life span continually. In this regard, we have to question exactly what quality and service are in a more comprehensive perspective.

Quality is determined by the fact that the work developed fulfils the aims and targets defined and that the community was informed of (Goldenberg, 2018). Over the past decades which is the quality concept come to issue, a range of measurement methods are developed in the ground standards that can be a good path for any institutions to ensure accountability in their service provision, product offering, and operations. Notwithstanding, basically the measure of the quality is specified by the customer, though in the holistic angle with these assessment approaches and client evaluations can be more reasonable, persuasive, and potent tools. Yet for a better understanding of the quality structure, we should handle it in a more expanded scope with its related fields.

In case customers demand any product or service, they naturally want it to be of a fulfillment standard. Apart from the product offering the service and quality are a dual word that together comprises a more meaningful picture to customer perception. In the conceptual framework, service quality is a crucial and worthwhile point for any organization operating its whole assets in the service activities that endeavor to find a professional direction so that satisfying the customers. Kim & Kim (2020) claimed that current searches in the service sector have involved two main concepts, satisfaction, and quality.

In this context, regarding service quality, there is a large data pool we come across in every format, and before proceeding to this topic, first, we should also make the definition of the service concept because it is a first part of the service quality, particularly in the service industry. Service is an abstract output of the organizations, just the opposite of the product. In the service duration, there is a unique situation occurring in a non-standard and sporadic style. Because it carries an easily spoiled feature when it is catered to the customer and there is no stabilization in its process.

Service is homogeneously offered to every single customer. There is customization and characteristic case for each client that even if service offered to the customer perfectly, though in the next service may not happen in the excellent standards to the same customer. Kotler (1997, 2000) defines services as the activities or benefits that an organization provides to other groups. Services share no ownership with generated things or affairs and are equipped with the following characteristics: intangible, inseparable, heterogeneous, and perishable.

Various studies have shown that users tend to see a service as a ‘whole experience.’” Service Automation Framework (2018, August 27) Retrieved from (<https://www.serviceautomation.org/what-is-a-service-concept/>). Quality service is evaluated within the concept of integrity in the customer's window. Because the service process is multidimensional and even the slightest malfunction at any time of the best service offered can reduce the quality of the service.

Service can be referred to as an active process between the service provider and customer which is shaped simultaneously based on the customer demand and desire. No matter how long it takes, the significant point here is that unlike the product it is tested and evaluated generally when the service process ended in that it must be matched with customer expectations. Straightforwardly, sometimes service providing must happen promptly during the process with an exclusive and matchless manner on versus individuality or any entity according to the current conditions.

The other main issue that requires the meticulousness of the service is that the mistakes made cannot be compensated because it is a process performed in the presence of the customer. A customer who sees the slightest mistake of an institution that always receives good service can immediately change his/her attitude towards the institution in a negative way. Therefore, a very suitable service system should be established beforehand to minimize possible errors. Also, a strict follow-up is required, even during the service delivery period.

Naturally, the heterogeneity exists in the services' structure consist of diverse factors that give a unique result to every customer. These factors are, foremost the psychology, time conditions, different tastes, finance level of the person, and the variation of the culture. Because of these dissimilar situations of the service led to pondering thoroughly to set up a perfect delivery service environment systematically in advance and creating a measurement method including a suitable extent in assessing and analyzing any organization service quality.

There are numerous descriptions and categories at about service quality in the literature should be given as an example in that (Parasuraman, et al. 1985) conceptualized service quality using a disconfirmation model that assesses customer's expectations and perceptions, with development and subsequent refinement in 1988 and 1991 of the SERVQUAL instrumentation (Parasuraman, et al. 1991).

ServQual model compares the expected and perceived qualities of a particular service and consist of a total of 22 statements grouped in five dimensions:

1. *Tangibles* dimension is related to the physical facilities, and appearance of personnel.
2. *The reliability* dimension is related to the ability of the service performance, which aims to provide promised service dependably and accurately.
3. *The responsiveness* dimension is related to the attitude of employee behaviors, desire to work, and willingness to help customers.
4. *The assurance* dimension refers to the security and credibility of employees and their trust and confidence.
5. *The empathy* dimension means individual attention of customers and communication with them (Parasuraman, et al. 1991).

There are different approaches to how to measure service quality. According to Ghotbabadi (2015) the most prevalent service quality measurement model in the literature ServQual.

It is widely used for service-quality measurement within the diverse industries such as banking, supply chain and logistics, public service, hospitality, food, airport, education. ServQual is a fundamental regulation in the service industry that was adapted in the different branches and with various aims. ServQuals' flexibility conceives an opportunity for any service industry to arrange their standard that would be convenient for their organization.

This structure also gained importance, in particular in the education institutions. That is to say, this concept in the universities is an extremely sought feature in those days. Because the aim of the universities to boost the student population to augment their profits. But, having a wide student population and quality education services are necessary for attracting prospected students. Therefore, to raise their quality, they should make some measurements.

The Higher Education Service Quality (HiEduQual), (Subrahmanyam, 2014) originated from ServQual to measure student perception. There are several scholars' methods in the related literature that they developed and characterized it in different categories and dimensions to measure university service quality that as Latif (2019) noted that one of the earlier attempts to measure service quality in HE came from Owlia and Aspinwall (1996).

Implementing the best measurement method which is commonly recognized is the only way that is considered a catalyst instrument. Therefore, each education institution adjusts new measurements and surveys based on their provisions and state of affairs.

Abdullah (2006) claimed that crucially, to manage and improve the quality of services provided, universities need to regularly measure service quality (Abdullah, 2006; Chong & Ahmed, 2012). Institutions of higher education are obliged to research the quality of education, and therefore each institution has developed its questionnaires (Puchala, 2020).

There are various examples regarding this issue that it is articulated in academic articles by some authors. These are that given below are the methods for the universities which they would like to increase the satisfaction of their students: In the one hand for the higher educations' service quality, the UnilQual standards are assembled (Yılmaz, 2019) "for measuring service quality in higher education" (p. 923) that the main aim here is to assess the whole university campus life standard and Higher Education Service Quality (HiEduQual) was created to measure service quality in Indian higher education.

On the other hand, "among many library assessment tools, such as ClimateQUAL, LibQUAL+, LibValue, MINES for Libraries, StatsQUAL, etc., ...". (Li, 2017, p. 54) can be shown as a sample benchmark. For example, the LibQual was arranged as an evaluation instrument which is derived and modified from ServQual standard parallelly and implemented in certain developed countries as defined that "in the late 1990s, researchers from Texas A&M University and the Association of Research Libraries developed an alternative instrument, LibQUAL+, to evaluate service quality in libraries (Zhang, 2020, P. 98).

The underlying reason for all of this, the education world is also lean on the quality, and in this direction, there are many definitions of quality as much as the measurement methods.

So, the importance of the quality for the higher education is defined quality that is not an authentic and natural structure, it is entirely human harvesting that occurred with time in the circle of social and economic affairs. Human psychology is extremely complicated presence, though the unlimited requirements of the human have forced every social concept to a more advance stage and transformation contemporarily based on the time.

According to this view, education quality is subjected to being transformed also base on the changing climate provisions of the time. Education systems are very flexible structures affected by technological situations. Therefore, a proactive approach supports and rescues the universities in losing their presence. That's the reason, some scholars say that determining proper quality for any institution is not an easy method and process. Because quality is both intangible as much as a tangible concept in which it varies according to the taste of each different stakeholders. Besides, its perishability specialty urges to process in a very delicate balance that needed to be given a serious attentive effort.

Upon the Higher Education Service Quality, there are unlimited resources and studies. This issue sometimes is categorized in different dimensions. For instance, Harvey and Green (1993) described it in several substances that are one of the most cited taxonomy is done in four educational institutions. According to them, a quality attributed in 5 categories;

- 1- quality as something exceptional,
- 2- quality as perfection or consistency focused on processes and on the aims to be complied with,
- 3- quality as adjusting to the declared aims,
- 4- quality as value for money and,
- 5- quality as transformation. (Harvey and Green, 1993)

Over the last decades, since the pursuit of quality also has been spread rapidly in the higher education service realm, universities as much as governments are forced to find out finance sources to modify and modernize their service quality. Obtaining financial support, governments are the main supplier here which can lift the overwhelming load on the institutions as Butt (2010) articulated that the government has provided numerous incentives to both students and faculty with the collaboration of local and international institutions.

In this regard, (Perellon, 2011) noted that the emergence of quality in the Swiss higher education system during the late 1980s was due to the expansion of student enrolment, the cutback in public funding, and the revision of the regional and federal university act.

Sapri (2009) noted that “to deliver their core teachings and research missions, HEIs need to have a substantial infrastructure” (p. 37). Yet providing prestigious service quality to students, preceding requires establishing an upper-level standardization and a preliminaries ground; though for actualizing this required a considerable fund. Accordingly, universities need to think like corporations that continuously innovate, diversify, and reengineer their structure to provide optimum services to their customers.

Having a superior standardization and a solid ground structure facilitates the education institutes in the distribution of their service quality that attracts many more students from various countries. This situation can be analogized with a tree in which it starts to yield its fruits after is rooted and thriving. However, these outcomes of endeavors and efforts not only will be in favor of the student but also for every stakeholder that their expectation depends on it. Universities' actions and servicing is done a whole system as one of the main organs of the countries. Fernandes (2018) noted that “management of higher education is an effort to improve the quality of higher education to compete nationally, regionally, and globally – not only in education but also in other areas of the life of a nation” (p. 412). In short, an institutionally social and responsible higher education institution carries out activities to increase the organizational status of the society in its country, its future, and its competitiveness against foreign countries.

The change and imbalance in demand and supply are forcing universities to move out of their comfort zone and seriously ponder upon how they can improve the various aspects of service quality perceived as valuable by different stakeholders. (Noaman, Ragab, Fayoumi, Khedra, & Madbouly, 2013; Ali & Mohamed, 2014; Noaman, Ragab, Madbouly, Khedra, & Fayoumi, 2017). The best policy in the frame of service quality that would be useful for universities here, paying attention to each kind of stakeholder while getting decisions especially on expenses that are done most cost-effectively; on the other hand, it is the boosting service quality. Besides, the student's approach also must not be ignored who solicit an education with lower tuitions in the highest quality standard. Fixing balance is the fundamental approach of service quality.

Service quality in education is perceived as the competitive segregation among HE institutions in terms of their dominance in creating unique learning experiences (Yeo, 2008). Since in the education sector there is no real product involved, the only competitive differentiator would be through the creation and provision of unique service experiences (Khodayari & Khodayari, 2011). That is to say, universities are only the service units that should pursuit the cutting-edge-technology, innovations, and latest trends as much as the other service organizations in the international platform to ensure good serving with unprecedentedly approach to their customers. In the competition conditions, they are put under an obligation to create a valuable and different servicing style that would be completely a worthwhile education in choosing by especially international students.

Teaching quality and university reputation are other issues that are seriously considered (Ezel and Arasli, 2019). Universities which doesn't put consideration on the rank, they are doomed to disappear, particularly in giant waves of the intensively competitive world. Giving a quality education means generating quality individual environments and societies that they would be more advantageous in every step. More a clear definition, because of the students who experience quality education are preferable after graduation while they attempt to job application. That's means this quality concept continues in social and job life. Hence, students searching the best universities as qualified before applying to. That is to say, in general, prospective students research the universities where they will receive the most appropriate and best quality education before applying. Although this is the most natural right of students, the university administration has to consider this situation and make the necessary efforts to differentiate itself from its competitors. Creating differences and values towards the advantage of students will always take the education institution one step further against its competitors.

Because students desire to have a supreme education in order to be distinguished graduated students that would be a superior level for them against the graduated students of other universities. Differentiation in the positive direction comprises an impressive advantage for the universities. University which predominance on the quality in servicing gains a gigantic prestige towards the prospective students with having an exclusive position among the other universities.

Aforementioned above, between the organizations, there is a great deal of contentious competition and fluctuated environmental circumstances that impel the university administration to make comprehensive researches in the wider market of the current conditions. For these reasons, these issues also force them to assess their current degree of service quality with an unintermittible pace in the context of Higher Education (HE) with paying attention based on real observations.

Besides, from the standpoint of the potential candidate students, these developing fast-moving tendencies of international relationships across the world that give them appropriate occasions from every country to have more quality training. With another expression, commonly these combat and competition processes in the international scope allowed also the education industry to give the foreign students streamlined and un-bordered arenas. Thus, all of these situations have led to the breakout of educational tourism.

In this context, university administration also takes responsibility for large-scale to bring quality at the advanced levels. For instance, apart from the several quality measurements, the SWOT analysis is one of the self-evaluation methods in knowing to their performance from the angle of strengths and weaknesses of the university service as internal factors; and conversely, opportunities and threat terms for the external will be highly a helpful route for them to determine their mission and vision in the modern strategical way. This approach is the prominent step and aware of all their performance.

“SWOT Analysis is a simple but powerful tool” (Thompson et al., 2007: 97). Which helps to increase the capacity of an organization's and the administration in the decision-making phases. It was claimed that “today, with the ever-changing internal and external environments, more and more actors enter the arena of higher education policymaking” (Chu, 2018, p. 268). Because of these conditions sporadically and without interruptedly, universities have to examine themselves both inwardly and outwardly so that to maximize their whole potential and minimize any prospective risk that might come from outside.

Service quality in educational tourism is a key role to gain students' satisfaction needs to be protected and also Abdullah addressed that, in recent years, the concept of service quality related to satisfaction has stood as a central point for the higher education (HE) system (Abdullah, 2006). The expectation and satisfaction matter also regarding the educational tour is the basic objective. At this point, there is a noticeable case that the reality of the right proportion between the two concepts (service quality and educational tourist) cannot be denied. Those countries or universities in which the achievement exists from educational tourism, inherently are successful also as much as in the service quality. Because both of the notions are inseparable in that there is a considerable quality with various alternatives in case the learning tourism is widely popular that may appeal to Edu-tourist.

In general speaking, the flow of the students to have better education is dominantly from any developing country to any developed one are observed. The reason here is clear in which some required standard is yielded more easily in the high welfare countries.

Furthermore, even if we gazed to another side of the coin the prosperity is one of the factors here in the same way in that commonly the students with high family income, desire overseas training with the purpose to have quality education. Hence, before starting to tertiary education they (as a foreign student) including local students make an investigation and determine the countries where would ensure and match to their expectation and would give them full of prospect for the future.

Service quality from the lens of student satisfaction is a topic that, in recent years, is gaining awareness, being considered 'a newly emerging field of concern' for the academic community (Nadiri, et al. 2009). In this regard, a well content curriculum is one of the biggest determinants of quality in an educational institution. The development of skillfulness, creativity, and critical thinking are required to be in the course outlines. Quality takes a huge part in the student satisfaction in that it isn't mean only a beautiful campus with modern structures and equipment, the content of the education is much more critical in learning from the standpoint knowledge, skill, and ability so that using and practicing them in social and job life as lifelong. At this point, a qualified lecturer cadre has a substantial role to transfer the proper quality education to students that this is another big determinant for gaining a fulfillment student profile. Thus, the evaluation process by students is extremely required for implementation in conjunction with prepared more professional questionnaires for collecting valuable data that would help the administration make analyze.

Upon these opinions, Goldenberg (2018) the quality that we have to look for, that's the professor-student relationship, a professor who teaches his students and who is concerned about his students' learning. Therefore, that's where quality comes from and that's what we have to help with.

Educating students especially as a scholar means generating information through publication, paper, article, thesis, including holding conferences, workshops, seminars. All of these efforts make characterize a milestone feature to the universities which they both led countries to civilization and contributing financial richness to societies and acquired them an "educational tourism destination" identity.

Furthermore, the whole human resources on the campus must be taken into account from white to blue-collar workers. A praiseworthy service quality approach is necessary to be transferred to all staff through the training courses, but it needs to be arranged in a certain period. Even if total quality management of the institution is taken under control, characteristics such as knowledge, skills, competence, and ability are essential to be continuously developed. For example, Wagner et al. (2018) evaluated the service quality provided in a higher education institution understanding the perceptions of Human Resources. In a word, the other most significant factors after a quality education content are tangible facilities such as library services, laboratories, etc. in the context of both on-campus and on-campus framework. Environmental functions here may be the most paramount matters.

In this respect, service provision ranges from infrastructure to formal quality training with each kind of physical equipment and regulations in a very comprehensive system throughout the country. Universities cannot operate and serve in isolation alone, its action materialized in an ongoing legal relationship, and cooperation with other government agencies, societies, and entities.

Tilaar's 2004 study (as cited in Fernandes, 2018) "high educational system must have accountability, the relevance of program formulation, quality of a university, cooperation network, competition, and institutional autonomy" (p. 411). To articulate a quality education, it is necessary to make a definition by looking from a very wide window. Universities are going through very difficult stages to reveal the desired quality label worldwide. Namely, it occurs as a harvest of social, economic, and environmental phenomena that are interwoven with very tight and extensive networks, in which some bodies will both support education both inside and outside the country and set borders, rules, criteria, and standards for it. An educational institution that has successfully passed all these stages has an enormous infrastructure. The need for quality infrastructure is an indispensable basic rule. Therefore "...facilities and infrastructures and funds, requiring serious attention from all members/layers of the society of the nation (Tilaar, 2004; Fernandes, 2018, p. 411).

The transportation sector, for instance, should operate in a flawless system that is of great importance for any tourist. This system is like the veins in a human body, and if any of them does not work, blood circulation will cease. Therefore, the transportation map and its groundwork need to be arranged perfectly to ensure its liquidity and swiftness that is so-called "quality transportation". Because the traffic issue is part of our daily life needs to be seen as one of the positive components of the tourism industry. With another expression, it should be an enjoyable process for passengers even if it is short as much as the other delightful social activities.

Gierczak, (2011) “emphasized the importance of the transportation and claimed that “Transport is said to have become a key tourist link between existing tourist motivations and receptory areas” (p. 275). Transportation is like blood cells of the body without it's, impossible and even if there is any malfunction in the cells the blood cannot be circulated properly. It can be a positive factor when it works smoothly in which this crucial function can be heard and known with word of mouth, including through the press and promotion in any foreign country, and can attract to candidate students before applying to university.

Although there are to some extent standard criteria of the quality education of the host university towards educational tourists, enabling as a hundred percent standardization for every single overseas student cannot be possible. The reason is that every student's world is dissimilar to each other because of the psychology and utterly different lifestyles which are among the effective factors in perception. Yet keeping all amenities and opportunities as much as at the highest level and creating optimization of the whole conditions is the best alternative to retain the Edu-tourist.

Presently, most of the universities in European countries try to soar their quality at the highest standard as much as possible. "The Bologna process" for example, raised to standards' bar much more, and if any university which is accepted its membership has advantages in reflecting the reference of this process that can create attraction against prospective students.

Shahsavari (2017) indicated that universities are facing changes in higher education market conditions and they are responsible for their performance, which raises a need to constantly adapt their performance to standards and international demands like “The Bologna Process”.

Another substantial program that should be considered within the scope of educational quality is the ERASMUS. It has been a robust driving force with supporting academic affairs of higher education across the campus that students and teachers provide a more quality line within the European Union. Vural (2013) articulated that ERASMUS is the most successful student exchange program in the world as EU education and training policies.

In general, from the physical perspective, quality education can be acknowledged when settled laboratories and workshops with the latest technologies, with the modern buildings and a terrific architectural appearance of the central library situated on the campus. What is more, the universities are evaluated together with the city where is located. A well-structured campus with a perfect master plan that is integrated with the environment. Yet universities in which poses all of these properties have to cooperate with the municipality. For assembling excellent transportation systems, creating clean green areas, and avenues, execute activities with synchronizing conduct are essential to have collaborations.

Besides, from the perspective of the scholar issues if the faculties have a reputation of being generated scientific studies in their field with qualified scholars. It is unquestionably that these remarkable outputs will give power to the institution. Generating research, particularly funded ones can raise the quality standard upward sides. Notwithstanding, the external factors can escalate the cheetah towards higher levels since rival organizations endeavor to ensure diversifications, create values with more improved systems in training to possess competitive advantages. Hence the educational institutions have to make brainstorming, inquiry with reliable metrics, and seeking innovations upon every issue to be able to catch competitors.

As a result, the university administrations have to take unlimited responsibility for keeping their education quality according to time and to the latest trends as a universal so that protecting their brand forever. Therefore, competition and struggling process is an inevitable case for educational institutions.

2.4 Service Quality Approach of the Eastern Mediterranean University

Eastern Mediterranean University, for example, shows on the quality phenomenon at the utmost level. As such, Accreditations, Recognitions, Rankings, Memberships, and Partnerships have been attempted to following by this university. The aforementioned are the privileged criteria worldwide. The national standards with rules that could be a compatible objective with the mission and vision statement of the university administration became a foundation pillar of the reputation structure. Under the titled of education at an international standard, in turn, TEDQUAL, EDEXCEL, ABET, FIBAA, NAAB, etc. are among the accreditation programs (<https://www.emu.edu.tr/north-cyprus-universities>).

The other significant prestige that would be a good sample here is the U.K based higher education ranking institution Times Higher Education (THE) in which EMU was evaluated and determined between the 501-600 band (<https://www.emu.edu.tr/north-cyprus-universities>). It is an only university across North Cyprus that is considered worthy to be assessed and ranked among the best universities by this institution.

These are might be strong inducements in attracting prospective students. Also, some of the other attraction elements in both satisfying and retention in students are the provisions of the scholarship that Eastern Mediterranean University a good specimen which strongly demonstrates an elastic policy at about this quality approach. According to Emu's admission decision, various scholarships and supports are provided based on the different provisions for the prospective students. Especially, for the international (Edu-tourist) there are diverse amenities such as All-inclusive Scholarships, Tuition Fee Waivers, High Honor Award, High Honor Award, Student-research Assistantships, discounts, TRNC Government Scholarship. For the international master and doctoral students, these are included; yet in different conditions (<https://www.emu.edu.tr/north-cyprus-universities>).

Lastly, with the Double Major Opportunities, overseas students are given a chance to obtain an expertizing in any specific discipline, and also another programed entitled as Student Exchange Program Opportunities comprises the collaborations with other 13 countries namely, America, Austria, Canada, Italy, China, and South Korea, etc... The purpose of this process here is contacting each other to ensure the availability to students for taking their courses in different countries as spending a semester or two at one of many universities (<https://www.emu.edu.tr/north-cyprus-universities>).

Generally speaking, EMU educates its students to gain their creativity so that can able to compete with tough barriers as an individual through their entrepreneurial skills in enabling them international careers. It has been providing a substantial-quality education because its campus comprises 108 undergraduate and school programs including 96 master and doctoral degree programs offered by 12 faculties.

Besides it has 5 schools, foremost the Foreign Languages and English Preparatory Schools which yield a ground education for the students (<https://www.emu.edu.tr/north-cyprus-universities>). For instance, English is the common language in the context of the education process which is among these factors for attracting foreign students towards Eastern Mediterranean University.

To sum up, with the advent of the recent modern circumstances much more expectation and satisfaction of educational tourists come to the agenda of the educational tourist-oriented countries. University service qualities should be matched and exceed their expectations in every dimension constantly. Hence, service quality is a determinant driver of the higher educational institutions that must be enhanced in a proactive structure to satisfy these overseas students.

2.5 Customer Satisfaction in Educational Tourism

Commonly, the existence of subtle difference meaning between customer and consumer let the people be confused. Therefore, before proceeding with the essential subject it would be useful to clarify this little matter.

Cinar (2017) articulated this issue by noted that consumer is "a person, an institution or an organization who has a requirement that needs to be satisfied, has money to spend and has a claim to spend this money for commercial or personal purpose". The customer is "in addition to the consumerist feature, with the difference of consumer, the people who are used to buy in specific places" or "a person, an institution or an organization who buys specific brand goods of specific enterprises for commercial or personal purpose (p. 406).

The growth of the consumer movement in the 1970s encouraged consumers of goods and services to view much more critically the quality of service they received and to complain if they were not satisfied (Crawford, 2000). Every single person is a consumer using goods however any customer is the buyer of specific products and services. Belet (2007) addressed that customer is a consumer who continuously buys goods or gets services from an establishment. "In brief, being a customer has these features; opting to buy specific goods and services orderly, having consumption habit frequently...More generally, customer satisfaction can be defined as "the gladness of customer about the output of consumption" (Cinar, et al. 2017, p. 407).

Generally, there is a strong adherence between customer satisfaction and service quality in which the more the goods and services are offered in perfect standard the more the customer is satisfied. Eventually, this addictively creates a fidelity against the products and services. During the service moments, in case the interest is displayed precisely in the direction of the customer expectation, the degree of satisfaction is supposed to be at the top of the level due to service offered according to their desire.

In this situation, loyalty sense begins against the organization and its team. Then utilizing this appreciated presentation and performance, the loyalty feelings turn into a robust bridge between the institution and customer. Here it can be mentioned about the quality of service that will effectively illustrate a brand presence to the vision of the customer. In this respect, these organizations which achieve in creating a brand, they remove the bankruptcy possibility. Therefore, their presence can be mentioned as long as their customers are satisfied. Drucker (1954) indicated that the only reason a company exists is to satisfy customers, adding that marketing is "the whole business seen from its final result, that is, from the customer's point of view" (p.39).

Moving with this approach, we can say that today attain customer loyalty has now become a necessity. Because even if the organizations running their activities at a consistent pace, in these challenging conditions with the presence of the numerous rival companies may not able to be stand. Also, the other external factors always bring indeterminate climates that it carries a risk for an organization. As per in these situations, some novelties and innovations or differentiation in products or services can be essential. With another phrase, in the globalized world of today that there is no longer stabilization in that the circumstances change rapidly, organizations may not able to do any anticipation for the future. For instance, just as a ship cannot sail without a compass in the broad and obscure sea, an organization also unless having a strong brand image cannot take a risk to practice its strategy in such a competitive environment bravely.

The brand image takes a compass role here and at the same time, this is really in the backbone attribute for them. Therefore, they are obliged to doing R&D and improve rational measurement methods on the service quality continuously to optimize their performance, actions, and attain a brand image. Briefly, in such a dynamic environment always there will be a major question mark in the minds that it is required to be asked all the time; what is indeed the expectation of the customer? That's the reason in general, the measurement methods are composed to determine the gap between the customer expectation and current service provision experienced by them. Nevertheless, specifying to expected service quality needs a high effort substantially. Customer as a conceptual began occurring in the old eras after the trading affairs had started to emerge which is very associated.

The concept of customer appeared with the start of trade and it has come until today by increasing its significance (Cati, et al. 2010). Today customers are perceived as the main purpose who should be satisfied by the organizations and this notion has been integrated with the "satisfaction construct" and both of them emerged more comprehensively as the "customer satisfaction" concept. Oliver, (1981) described that satisfaction is a construct that relates to the evaluation of perceived discrepancies between expectations for a product and the performance of the product after consumption.

In this respect, we can easily come across this subject in the literature that some scholars investigated regarding with topic on the large-scale. Also, there is an extensive discussion by a range of scholars, if the customer comes precisely in the same meaning as the student or not. As Kotler (1977) said that there is continued debate over who the customer is; there is no universal agreement that the student is a customer in higher education. Similarly, Budd (2017) argued that there is a great deal of discussion in the academic literature around how the current conditions in higher education frame students as customers.

Students however would most likely view themselves as customers. The controversy may be based on the view of what being a customer means and a seeming contradiction between academic integrity and providing high-quality customer service (Kotler, 1977). Analogously, according to other researchers who emphasize the students' adjectives and roles outstandingly by addressing that "the students could be seen as primary customers (Hill, 1995, p. 10-21). Likewise, Puchala (2020) claimed that the higher education market has led to students increasingly being regarded as customers. Tight (2013) describes a range of metaphors that have been applied to the student position, from customer, consumer, client, and co-producer, to apprentice.

In a matter of fact, at this point, there is the procurement of services with fees for having education in good conditions. With another saying, the case here is that a required large amount of money in exchange for quality education cannot be ignored.

Besides, since a customer is defined when he/she buys specific or especial goods or services; students also, may characterize here like a customer, who would like to experience education at the brand level in which they give tuition fees for this. The measure of student satisfaction can be demonstrated with brand loyalty, for instance, Casidy and Wymer (2015) investigated the influence of satisfaction on the formation of a brand.

The sample which is given below supports this idea in which a German student responded in the survey regarding this issue. Two studies in the US (Delucchi and Korgen 2002; Fairchild et al. 2005) assumed a passive orientation and sought to capture it through a questionnaire with items such as:

“If I’m paying...I’m entitled to a degree. I would take a course in which I learned little...but would receive an A. It’s the instructor’s responsibility to keep me attentive.” (Delucchi and Korgen 2002, p. 103).

According to a reasonable view, students must be perceived as customers. Hence, we can continue to tackle student satisfaction here based on the context of educational tourism. Parallely, (Letcher & Neves, 2010; Mahmood, 2011; Sultan & Wong, 2014) within the academic literature on university quality, there is an increasing interest in identifying the antecedents and consequences of customer satisfaction in HEIs.

This binary construct is analyzed and highlighted utterly in any university administration including in the academic world that student satisfaction creates motivation to be achieved in their studies. Additionally, “educational institutions like any other organizations are realizing the significance of customers in their strategic decision-making process (Sapri, 2009, p. 34).

Frankly, when the university administrators began to recognize the prominence of the students' satisfaction, then they started to handle the strategic decisions according to this approach.

The availability of the driving force which also turns into an indispensable situation in the education industry is the outcome of the competition events. Once any university decides not to enter the race-track, it will surely accept that it has automatically accepted the loss to this race from the beginning. The universities which don't struggle, they will stay behind the others.

Universities represent their own countries also where they are located, whilst any accomplishment of universities also belongs to their own countries. In this context, the competition effort also is an engagement field of the countries as much as universities. Because the arrival of plenty of foreign students, contributes to developing the educational tourism of the countries, hereof there is a firm linkage between student satisfaction and educational tourism. For instance, students who unsatisfied with having a bad experience during 4 years of university education can leave university earlier and become a malicious advertisement channel against this education institution. That is to say, they can propagate the negative events with the word of mouth way to other overseas countries including their own countries. In this context, if a great number of students become unsatisfied with the servicing of education institutions, the student figures of the university definitely will decrease.

Thus, naturally, it will affect also both campus and its environment in the negative direction, respectively these are the restaurants, bars, cafes, shops centers, taxi drivers, house renters. Briefly, the shrinking education tourism can become the basic reason that will overthrow too many of the sectors. As an instance, we can indicate some sectors such as transportation, construction, banking, etc.

The universities which active in the international based, particularly those that are seen at the top of the rank of the world, show their political, social, and academic roles effectively in the liberal dimension. As such, due to the humanitarian approach are dominant of these elite universities keep their gate open to any kind of foreign nationality student. The basic aim here provides service across the globe; since the broader market gives plenty of occasions to discover more potential students. Generally, they are being successful, in obtaining the expected student population; furthermore, they determine the qualified ones.

The reason for the achievement lies under the universal approaches that we just mention it in the previous paragraph and pages. Students are satisfied when their expectations match with the perceived service of the university where they are enrollment in. These distinguished universities at the end of the education process provide them a contented qualified degree in that they can guarantee customer futures.

HEI "enhance quality control, accountability, and transparency, and quality enhancement" (Nguyen & Ta, 2018, p. 11). Also, educational institutions should meet these criteria, and they can only gain student population and their high satisfaction with this institution by creating a reliable image in line with quality standards through such strategies and policies. By all means that, providing students an elite degree, also qualifies an extreme assurance to universities in keeping their promise. Because illustrate and actualize their best strategies for customer satisfaction, they can keep the vitality of education tourism by their consistent strategies. At this point, one of the significant strategic approaches here is learning the student expectation literally, though universities should get contact with them before providing services.

There are various ways to get communication with students; whereas the most effective one is asking questions one to one via any digital channel or any concrete letter in a survey style directly to their corresponding addresses for learning their expectations; furthermore by respecting and putting them in a patron position would make satisfy them even as initially. Stevenson et al. (1996) asked students, before the start of the module, what their preferences were for use of tutorial time. Similarly, Shahsavari (2017) addressed that "a good customer relationship management creates customer satisfaction" (p. 19). Terenzini (1980) supports this idea that students' informal contacts with faculty members were consistently related to withdrawal/persistence decisions.

To sum up, any kind of tourism is one of the fundamental finance resources of the countries. However, educational tourism is the most popular of all that the student satisfaction here need to be most focal points. Because a high level of student satisfaction is the only way to keep educational institutions alive. However, in these increasingly competitive conditions, retaining students and attracting expected students may not be an easy process. Therefore, the university administration should develop very broad and sound strategies for this issue. The deeper academic networks are woven, the more effective and quality education will be in terms of student satisfaction. In this context, competitive advantage will naturally show itself in parallel with the sustainability pace in terms of quality. As a result, an educational institution that provides such a position and infrastructure will be able to sail without any difficulty in much wider student markets.

2.6 Service Quality Approach of the Libraries in the Historical Perspective

Libraries have been always an information store and core memory of communities ever for all of the civilizations. A society with libraries equipped with rich information collections is likely easier to reach higher civilizations than other communities. We can compare this, for example, a person with a memory full of information is more successful and more beneficial to society than other individuals in both business and social life. Communities have an astronomical power with their competent libraries, and whereby they become a rich urbanity and high society stage which they are highly achieved in peacefully frame with international relationships. Shortly, as a gateway to the information world, they engross the societies to the illumination path.

The history of librarianship is based on the world of ancient civilizations in the years before Christ. Also, it is understood from the huge stone buildings that they give importance to this phenomenon, although very few of them have survived to the present day. However, according to some sources, there was not much emphasis on the concept of quality as now. Nitecki, (1996) noted that historically the quality of academic libraries had been evaluated based on the rich collections and space they possess, whereas the element of quality services had been largely ignored.

Today, there is a myriad of sources regarding librarianship which most of them date back to the Ancient World. For example, presently some ancient libraries still standing with their invaluable but demolished collections equipped with clay tablet-fragment, papyrus, and parchment, etc. which all kinds of pieces of information were written on. The Alexander Library's (Egypt) for instance, is still called one of the first and giant cradles of knowledge of all time. Although the building had been destroyed, some highly evidentiary remains and ruins shed light on us to have an idea. "The technical-scientific study of parchment is extremely remarkable required to be considered" (Turner, 2018, p. 43).

The Ashurbanipal library (Nineveh) can also be a good sample for this where pieces of information were written with cuneiform on tablets and they are preserved in libraries especially in the British Museum and including the sculptures are taken under review again. These masterpieces were taken into consideration again in the scope of the Museum Project.

The Royal Library was established by Ashurbanipal himself in the capital city, though (Fincke, 2003) how did Ashurbanipal gather his collections? In 648 B.C. the successful completion of war against his half-brother who was the ruler of Babylon gave him free rein over affairs in that great cultural capital. He helped himself to tablets into temples there, loaded them into carts brought them to Nineveh, put them in with his other holdings, and, on top of that, had copies made of them (Casson, 2001). And he brought and compiled together Assyrian and Babylonian tablets so that creating a rich collection (Fincke 2003, p. 112).

In the Ancient World, gathering collection was not easy, particularly in registration, miscellany, and the coping method of information and these process continued with the primitive way until the invention of the printing press. On the other hand, their aim only collecting information without paying attention to quality. Nevertheless today, every single piece of these materials can give us valuable ideas and information about the old civilization cultures and their lifestyle.

Despite the old-world civilizations gave immense priorities to the librarianship even in those times, they couldn't able to achieve in protecting these rich data repositories. The earthquakes, wars, natural disasters, etc. were one of the biggest causes of these results. Vais (2012) stated that the book collections of ancient libraries had been dispersed and vanished during the 3rd and 4th centuries due to the collapse of the Western Roman state and the instability caused by the invasions of the first migrating peoples in the Mediterranean.

Accordingly, we can say based on the numerous resources, these materials such as clay tablets, papyrus, parchment which manuscripts and codices (manuscript book) were written on them, are majorly either lost or damaged. Vais (2012) addressed that during this period important book collections disappeared, thus masterpieces of ancient literature would be forgotten for a considerable period.

What we need to specify is first that none of these libraries here were academic libraries due to in ancient times the university phenomenon had not been born yet. Because, although Bologna University (1088) commonly known "... the oldest university of Europe" (Grendler, 1999, p. 475). The Al-Qarawiyyin that is located in Morocco which is founded in 859 C.E. is the oldest in the world (<https://www.islamicity.org/10007/al-qarawiyyin-worlds-oldest-university/>). Brophy (2005) claimed that a thousand years ago there were not universities.

According to this, academic libraries were hard to become across even in the first millennium AD. Secondly, "they were not serving the public, rather these libraries were built to serve Gods. Egypt's corporate libraries and archives contain private and closed collections specifically were designed to serve the gods and the Pharaoh. Only the priests and clerks have the right to access this content" (Webb, 2013, p. 22). Briefly, the absence of the service approach of the founded libraries towards the public in old-world societies is clear here.

However, in the modern world, libraries are created to serve every individual in the communities. It exactly means that the more educated and cultured people of any societies are cultivated, the more developed countries. These institutions are an information domain where always becomes a conservative hub of produced data. With a different expression, libraries are knowledge reservoirs in the position a nutrition resource for every science and must be protected. It has the same meaning as any civilization that needs to be conserved.

Consequently, no matter how libraries have been entered a transformation and modifying movement, libraries unlike other producing organizations, either private or public are always has been providing only service provisions. Especially, the primary task of research libraries is to guide research users to where to find any resource most quickly and to provide them with a perfect resource in terms of quality. Thakuria (2007) addressed that libraries are service-oriented institutions and the provision of quality services to end-users is one of their primary goals to achieve academic excellence.

It is unquestionably that libraries can be categorized as service-based institutions, in respecting they cater information to their user who reading and doing a search. Nevertheless, libraries are separated into various types such as National and Public Libraries, Special Libraries, University, and Research and School libraries Private Libraries including Archives, but the university libraries are generally the researched-based institutions where is art and sciences are thriving in. It has basic functions giving significant support to academic advancements.

The conventional university libraries today as much as others have been undergone a rapid metamorphosis as synchronize with global change. In another word, these libraries, which provide data services within the framework of the approach of the past centuries, have been moved from the printed field to the electronic ground and not remaining behind other service sectors.

Studies from the late 1980s and early 1990s confirm the preference for print resources among research scientists (Bichteler and Ward 1989; Bouazza 1989; Palmer 1991; Osheroff et al. 1991) but at the end of the twentieth century when major advances in information technology took place, it influenced the services of libraries also, which began to shift from traditional print to digital information resource centers (Nitecki, 1996).

On the other hand, half of a century ago, libraries had been placed in minds with an illustration of organized serial books in a colored appearance on the shelves, also with around librarians who are wearing spectacles and sorting books; or they were imagined at circulation desks section, giving or taking books through the old-style process of card classification systems. Students were informed with concrete letters by librarians at about library membership, overdue fines for borrowed books, etc. and also for searching and reading any resource they had to arrive library. Briefly, from all views, the servicing of libraries was very classical and primitive.

However, today, with the advent of technology, library services are completely different in their systems and methods. In the case of these service units are decided to sustain their existence in the tough markets, they have no other alternatives except to recognize this reality. While students trying to supply information, technology gives tremendous diverse channels and provides them the easiest and fastest access ways. Webb (2007) articulated that the situation today is quite different – students and researchers, especially those younger, tend to overlook the library as a source of information and look elsewhere for necessary information sources, usually online (Webb, et al. 2007).

Presently, due to the hectic competitiveness realm, many organizations, companies, and institutions are showing endeavor for tracing to the technological innovation and implementation which ensure advantages. For instance, artificial intelligence facilitates noted business life, every institution has deployed such new computer programs to serve practically and rapidly in the automation systems. Technology not only simplifies our work life, but it also decreased to the cost of the expenses of the company typically in the service-oriented industries.

As we addressed above, in the movement of technological globalization tendencies, service quality has been climbed to more elevated standards. Technology, which is the basic tool of the information society, has provided many opportunities for storing all kinds of information, even classification, and easy access. This situation further increases the service quality in the field of librarianship.

The digital world's users who are familiar with using the technology are very satisfied due to the technology adaptation is done mostly in the library institutions among the other service providers. Furthermore, they become loyal users of modern libraries. This notion was advocated by Cullen's 2001 study (as cited in Soares-Silva, 2019) that loyalty has been an important research topic in the library management literature since the digital revolution.

Yet electronic environment brought also the library user's expectation together with various centers where is providing information sources at a more expanded platform exponentially. As a result, libraries must be equipped with cutting-edge technological facilities with extended both printed and electronic information to provide good service quality to students.

2.6.1 Role of the Librarians in the Higher Education

Some librarians propose that future librarians should assume the role of a 'boundary worker' (Olsen, 2012). They facilitate user's research by transferring information to them. At this point, we can analog their roles with a bridge that facilitates transportation as a linkage.

As pointed out by Choudhury (2008) the new role of librarians in "supporting new forms of data-intensive scholarship" (p. 215). Likewise, Thang (2019) emphasized that librarians are titled and transferred into a "data scientist" or "data humanist." Aharony (2006) supported the idea that librarians who possessed specialized knowledge can provide information to users at the promised time.

(Arshad and Ameen, 2011) Librarians are the key stakeholders in keeping these services and resources functional and their efforts in terms of responsiveness, reliability, assurance as well as empathy are important in the current information age. Librarians should be educated continuously in terms of soft skills education for being good at, behaving, attituding, and making empathy against students with proper communication including about librarianship for new trends and technological innovations.

For example, they have to provide education for library employee was also mentioned in the article by Tenopir et al. (2015), as the authors pointed out that "to fully offer technical RDS, libraries need to have a technologically skilled staff or greatly increase opportunities for technology training for their existing staff, which might not be feasible due to resource constraints" (p. 17). Furthermore, the authors insist that the success of academic libraries is dependent upon their ability to satisfy the ever-changing needs and expectations of library users and that libraries should find ways of discovering and meeting these (Ketchum, 2013).

2.6.2 Role of Library Service Quality on User Satisfaction

Regardless of which category the library belongs to, owing to the fact of updating and enhancing themselves at a non-stop pace, only these libraries can able to stand and compete with other opponents. While acknowledging that competition is an indispensable effort, Libraries can preserve their existence and progress within the framework of the opportunities provided by the digital world and cooperation with other consortiums and only in this way can they ensure their users' satisfaction in terms of quality by offering rich and reliable resources.

Awan (2008) stated that library service quality is defined in terms of balancing customer's expectations and perceptions, and closing the gap between them is essential if a library is to provide high-quality service.

In case, any library is restricted only with higher education, the university is obliged to provide financial investment and establish very close communication with other information and document providing institutions within the framework of a consortium to compensate for the gaps. As the majority, this community characterizes a wide range of faculty from any senior students who make completing projects, graduate students, and research assistants to professor lecturers. Certainly, although the freshman, sophomore, and junior students have lower functions in terms of supplying information and researching, we still cannot exclude them from this ring. Ultimately, all of them are considered users in which university libraries are responsible for these users' satisfaction.

Nitecki (1996) emphasized that a library is an integral part of a university, with the sole purpose of facilitating and fulfilling the information needs of its scholars. Similarly, Kumar (2019) stated that the university library plays a dynamic role in accomplishing the overall goals of its parent organization by offering a range of services to fulfill the needs of the academic community.

As we claimed that scholars who are the main researchers use and access to the library often in that they are the most conscious customer of these service units. Due to their awareness, desires and perceptions are much broader, the university libraries can able to provide their best potential and capacity against the academicians in the sense both of a profession and physical equipment with wide sources in each kind of format. Because surely they know exactly what they search. Therefore in the searching sense, scholars can be expected to be more satisfied than students.

The need for academics to access and read scholarly material and the pressure to publish in peer-reviewed journals has not changed (Tenopir et al. 2018; Van Dalen and Henkens 2012). Scholars use citations, abstracts, literature reviews, social networks, colleagues, students, alert services, and a variety of other sources to identify important pieces of literature (Tenopir, 2018).

Notwithstanding, according to observations in general, students who most of them are undergraduate, looking librarianship from a narrower angle. Because they use the library premises for wireless access (wi-fi) service. With another expression, generally, students come to the library for getting benefits from the internet or normally owing to its compulsory, most of them arrive at the library during the examination periods only. Despite the periodic orientation programs presented by library staff during each semester towards university freshman students, it needs time to perceive the library culture, regulations, and rules or required practice to learn the utilization of the amenities by them.

Libraries servicing are systematic, though to some extent is complicated to be perceived in an immediate way, especially in accessing electronic databases, which are required to be guided by staff. Therefore, information is transferred through the presentation programs in the audiovisual rooms.

Using and accessing the library facilities consciously can be a good factor for being satisfied by service quality. In case students reach their specific topics most practically and easily, they are probably will be satisfied and they might give a high score as they are assessing the library service quality. Otherwise, it can be a converse situation in that it might be very difficult in retaining students; moreover, the prospective ones can change their minds to have an education for any university they decided with.

For instance, (Michalko, et al. 2010) claim that research from 2008 conducted on a sample of library directors of American research libraries revealed that reduced perceived value and relevance of the library services are among the highest risk elements facing research libraries. Thus, it has become unavoidable for libraries to satisfy their users through the provision of better quality and faster services (Manjunatha et al. 2004).

In a word, user satisfaction is a compulsory case in servicing; otherwise, there are many linkages for low service quality to be heard by; specifically, social media is the fastest way for being transferred with and the word of mouth comments also is one of the effective ways.

In this regard, libraries should make assessments themselves in certain periods in terms of user satisfaction. So, particularly, “University and Research Libraries” service evaluation must be done by the students (user) who can be a real address in providing strong data during the assessment process.

2.7 Theoretical Framework

Expectation - Confirmation Theory: The model guiding the development of LibQual+™, based primarily on the work of is Expectation Confirmation Disconfirmation theory (Parasuraman et al. (1985, 1988, 1994). This theory has a claim in which a customer before buying any service or product, they assume and have anticipation to some extent like a norm would be an equivalent value to their expenses.

After customers experienced these services or products, they make a comparison between the standard in their mind and the purchased one. For instance, in case any service that bought by them overrun their expectation they will be contented. In this situation, a positive disconfirmation emerges, and it transforms into a satisfaction phrase. In contrast, when their experienced service stays under their expectation a negative disconfirmation reveals, and then it brings an unsatisfaction case. When it comes to overlapping between the expectation and experienced service, crates a moderate satisfaction (Oliver, 1977, 1980).

2.8 Description of Thesis Case Study: Özyay Oral Central Library of the Eastern Mediterranean University (EMU)

Founded in 1993, as a modern building of that time with a collection less than 50. 000 books and at the embryotic level of the computer system and with several electronic facilities under the name of the Central Library to serve university students and scholars. Since its inauguration, commonly it has indicated a soaring line steadily to more advanced levels (<https://library.emu.edu.tr/en/about-us/history>).

Services still ongoing at a 6600 km² of space together with much more expanded hardware and software collections are improving every passing day. With the ease of computer facilities imposed on the library, the electronic databases led the fastest accessing effortlessly to students from even any furthest address. Sustain updated these amenities are the most outstanding features of the building in terms of service quality.

Also, presently the printed book collection reached a figure of 160.000 volumes which are classified according to the “Dewey Decimal System”. Mitchell (2009) noted that “it is the most used proprietary book classification system across the world which was created in 1873 by a famous librarian called Melvil Dewey and published in 1876” (p. 11). It is a perfectly logical system that enables the users to find any printed books available on the shelves from the easiest way. In this context, the Library Catalog Research instrument as a search engine developed by Sirsi Dynix Company (<https://www.sirsidynix.com/>), is imposed on the computers and assist users in browsing and finding any printed material. Those devices were settled around on the second floor of the building.

Music Listening Room where is located within the Library ground floor has various facilities with both classical music and thesis collections, and also diverse audiovisual materials including around settled computers connected internet for the database utilization. What is more, a large size auditorium and medium standard AV room with an exhibition hall and so forth are on the service of students.

Besides the several consultancies and special sections such as Reserve and Reference, Periodical and Newspaper are welcoming the users on the ground floor. Reading areas as quiet zones, Cyprus Newspaper Archive, and also the special collection called Cyprus Corner which is consists of books related to Cyprus or some of them published by Cypriot writers are available for users (<https://library.emu.edu.tr/en/about-us/history>).

Above all, the Interlibrary Loan Service is one of the gateways to international collaboration interactively in supplying any book, article copies, and any material which they are not available in the host library. These institutions that this precious service collaborated with EMU host Library are given below; ([https://library.emu.edu.tr/en/services/interlibrary-loan-\(ill\)-document-supply](https://library.emu.edu.tr/en/services/interlibrary-loan-(ill)-document-supply))

- TUBITAK-ULAKBIM National Union Catalog (TO-KAT) (Search for books)
- National Academic Networking and Information Center (ULAKBIM) Document
- Delivery Services (Search journal articles via databases),

- The British Library Document Supply Center
- Online Computer Library Center (OCLC) WorldCat
- Other Libraries (in Cyprus, Turkey, and Worldwide)

Notwithstanding the overall quality facilities, some discontent might be experienced due to the prevalent of the contemporary students who may be expecting some services in more modern, individual interest requests and wider standards. The richness of tangible assets needs to be integrated with the perfect organization that should be served by good competent, skillful, knowledgeable human resources.

For instance, although the incremental figure of the students year by year gives an intense and heavy utilization atmosphere, the capacity is still enough for servicing around 15 thousand students. Even exceptional time like the exam period it satisfies in terms of some spaces. However, this occasional intensity, in some sections are impacted heavily from the negative side in which it rises the concerns of both students and staff regarding the toilets, the noisiness in the joint usage resting halls, and the crowded staircases.

On the other hand, nowadays, the daily utilization percentage by the students has been significantly decreased because of the general declining tendencies of the population at the campus. For instance, in the past several years the number of students has plummeted from 18.000 to 14.000's levels (EMU, General Secretary).

Undisputedly, the other prominent negative impact is that the emergence of the Covid-19, which urged the University education moved from the ground training to the online system. In light of these conditions, the Library also had to restrict its working and servicing hours.

The statistical data that is indicated in Table 1 below reflects the 2007-2018 Academic Years' daily usages proportion of the Central Library. That is to say, it specifies the approximate figures of the persons entering the library by time intervals. For instance, as per in this table, during these years, the weekdays were about 1089 people per day (EMU, Özay Oral Central Library Directorate).

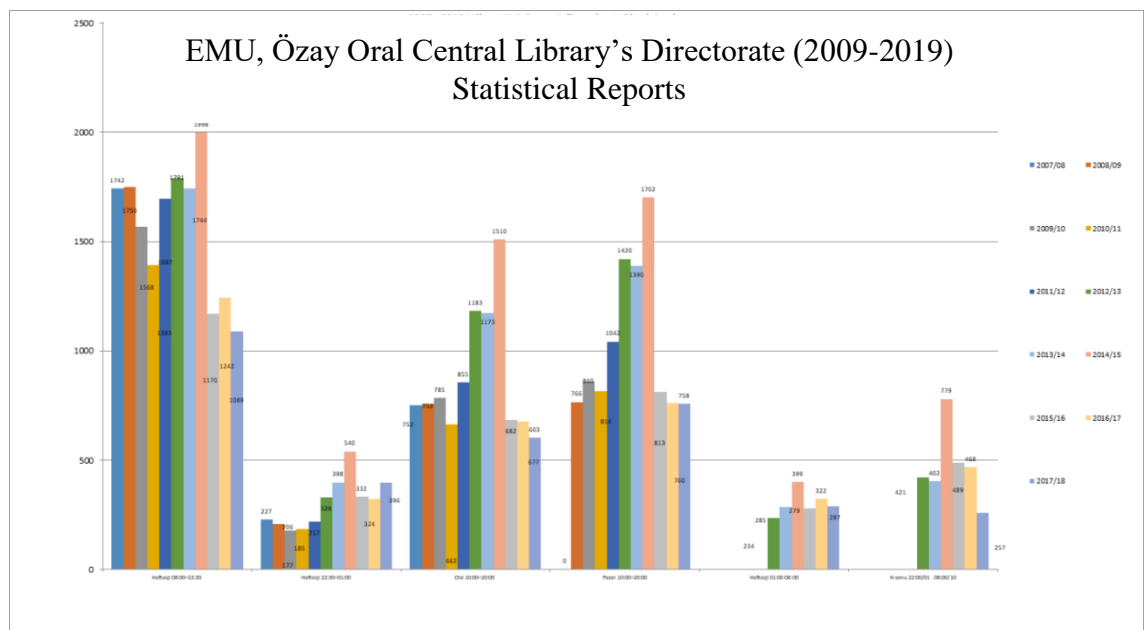


Figure 2. The 2007-18 Academic Years' the Daily Usages Proportion of the Library

In comparison with the current utilization, there is a serious difference from the negative dimension. Although the reasons for the problems to a certain extent are known, (student population is not static) a generic analysis and assessment must be done.

Additionally, from the electronic usage, some of the online databases are more popular in that students supply the necessity sources namely, Elsevier Science Direct, IEEE Xplore, Taylor and Francis, IOP (Institute of Physics), AIP (American Institute Physics), SPRINGER, Siam Journals, Sage Journals, Cambridge University Press Journals (CUP), EMERALD, Wiley Online Library, Oxford University Press, JSTOR, Communication Mass Media Complete (EBSCO), Academic Search Complete (EBSCO), Business Source Complete (EBSCO) (<https://library.emu.edu.tr/en/electronic-resources/online-full-text-databases>).

The statistical outcomes which are given below (Table 2.) indicates the “online data usage percentages of the 2009 and 2019 years. For instance, according to this statistical indicator, the utilization of the electronic data illustrated progress gradually, year by year and it reached the highest level in 2019 with the figure of the 460,754 (EMU, Özay Oral Central Library Directorate).

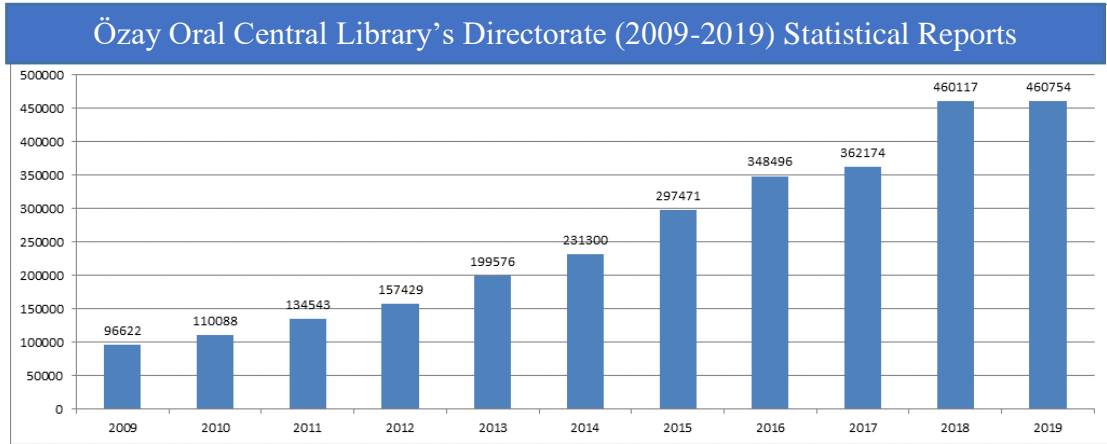


Figure 3. Databases Usage Rates. The figure of Accessed (Downloaded) Articles (2009-2019)

Overall, nowadays, there is an inverse proportion between the physical and electronic facilities usage. The entering of the student figure to the Library decreasing as the electronic usage is increasing. These factors here are can be complicated to make description upon these unbalance situations.

Chapter 3

METHODOLOGY

In this chapter, we are going to discuss this method that has been used as a tool to reach our aims and purpose in a logical, valid, and reliable path. What the specialty of this study case is a rare one that fulfilled by us and we believe that it will also fill the gap in the literature with a remarkable contribution.

This promoter measurement tool has assisted us in tracing exhaustively library trend by the bar and radar chart that gave an idea about the attitude, opinion, perceived and expectation of the students who they have experienced from the Library Service Quality. It enables Library institutions to be aware of where their service quality stands on the route of the accepted standards.

Additionally, this tool enabled us to collect the data quantitatively through the process. Also, to gather valid and reliable data in which of a totally 285 target responders (Edu-tourists using the library) were categorized into 3 parts; these are in turn the undergraduate students, graduate students (master, doctoral) including the staff (who came from any overseas country for a temporarily contracted lecturing or working in the EMU).

3.1 Instrumentation

In this study, for being thoroughly aware and doubtless, regarding the perception, insight, and expectation of the students towards the Library Service Quality, we have chosen a convenient measurement method so-called LibQual +TM. The instrument extensively acknowledged throughout the world, entitled LibQual +TM consists of 22 core items (https://www.libqual.org/about/about_lq/birth_lq). was implemented successfully by numerous libraries of universities where is located in various countries including the library of Ohio University (Gatten, 2004) which added 3 more items and increased these figures from 22 to 25. Since, the 25 core items that would be a more convenient instrument to the current conditions of EMU's library, we determined to practice it's as a supportive and assistant guidance platform that will escalate Library Service Quality and performance in terms of every angle in an elaborative manner.

This tool was derived and produced from the service quality criteria that are tailored to Library Services Quality. It is the most comprehensive and competent of the preceding developed instruments and it was implemented in multiple countries that gives substantial references as much as to be commonly accepted across the world. On the other hand, despite it is “used to collect data from more than 1.5 million library users, (Rehman, 2014) some argumentative issues are available in the related body literature due to it cannot be compatible with every culture and economic conditions of any country. In this respect, it is a necessity to customized d to every society value, qualify, and, financial situations.

This method also yielded us to make (Valadi-Khorram et al. 2020, p. 5) a nine-point Likert-scale questionnaire which involves for each question was asked 3 times in different scales while it is scored ranging from strongly disagree (1) to strongly agree (9):

- Minimum - the number that represents the minimum level of service that you would find acceptable.
- Desired - the number that represents the level of service that you want.
- Perceived - the number that represents the level of service that you believe our library currently provides.

To make a healthy calculation, there are definitions of the gap that are searched and evaluated among these 3 scales below which is divided into 2 main categories. The first one is called the "adequacy gap" and "superiority gap" respectively. In the former one is made a comparison between "perceived and minimum" levels whilst in the latter, this time it is done for "the perceived and desired" service levels (Valadi-Khorram, et al. 2020, p. 5).

Normally, the LibQUAL + measurement consist of 22 core questions; however, in this study, questions are increased based on the EMU Central Library conditions in that it is service quality was measured through 25 main questions on the three dimensions were given below:

- Affect of Service (AS) – customer services provided by Library staff.
- Information Control (IC) – library resources, collections, and access to resources.

- Library as Place (LP) – library spaces, facilities, and amenities (for study, meeting, etc.)

<https://onesearch.library.utoronto.ca/libqual-2013-survey-results>

Chapter 4

DATA ANALYSIS AND FINDINGS

Table 1. Demographic features of the respondents

Respondent demographic features		Frequency	Percentage
Gender	Male	165	57.9
	Female	120	42.1
Age (Years)	Under 18		
	18-22	74	26
	23-30	123	43.2
	31-45	52	18.2
	46-65	36	12.6
	Over 65		
Nationality	T.R.N.C	79	27.9
	Republic of Turkey	39	13.4
	Foreign Nationality	167	58.7
Discipline	Architecture	12	4.2
	Arts & Sciences	41	14.4
	Business & Economics	25	8.8
	Communication & Media Studies	19	6.7
	Dentistry		
	Education	25	8.8
	Engineering	63	22.1
	Health Sciences	6	2.1
	Law		
	Medicine	2	0.7
	Pharmacy	52	18.2
	Tourism	14	4.9
	Business and Finance	5	1.8
	Computing and Technology	12	4.2
	Health Service	4	1.4
	Justice		
Tourism & Hospitality Management	5	1.8	
Academic Status	Undergraduate	117	42.1
	Graduate	107	38.5
	Academic staff	48	17.3
	Administration staff	4	1.4
Total		285	100

Table 1 above, illustrated the summary of all the demographic characteristics of the respondents in terms of gender, age, academic status, and discipline. A total of 285 responders who 165 out of this figure are male and the rest is 120 is female whose overall ages between the 23 and 30 seem a majority with 43.2 percent. For the nationality, those who participated in this survey, 79 figures from T.R.N.C; whilst 39 is the Republic of Turkey and 167 responders are the foreign students. Regarding discipline, 22.1%, 18.2% are the students or instructors from engineering and pharmacy faculties that the sum of both takes the large part of all the faculties, respectively. However, with 0.7%, the medicine participants belong to the lowest rank all of them. Finally, in academic status, 117 undergraduate students attended to survey substantially. Secondly is the master and doctoral students in conjunction with the participation of 107 people and the rest one are 52 that the 48 of this from the academic staff and the administration staff are only 4 people replied this questionnaire and formed the lowest percentile with the 1.7%.

RQ1. What are the users' minimum, desired, and perceived service levels at the library?

Overall, the user's answers are specified in Table 2 below that all of this tool's substances are questioned to them in the 3 dimensions.

In the column of minimum service level, the first item, AS-1 "The Library employee instill confidence in users" and the twenty-second item LP-22 "Library has silence areas for individual studies" are rated with the highest figures in which these are in turns 7.98 and 7.03.

On the other hand, 6.44, 6.56, 6.57 are the lowest mean scores among them that are given LP-25 that comprise of group studies of the library, IC-18 regarding of “all kind of journal collections”, and IC-30 "Library has timely document delivery/interlibrary loan", respectively. In a word, according to Table 2, the library users' expectations are substantially high at the points of AS-1, and LP-22 while from the standpoint of LP-25, IC-18, and IC-20 are extremely low.

From the dimension of the desired service level, in turn, the LP-22 “Library has silence parts for personal studies”, IC-14 “Library staff shows always reassuring, confidential behavior and attitude to users” and, LP-21 that is about if “the Library has space that gives inspiration to users during their studies” seems in table 2 which is the most dominant items of all in that 7.47, 7.32, and 7.31 are the highest scores. Whereas, as per in Table 2, the least interesting topics of the users are the IC-20 “Library has timely document delivery/interlibrary loan”, LP-25 “Library has room for group studies”, and AS-6 “Library employee deals with the users in a caring manner” is rated by these the most minimum average scores in order 6.90, 6.95, and 7.03.

In the third column, the most positive reflections of the 25 substances in the perceived service levels are the by turns, IC-19 which is related with “the building has suitable access to all kind of Library collections”, AS-10 which is regarding if "The librarians serving in the suitable hours", and LP-22 whether “the Library building has quiet zones for individual studies" that these were evaluated with 7.00, 6.85, and 6.81 mean scores. However, inversely the Table 2 average scores show that the users are least satisfied by the item of LP-25 if "building has room for group studies" with the mean figure of

6.14, and next ones that of them the IC-15 that is about if “building has latest technological equipment that gives users a chance to reach information from the fastest way" with the mean figure of 6.41 and AS-2 related "the individual attentiveness of employees against users" with the mean figure of 6.56 which the users are not content with these library services.

Table 2. Item-wise mean scores at minimum, desired and perceived service levels

Item No	Description of service Items	M	D	P	SAG P-M	SSG P-D
AS-1	Library Staff instill confidence in users	7.98	7.20	6.57	-1.41	-0.63
AS-2	Library Staff pays individual attention to users	6.70	7.15	6.56	-0.14	-0.59
AS-3	Library staff is consistently courteous	6.95	7.29	6.70	-0.25	-0.59
AS-4	Library staff is always ready to respond to users' questions	6.80	7.28	6.70	-0.1	-0.58
AS-5	Library staff has the knowledge to answer users' questions	6.89	7.17	6.71	-0.18	-0.46
AS-6	Library staff deals with the users in a caring manner	6.57	7.03	6.61	0.04	-0.42
AS-7	Library staff understand the needs of their users	6.90	7.20	6.60	-0.3	-0.6
AS-8	Library staff shows a willingness to help users	6.93	7.39	6.77	-0.16	-0.62
AS-9	Library staff shows dependability in handling users' service problems	6.85	7.31	6.71	-0.14	-0.6

AS-10	Library staff serving in the convenient hours	6.88	7.15	6.85	-0.03	-0.3
IC-11	Library provides remote access to electronic resources	6.74	7.16	6.69	-0.05	-0.47
IC-12	Library Website enables me to locate information on my own	6.71	7.09	6.65	-0.06	-0.44
IC-13	The central library has printed materials, I need for my work	6.71	7.09	6.65	-0.06	-0.44
IC-14	The Central Library has electronic information resources, I need for my work	6.85	7.31	6.80	-0.05	-0.51
IC-15	The Central Library has modern equipment that lets me have easy access to the needed information	6.63	7.09	6.41	-0.22	-0.68
IC-16	The Central Library has easy-to-use access tools that allow me to find information on my own	6.83	7.18	6.73	-0.1	-0.45
IC-17	The Central Library makes the information easily accessible for independent use	6.71	7.04	6.63	-0.08	-0.41
IC-18	The Central Library has print and/or electronic journal collections, I require for my work	6.56	7.24	6.57	0.01	-0.67
IC-19	The Central Library has convenient access to library collections	6.83	7.22	7.00	0.17	-0.22
IC-20	The Central Library has timely document delivery/interlibrary loan	6.57	6.90	6.57	0	-0.33

LP-21	The Central Library has space that inspires study and learning	6.83	7.32	6.66	-0.17	-0.66
LP-22	The Central Library has quiet space for individual work	7.03	7.47	6.81	-0.22	-0.66
LP-23	The Central Library has a comfortable and inviting location	6.86	7.25	6.78	-0.08	-0.47
LP-24	The Central library is a gateway for study, learning, or research	6.69	7.22	6.76	0.07	-0.46
LP-25	The Central library has space for group learning and group study	6.44	6.95	6.14	-0.3	-0.81

Note: Scale: M (Minimum service) D (Desired service) P (Perceived service) SAG (Service adequacy gap) SSG (Service superiority gap)

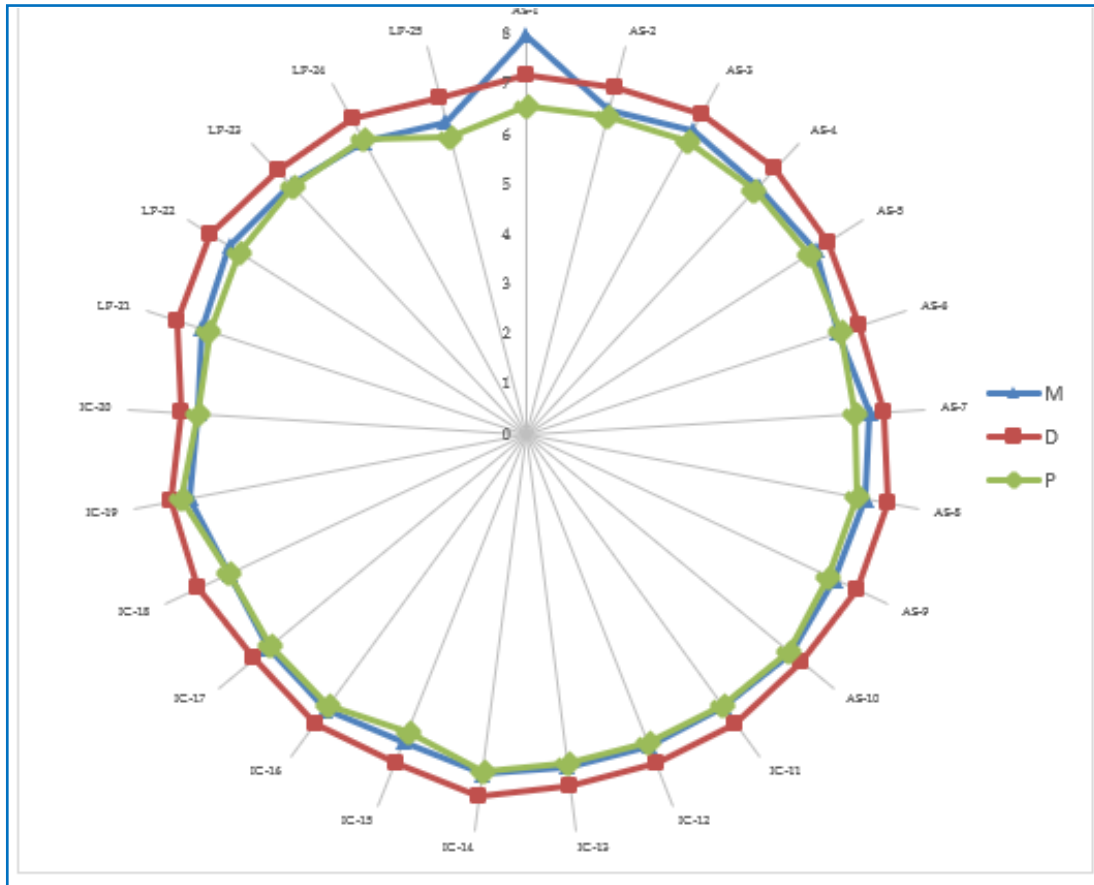


Figure 4. Radar Chart displaying item-wise mean scores at a minimum desired and perceived service levels.

These outcomes are visualized through Figure 4 above, which on the radar chart the lines are represented based on the color that the red line for the "desired", blue for the "minimum", and green for the "perceived" service levels. Overall this figure illustrated that the desire of the library users against any Library Service Quality is substantially high because of the red circle is the biggest. However the blue and green which is belong minimum and perceived are virtually very close and even on some basic items matches each other, except the outstanding point that is the blue line (minimum) here sharply passes the green line (perceive).

That's means between the minimum and perceive here a considerable gap exists. Ultimately the AS-1 core item in which this service level highly low should be compensated to cover the unsatisfaction case for the users.

RQ2. What are service adequacy and service superiority gap scores at the library?

In Table 2, the LibQual's each main 25 substances are calculated in the 3 dimensions to find these 2 summary scales called SAG (service adequacy gap) and SSG (service superiority gap). According to the extraction process $(P-M)=SAG$ and $(P-D)=SSG$, the results are given below.

For instance, since the IC-19 results here is the $SAG=7.00-6.83=1.17$ by the formulation of $P-M=SAG$, and as per in this mathematical process the next highest figures in order SAG of the AS-6 = 0.04 and SAG of the C-18= 0.01 that these figures are considered as the highest one because of the "perceived > minimum" and according to this, the library users are satisfied on the 3 main items; IC-19 that is about "suitable access to collections", AS-6 " about the staff's attentive attitude and behaviors ", and IC-18 that about "hard ware and soft collection of the library who they need" and they are shown as the best services in the perception of the library users.

What is more, not only do these specific services match their expectations but also they have exceeded since "perceived service levels" on these basic items are bigger than "minimum service levels". In contrast, the degree of user satisfaction is the poorest among these basic items. Because there are negative situations based on the results because "perceived" is lower than "minimum" (perceived < minimum).

As it is shown here, these items from the angle of SAG has taken the lowest scores in that these are one by one, (AS-1= -1.41), (LP-25= -0.3), (LP-22= -0.22), and (IC-15= -0.22) respectively and there are to some extent gaps between these main items and user minimum expectation on these services, in which they are not satisfied with the library employee to instill confidence them. Moreover, finding rooms for group learning and group studies, quiet spaces for individual works, and accessing required information through the current equipment is not match their expectation.

The Service Superiority Gap (SSG), is in the last column of Table 2 and it reflects the current gaps between "perceived" and "desired." According to indications of Table 2, all outcomes scores are displaying negatively. More clear explanation, the 25 basic substance scores are under the "0" that figures seem together with minuses. In this regard, the only explanation of these conclusions is being tremendous gaps in every angle of the perceived library service quality against the desire of the users. The radar chart (figure 4) shows all line trends.

Apart from the LibQual + 25 basic items, several substances more were prepared parallely with these basic ones. These 5 extra items are related to all library electronic services. *First*, the "minimum service level" in Table 3 which shows us the average scores of each 5 items, and the highest one here is the item 1 about "online full-text articles" with 6.84 scores; whilst the lowest items score is 2 about "suitability of borrowing books from other universities" with 6.48 figures. *Secondly*, in the "desired service level" the users' most desire topic is the 1. items again as it is at the minimum level, but the score is 7.29 that is higher than the first scale.

Thirdly, in the “perceived service level” the outstanding is the same item as the highest scored items of the first (M) and second (M) dimensions again.

However, the lowest average scored item of the "perceived" that this time is from different orders. The 4. item is displayed with the smallest score of 6.41. In general, the 1. item “convenience of borrowing books from other colleges” seems the most important topic because of the for every scale being scored with the biggest figures.

In this respect, as per in the SAG the most satisfaction of adequacy service is item 2 again which is about supplying the borrowing books from other universities in an easy way in which it is included in the Inter-Library Loan service of the Library. It was scored with the biggest figures and therefore there is the least gap between "minimum" and "perceived" with a score of -0.04.

For the superiority level (SSG), item 3 which is about the easy access and use of online article indexes has taken the figure of -0.47 that is the smallest one of all. That shows there is a slight gap between this current service and the user’s expectation in terms.

Table 3. The average scores of the digital service (IC) in the 3 scales

Description of service items		M	D	P	SAG P-M	SSG P-D
1)	Collections of online full-text articles sufficient to meet my needs	6.84	7.29	6.77	-0.07	-0.52
2)	The convenience of borrowing books from other colleges	6.48	6.98	6.44	-0.04	-0.54
3)	Ease of using library's online article indexes	6.74	7.19	6.72	-0.2	-0.47
4)	Availability of online help when using my library's electronic resources	6.67	7.08	6.41	-0.26	-0.67
5)	Informing me of useful library services	6.72	7.14	6.53	-0.19	-0.61

RQ3. What is the dimension-wise performance of the Library and its overall Service Quality?

In Table 4 below, is indicated the general "library service quality" and its "dimension wise performance" in every 3 scales again with the all average figures.

In every 3 scales (M, D, P) the 3 dimension-wise (AS, IC, LP) user mostly scored the AS in the "minimum" and "perceived" scales respectively with the scores of 6.95 and 6.68; whilst in the dimension of "desired", the highest figure belonged to LP with the score of 7.24. On the other hand, the lowest scores for "minimum" are 6.71 and for "desired" is 7.13 that both of them were given the dimension of IC while the "perceived" scale the smallest figure (6.63) was scored for LP.

Additionally, in general outcomes (SAG – SSG), it is observed that there is the least adequacy gap between users' minimum service level and the library IC service since it was scored with the smallest figure (-0.04); while the largest gap appears on the AS which received the highest score (-0.27). However, the biggest figure (-0.61) yielded to LP which expresses the wide superiority gap in the Library building and its physical equipment services. It indicates the least matching point from the perspective of the user.

Finally, the overall LSQs' SAG and SSG scores are (-0.15) (-0.54) respectively. The meaning of these numerical outcomes, explains an unsatisfied situation in the general service of the library in both adequacy and superiority levels. Briefly, it can be commented here that because of the library received negative results, the general expectation of the library users stayed exposed.

Table 4. Dimension-wise performance and overall LSQ (n=285)

Dimension	M	D	P	SAG (P-M)	SSG (P-D)
Affect of Service (AS)	6.95	7.22	6.68	-0.27	-0.54
Information Control (IC)	6.71	7.13	6.67	-0.04	-0.46
Library as Place (LP)	6.77	7.24	6.63	-0.14	-0.61
Overall LSQ	6.81	7.20	6.66	-0.15	-0.54

Table 5 below has shown the overall degree of user satisfaction in which the number 6 seems the best; on the other hand, the number 1 seems the worst service in the Library.

Table 5. General satisfaction level

Items No	Core items	Scores
1)	The library helps me stay abreast of developments in my field(s) of interest	6.55
2)	The library aids my advancement in my academic discipline	6.78
3)	The library enables me to be more efficient in my academic pursuits	6.85
4)	The library helps me distinguish between trustworthy and untrustworthy information	6.72
5)	The library provides me with the information skills I need in my work or study	6.76
6)	In general, I am satisfied with how I am treated at the libraries.	6.88
7)	In general, I am satisfied with library support for my learning, research, and/or teaching needs.	6.78
8)	How would you rate the overall quality of the service provided by the library?	6.66

In figure 5 below, the general satisfaction level is specified with bar charts reflecting the survey results that comprised a nine-point scale assessment to receive the respondents' answers and then to evaluate their degree of satisfaction. Clearly, in this scale, 1 means here agree.

The 3 points are shown on the chart that comprises the 2 important services of the library including its general service level. As a result, as it seems on the chart, the highest one is the first bar with a percentage of 6.88, the second bar with 6.85, and also the third one's proportion is 6.66, respectively.

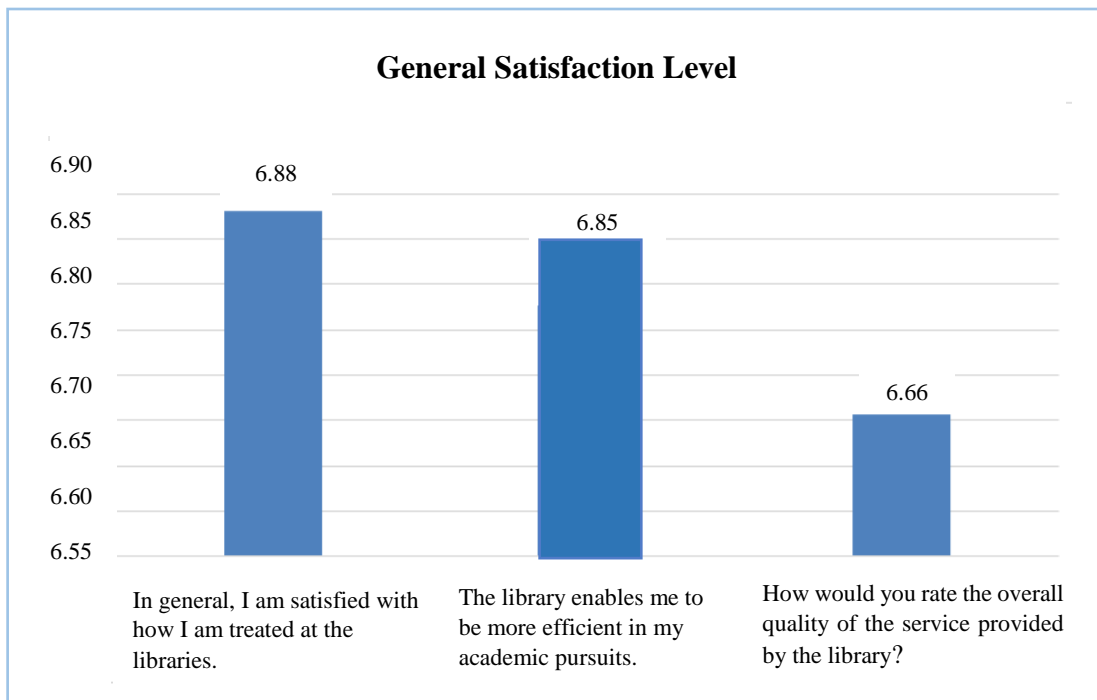


Figure 5. general satisfaction level

4.1 Results

Consequently, these revealed tables and figures enabled us to see both the competent and adequate and absent services side of the library service. It was determined that the gaps that emerged were from more library buildings and their existing equipment. After this, another dimension that takes the second place is the lack of service in human resources. The type of service with the highest satisfaction is the general satisfaction level of both printed and electronic resources provided by the library.

4.2 Discussion of the Results

Despite some satisfactory situations, negative results have been seen outstandingly in certain types of service overall of the Library. These results revealed that the library has some problems, especially in terms of the communication of the staff and interior space of the building. For example, users gave very low scores on "the category of Library as a place " that is related with suitable places for group works, carpets, (furniture) tables and chairs, technological materials or other physical equipment, and comfortable environment and toilet bowls, etc., These issues are the same as the subjects included in some items in the measurement tool we use, and it has been observed that the numerical results taken in this direction are also low.

To compare these results in some points with another case study that investigated by author Li (2017) on the library evaluation of Georgia Southern University; for instance, group work is highlighted as one of the most vulnerable services from the standpoint of space shortage in the library that seems one of the outstanding problems. The same problem comes to the fore in the EMU Central Library.

Another study called LibQual+® as a predictor of library success: Extracting new meaning through structured equation modeling (Ip, 2020). As a result of this research, they found the contributions of previously unnoticed inequality in terms of satisfaction and academic achievement perceptions of different service categories. Also, it has been concluded that "academic success", together with "satisfaction", is an important factor in explaining the intention to visit the library. In our study, only the performance and quality degree measured in the perception of the users.

However, in Table 5 the third substance is about the academic studies that the question third is about whether the library has contributed to the academic work of the users. This shows, in a way, how effective the institution is on the users from an academic level, and this is rated by them well despite other questions.

Also, figure 3 shows the yearly use of electronic databases by users with a bar chart. Here, it shows that the usage rate is increasing gradually every year. As this has a positive effect on the users, it shows that the quality service offered by the Library tends to use this service more in their academic studies. In other words, we can say that the utilization intention of users is impacted positively by the digital services in which they evaluation seems wit good scores. Thus, they use this service increasingly every year.

Chapter 5

CONCLUSION AND RECOMMENDATIONS

Lean on today's globalizing understanding, we have taken an overview of educational tourism and Edu-tourism, as we proceed with the education service quality that emerged in the competitive world. While emphasizing the importance of customer satisfaction, we brought also the quality concept to the agenda.

In the grip of all these, we articulated the developing educational tourism in Northern Cyprus, and in the competition frame, the quality understanding feverishly blew out among all the universities. At foremost EMU, is extremely sensible against these developing crucial issues and takes constantly consistent actions to escalate their performance and quality in the most desirable standards.

In this respect, taking the road and doing research in the circle of educational quality has become one of the most fundamental activities of universities. Presently, having the necessary and adequate facilities can attract some potentially anticipated educational tourists. However, in the context of these unstable conditions, current education services might stay under these standards, insufficiently. That's the reason they are obliged to develop rational measurements by constantly researching and on the other hand to learn what the expectations of the students are and to make leaps in this direction.

Libraries are among the foremost service units of universities, which are institutions that always open the doors to education and scientific research and offer them all kinds of resources. As one of the most basic services, the function of libraries can never be ignored. Accordingly, the EMU Central Library, which has been serving students and academic staff for about 36 years, is in an unceasing effort to renew itself. Nevertheless, to find out how much it has been able to follow these rising quality standards in recent years and to what extent it serves in this direction, we have conducted comprehensive research in this study. Thus, we have been learned whether these students and lecturers who constantly use the library are satisfied with the service they receive.

In conclusion, we think the study will shed light on our practical implications in the long run and anticipate that these shortcomings will be taken into account and corrected by the management as we have identified the gaps in the learner perception of the library's current service.

5.1 Practical Implications

These findings will assist the Library administration in their strategic decision and policy. That is to say, in this research, we expect that the profound perspectives and approaches will be gained in the decision-making process of the management. Besides, this investigation was done also in order to be conducted the operations and activities of the administration in the practical sense.

Besides, since we determine the weakest side of all the services the direction of the actions will be changed against these by focusing on all of these issues.

The compensation tendencies on the gaps will be able to increase, enhance, and arrange to all lack of the services in the context positive line. For the current conditions of the Library, since then the service category that the users are least satisfied with is related to the building, there are studies to cover the problems. For instance, the same heating and cooling system have been used in the Library since the day it was built. However, due to the system has already expired and for this reason, there are frequent problems in the Library in this direction is reflected by the users and also the numerical data of this measurement confirmed this. In order to eliminate this problem, there are efforts to establish a new and highly technological air conditioning system by the management.

Another point of evaluation with a low score is the service in terms of an inspiring layout and design to the users, and in order to solve this situation, the carpets are thought to be replaced with marble flooring, which can be more hygienic and has a sound insulation feature and it is aimed to clean all the printed books available in the library with a disinfection machine.

Other shortcomings in the eyes of the reader were the issues related to a quiet and peaceful environment to work and the safe behavior of the staff. Accordingly, it is planned to place video surveillance in many corners of the building in order to provide more assurance and also for ensuring the tranquility in the study areas, more announcements are possible to be made and wall postings to be increased by the staff.

In addition, the administration of the Library has a forward-looking project confirmed by the University administration, though it was not implemented yet. This big project, which is currently being worked on, will be shaped in the light of the data of this study. To clarify the point here, this designed project will be added to the immediate surroundings of the existing library building.

According to the results of the study, enough space will be given to the group works, which is the biggest deficiency in the current building. On the other hand, the building will be equipped with the latest technological materials. The Reserve and Reference section, which is primarily a consultancy unit, will be integrated into the entrance part of the building in order to provide direction, guidance, and consultancy services to the users. In this way, it is thought to overcome this problem that users find weak in terms of communication.

5.2 Theoretical Contributions

According to this Expectation - Confirmation Theory, in our studies the general numerical results were indicated in Table 4 above in terms of both SAG and SSG can be explained like below; the library user's (customer) expectation in *adequacy level* is -0.15, it shows their expectation falls under their expectation in that here there is a negative disconfirmation that means this situation revealed an unsatisfaction degree in the Library Service Quality.

In the *superiority level*, the score is -0.54 and similarly, there is a negative disconfirmation which creates an unsatisfaction degree for the students. Consequently, in both of the levels, the users' Central Library is not satisfied by the LSQ.

In addition, when we take a general observation of the data of the Central Library regarding the use of databases, we perceive a gradual increase in the direction of continuous use of resources compared to previous years. Based on these results, as users are generally aware of this quality, there have been more and more oriented towards these resources by them. What is meant to be emphasized here, there is a logical and strong consistency in the user's satisfaction level both in the latest statistical data (figure 3) provided by the library and in the analysis results we made within the framework of our thesis.

This situation reflected a semantic correlation between the results and the Theory of Confirmation. Therefore, it can be expressed here that these theoretical intercourses are extremely verified. The more the customer is satisfied with any service, the more he will continue to attempt to have the same service.

5.3 Limitations

First, according to some opinions, the LibQual + TM is modified to numerous libraries from various countries, but no matter how these libraries ' conditions are compatible with this tool, it might not yield a hundred percent valid and reliable consequences. Because they are located in different environments and countries which users around have different culture and perceptions. Therefore, the evaluation results for each library can differ from each other.

Secondly, the option “Not applicable” (N/A) was removed from the questionnaire because of the digital survey (Likert-scale) is not convenient for this. However, we think that there is no important deficiency in our survey study in terms of getting healthy results.

Thirdly, our study was limited to the academic staff and student population in EMU. A comprehensive evaluation of a high-quality university library with the same scale has not been compared.

Fourthly, for the EMU Central Library, currently, there are some limitations because of the COVID-19 process and also, we are in the “summer period” that certain users coming library are not being reached for survey studies. Although, the questionnaires are sent through the online environment most of the students didn't respond to the survey. Moreover, some participants who use the library from the remote access line cannot evaluate properly the library both physical and the service of the staff sense except the electronic environment and webpage of the library.

5.4 Recommendations for the Industry and Future Research

In the line with these determined gaps, we can recommend certain remarkable alternative spots regarding the central library. First of all, we concluded that a comprehensive restoration should be done in response to the complaints we received from the users regarding the interior space of the building.

On the other hand, the fact that the weakness of the staff in communication is also overemphasized by the users cannot be ignored. In-service training courses, which are organized annually by institutions with strong infrastructure such as universities, are to eliminate such deficiencies. It is widely known that the EMU also pays attention to this sensitive issue. However, staff should attempt to participate in foreign language courses with more sympathy.

Within the campus, employees, especially the Central Library, should be encouraged to participate actively in the courses, and even a reward should be promised below this.

In order to transfer the most satisfactory service category of the library to the user more effectively and efficiently, the library management and each academic unit on the campus should be in close cooperation and communication within the framework of the orientation programs. Because all through the Library possess comprehensive data in both printed and information sense the scores are not seen at a satisfactory level as much as it is expected.

The second suggestion regarding this is that orientation programs should be included in the curriculum as credit courses in a comprehensive and applied manner. With this method, especially some beginner students may not have much interest in using the library, but when there is an obligation, they will have to learn about these sources of information that will benefit more in the future.

Our thoughts on future studies on this same subject are to present a scientific study that will be compared with another university library with a high level of quality, together with hypotheses and regression analyzes in which can improve the service quality of the Library with research that will be a more comprehensive study.

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APPENDIX

Library Service Quality Survey

Important instructions:

Please rate following statements (1 is lowest, 9 is highest) by indicating:

- ***Minimum*** – the number that represents the *minimum* level of service that you would find acceptable.
- ***Desired*** – the number that represents the level of service that you *personally want*.
- ***Perceived*** – the number that represents the level of service that you *believe* our library currently provides.

You must EITHER rate all three columns OR identify the item as N/A (not applicable).

When it comes to...		My Minimum Service Level Is	My Desired Service Level Is	Perceived Service Performance Is
		<i>low</i> <i>high</i>	<i>low</i> <i>high</i>	<i>low</i> <i>high</i>
1)	Employees who instill confidence in users	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
2)	Easy-to-use access tools that allow me to find things on my own	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
3)	Print and/or electronic journal collections I require for my work	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
4)	Readiness and respond to users' questions	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
5)	Quiet space for individual Activities	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
6)	Convenient access to library collections	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
7)	Willingness to help users	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
8)	Convenient service hours	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
9)	A comfortable and inviting Location	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
10)	Dependability in handling users's service problems	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9

11)	A library Web site enabling me to locate information on my own	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
12)	Giving users individual attention	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
13)	Library space that inspires study and learning	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
14)	The printed library materials I need for my work	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
15)	Employees who have the knowledge to answer user questions	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
16)	Modern equipment that lets me easily access needed information	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
17)	Employees who are consistently courteous	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
18)	The electronic information resources I need	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
19)	Community space for group learning and group study	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
20)	Employees who deal with users in a caring fashion	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9

21)	Making information easily accessible for independent use	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
22)	Timely document delivery/interlibrary loan	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
23)	Employees who understand the needs of their users	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
24)	A gateway for study, learning, or research	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
25)	Making electronic resources accessible from my home or Office	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9

When it comes to...		My Minimum Service Level Is	My Desired Service Level Is	Perceived Service Performance Is
		<i>low</i> <i>high</i>	<i>low</i> <i>high</i>	<i>low</i> <i>high</i>
1)	Collections of online full-text articles sufficient to meet my needs	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
2)	Convenience of borrowing books from other colleges	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
3)	Ease of using library's online article indexes	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
4)	Availability of online help when using my library's electronic resources	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9
5)	Informing me of useful library services	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9

Please indicate the degree to which you agree with the following statements:		
1)	The library helps me stay abreast of developments in my field(s) of interest	1 2 3 4 5 6 7 8 9 Strongly Disagree Strongly Agree
2)	The library aids my advancement in my academic discipline	1 2 3 4 5 6 7 8 9 Strongly Disagree Strongly Agree
3)	The library enables me to be more efficient in my academic pursuits	1 2 3 4 5 6 7 8 9 Strongly Disagree Strongly Agree
4)	The library helps me distinguish between trustworthy and untrustworthy information	1 2 3 4 5 6 7 8 9 Strongly Disagree Strongly Agree
5)	The library provides me with the information skills I need in my work or study	1 2 3 4 5 6 7 8 9 Strongly Disagree Strongly Agree
6)	In general, I am satisfied with the way in which I am treated at the libraries.	1 2 3 4 5 6 7 8 9 Strongly Disagree Strongly Agree
7)	In general, I am satisfied with library support for my learning, research, and/or teaching needs.	1 2 3 4 5 6 7 8 9 Strongly Disagree Strongly Agree
8)	How would you rate the overall quality of the service provided by the library?	1 2 3 4 5 6 7 8 9 Extremely Poor Extremely Good

Please indicate your library usage patterns:

How often do you use resources on library premises?

- Daily
- Weekly
- Monthly
- Quarterly
- Never

How often do you access library resources through a library Web page?

- Daily
- Weekly
- Monthly
- Quarterly
- Never

How often do you use Yahoo™, Google™, or non-library for information?

- Daily
- Weekly
- Monthly
- Quarterly
- Never

Demographic Information

Your responses will only be used for aggregate survey analyses and we will treat them with the strictest confidentiality. Individual responses will not be given to anyone for any purpose. For each item, please select the value that most closely describes you.

1. Please write in below the library that you use most often (see attached list of libraries):

2. Age:

- Under 18
- 18-22
- 23-30
- 31-45
- 46-65
- Over 65

2. Sex:

- Male
- Female

4. Dicipline:

- Architecture
- Arts & Sciences
- Business & Economics
- Communication and Media Studies
- Dentistry
- Education
- Engineering
- Health Sciences
- Law
- Medicine
- Pharmacy
- Tourism

- Business and Finance
- Computing and Technology
- Health Services
- Justice
- Tourism and Hospitality Management

6. Position: (check the one option that best describes you)

Undergraduate:

- First year
- Second year
- Third year
- Fourth year
- Fifth year and above
- Non-degree

Graduate:

- Master
- Doctoral
- Non-degree or Undecided

Faculty:

- Adjunct faculty
- Assistant Professor
- Associate Professor
- Lecturer
- Professor
- Other Academic Status

Staff:

- Research staff
- Other staff positions

Please enter any comments about library services below:

Please provide your e-mail address below if you would like to enter an optional drawing for a prize (not required).

E-mail

address:

Thank you for completing the Survey!