

## Assessment of User Satisfaction Level from Library Services of Dawah Academy Libraries: A Case Study

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### Abstract

This paper explores the satisfaction of users using the library services of Dawah Academy, International Islamic University Islamabad. The main aim is to determine the effectiveness of library services in assisting course participants and researchers in their academic and research endeavors. The information was gathered via a structured user survey that gave detailed feedback on the quality of the service, the availability of resources, and the overall user experience. The responses gathered were analyzed in a systematic manner in order to determine the strengths, weaknesses and areas that needed improvement. The results indicate that user-centered services play a vital role in improving the performance of libraries and making research easier. The research provides viable information and suggestions on how to improve the services and it can be used as a good guide in the future development of Dawah Academy Libraries.

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## Introduction

Dawah Academy was established in March 1985 in order to organize educational, training and research programs for Dawah purposes as well as for the benefit of Muslim Communities within and outside Pakistan. To call people to the right path and to accept the supremacy of the Almighty in all matters is the duty of believer. The main objective of Dawah Academy to produce and publish literature on Dawah (Mirza, M. S., 2014). The Prophet of Allah Muhammad ﷺ initiated and particular style of Dawah, explained its importance and carried it out in an organized manner. In order to determine the Prophet role as a Preacher (Dai), it is necessary, first of all to keep in mind such important points as well as the evolution of Prophet's mode of preaching and the organization He set up to carry out such activities .

Dawah Academy IIUI has total of 4 libraries located in Islamabad and one in Dawah Regional center Karachi. Scholarly journals and other serial publications continue to be converted from print to electronic format. Nearly all of DRL library's journal and database subscriptions are now available online. In general, use of the library's major packages of electronic journals has increased in the last decade (Ahmad, M., 2020). It is likely for human beings to derive out the outlay, approach, or situation of things, events and distinctive people around them .Librarians likewise too do this practice. They have the need to occasionally measure the complacent things/valuable materials and services of their library as a practice of making sure of that they are meeting the set goals of the library. In providing useful resources and services to its user community, a process of figuring out the quality of those resources is needed to understand the strengths and weaknesses of entire services. There are different ways of figuring out the quality of information services, including user studies that are literally effective in assessing the quality of libraries, the things they occupy and its information services. As a result, libraries have are often challenged of continuously providing valid and valuable reasoning for their work's that are carried out to meet the challenges and align themselves with the parent organizations' goals (Siddique, T., & Channa, S., 2022).

## Da'wah Academy Libraries

Da'wah Academy has four Libraries to fulfill information needs of the research scholars, academicians, course participants and general public. A brief description of these libraries is as under:

### Da'wah Research Library

Da'wah Research Library is primarily serving to the research scholars, academicians, and course participants of Da'wah and Islamic studies. The Library has a rich collection of 40000 volumes of books and bound journals on various subjects. Important works on Quran, Hadith, Seerah, Comparative Religion, History of Pakistan, Quaid-e-Azam and Allama Dr. Muhammad Iqbal are also available. Library is receiving 20 periodicals on complementary basis in Urdu, Arabic and English languages. Two newspaper are on subscription list of the Library.

### Dr. Mehmoor Ahmed Ghazi Library

This library is providing services to the visitors and general public from Monday to Friday during 08:00 AM to 03:30 PM. The library is comprised on more than 4000 books for children and adults on Islam, Pakistan, literature, History etc. in Urdu, Arabic, and English languages. Two newspapers are also provided to the readers. Two supporting staff is serving to cater the information needs of the visitors.

### Children Library

Dawah Academy established a separate Children Library for visitors, school children of twin cities and students of IIU Schools. A good collection in English and Urdu language has been purchased for improving reading habits, motivation to use library and leisure.

**Khalid Alavi Library Regional Dawah Centre, Karachi**

Dawah Research Library (DRL) bestows prodigious importance to gathering data on a steady basis to enlighten its service improvements. The awareness is used internally in the Library to shape how it moves forward strategically. In the current higher education climate where financial constraints, technology, student population and research are changing quickly, it is essential that Library continues this practice. Along with these drivers, it is also essential for the Library to measure its performance timely to certify it endures to advance and progress. Identifying the problems, weakness, strength and importance in these services will help the University management to set a direction for future development and provide better services for the University community. The Dawah Research library system serves the informational needs of International Islamic University Islamabad (IIUI) participants, staff, researchers, visitors, alumni and the general public visiting Faisal Masjid which is the fifth largest mosque in the world and the largest within South Asia, located on the foothills of Margalla Hills in Pakistan's capital city of Islamabad.

**Library Services in Dawah Academy Libraries**

Evaluation is carried out to defend and measure benefits of library resources and services to users' reference use for research and related to school and learning purposes. Questions about how appropriately all library resources and services meet users' needs are answered during library survey. Deo, S. (2016) stated that the way of figuring out the status of user satisfaction and happiness from meeting a need or reaching a goal can be checked at three feasible levels. They are effectiveness evaluation, cost-effectiveness evaluation and cost-benefit evaluation. User happiness is defined as the emotive reaction to a particular transaction or service meeting and the happiness may or may not be directly related to the performance of the library on particular occasion (Pinto, et al., 2005). Customers can receive an answer to a question but be dissatisfied because of a disturbing or angry confrontation. Contrariwise, although the question might remain unanswered, another patron might feel lucrative because the meeting was satisfying, and the helper was interested and polite. This helps to shepherd how the library is meeting its users' needs and also what decision to take and those to be reviewed. This is the reason why library survey has been referred to by some scholars as a management activity (Jayasundara, 2009).

The scholarly library has been described as the "heart" of the learning community, providing a place for participants and teachers/professors to do their research and advance their knowledge (Mashrofa and Jayasundara, 2010). Competitive pressures from divergent information providers; generally available information resources; rising costs of books, serials and electronic resources; and transpiring technologies and services providing information to prospective library users raise questions about the role of scholarly libraries in present times. There has been contemplation about the need to better understand and define the needs and expectations of library users to provide the appropriate kind and levels of service to provide gratification and service quality (Shoeb, 2011). A scholarly Library is a part of a University which delivers product personally to the customers. The key purpose of it is to support teaching, learning, research and other intellectual programs of its parent organization. In a manufacturing concern, the customer is isolated whereas in a service organization like a University library, service producer and customers approach face to face. Here the customer is not an outsider, but part of the scholarly community (Kaur, Verma, 2006).

## Objectives

The objectives of the study are:

- To measure the level of user satisfaction of Library collections, resources, services, facilities, equipment and management.
- To measure the success of library in meeting users' needs
- To provide the means to measure and monitor the performance of DRL libraries.
- To use the data to prioritize the continuous improvement initiatives by the library.
- To identify the areas of improvements

## Methodology

A Library User Satisfaction Survey was conducted to seek information on users' views of the Library's collections, resources, equipment, facilities, services and management.

## Target Population

The target population for this study is community of users from participants of Dawah training courses. Table 1 below depicts the total number of participants at Dawah Academy for the year 2014 and 2021.

**Table 1: Participants of Dawah training courses**

### Year wise detail of courses participants

National Training courses of Imams	12,024
International training courses	1,219
Army officer training courses	,180
Training courses of army khateeb	,331
Teachers training courses	2,788
Young writes training courses	2,493
<b>Total</b>	<b>29,03</b>

## Data Collection Process

The administration of the survey was done through questionnaires which were distributed to library users by the help of the University library staff. Numbers of printed questionnaires distributed to each DRL library were as follows;

**Table 3: Distribution List of Questionnaires**

Libraries	Number of Questionnaires Distributed
1 Dawah research library	60
2 Mahmood Ghazi public library	60
3 Dawah children library	30
4 Dawah center for women library	30
5 Dr. Khalid Alvi library RDC Karachi	30

## Data Analysis

The collected data was further analyzed through SPSS 22<sup>nd</sup> version. Descriptive Statistics test were applied to extract the results from collected data.

## Findings and Analysis

The findings are presented as a percentage based on the number of respondents to each question. Upon the identification of library collections, resources, services, facilities, equipment and management needing improvement, actions or possible solutions are provided for consideration and for possible implementation by the Library to address the areas of concerns identified from the survey.

## 1. Response rate by academic staff, participants and others

There were 690 respondents respond to this survey (Figure-1) shows percentage of respondents. The most frequent uses of library services were participants; comprising of 83.77%, while 3.77% of the respondents were academic staff and there were few respondents classified as others (1.01%).

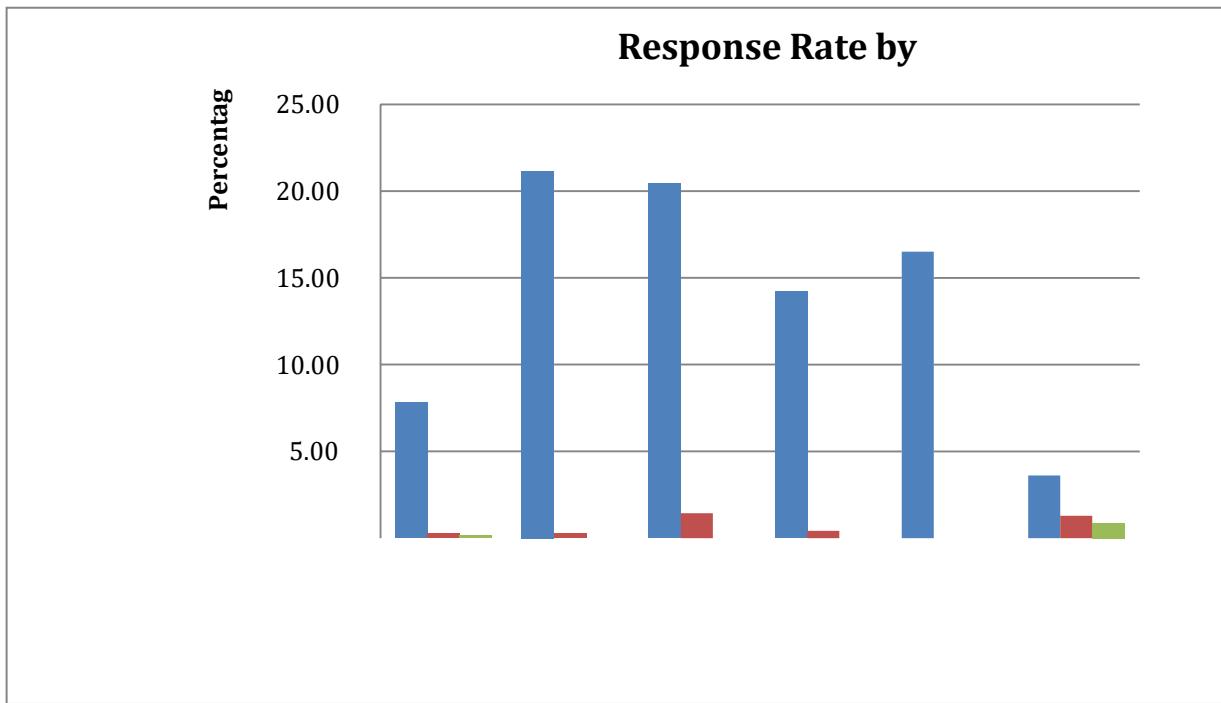


Figure 1: Response Rate by Academic staff

## 2. Frequency of Use of Library

Out of the total 690 respondents, just 22% stated that they visited the library daily, while 38.41% responded that they visited the library a few times per week. However, there were few users who stated that they visited the library once a month or never.

Table 4: Frequency of Use

Frequency of Use	How often do you visit the library?	Percentage
A few times per semester/trimester/penster	33	4.78%
A few times per week	26	38.41%
Daily	381	.22%
Never	0	0.00%
Once a month	11	1.9%
<b>Grand Total</b>	<b>690</b>	<b>100.0%</b>

## Usually use of the library Services

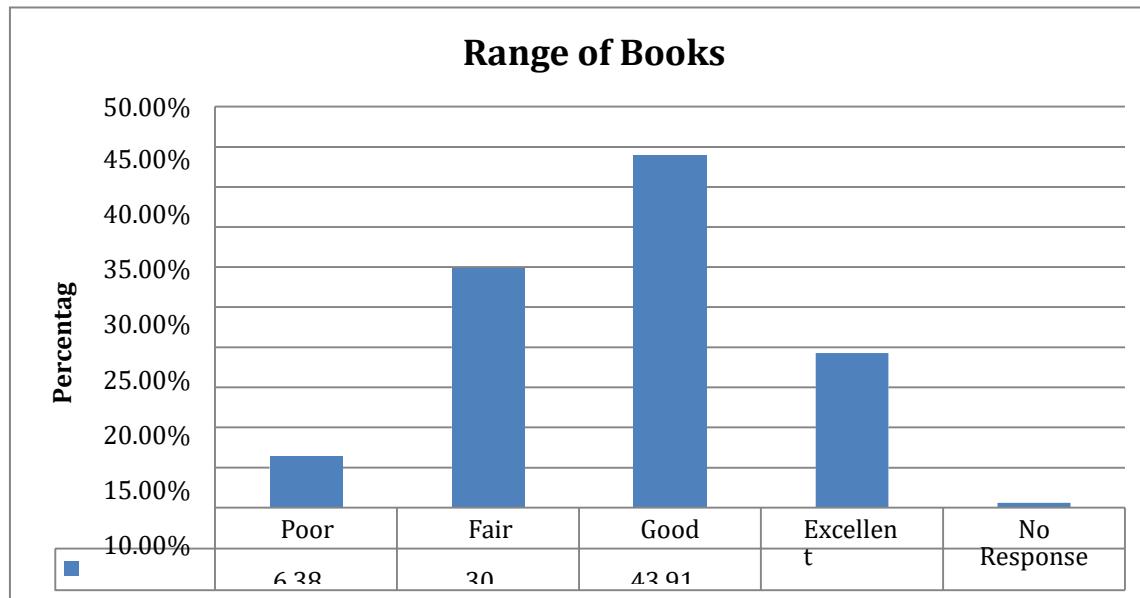
Library users are basically interested in improving research efficiency by exploring new materials and improving their research skills as majority of the respondents stated that they mostly used the library for study and research purposes.

Most of the users find library as a conductive environment to study either alone or in groups. Furthermore, number of respondents chose multiple options as what they mostly use the library for, the highest number of respondents stated that they use the library for studying, researching, using computers, printers, photocopiers, scanners and to check in and check out library materials.

How would you rate each of the following library services?

Out of 690 respondents, 43.91% stated that range of books are good, (Figure 4) 30% stated that it is fair, while 6.38% of the total respondents indicated that it was poor. Participants specified that there are not enough copies of text books; moreover there is a need for all latest edition books to be available in the library.

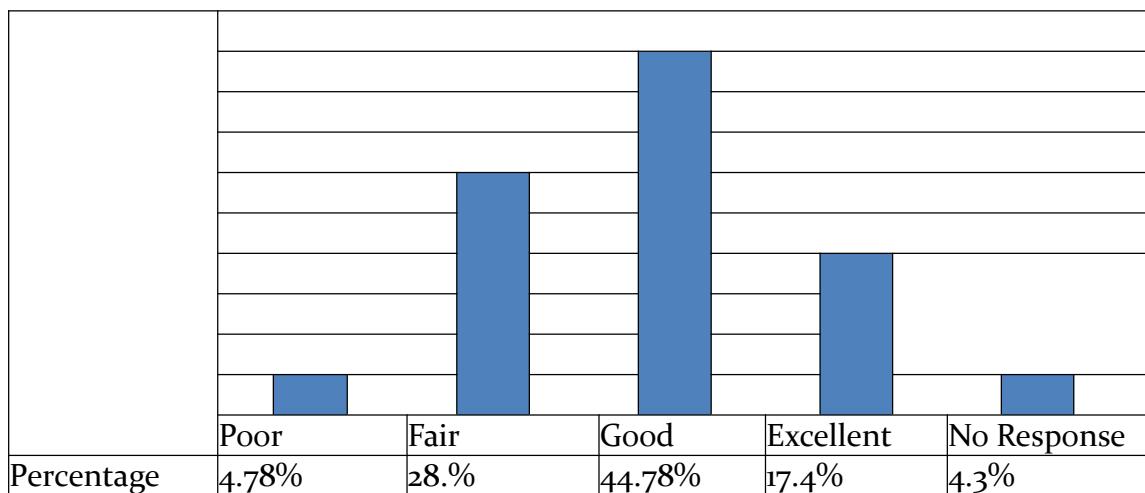
**Figure 4: Range of Books**



## Range of Periodicals

The (Figure-5) indicates that highest percentage 44.78% of the respondents indicated that the range of periodicals are good, 28.0% indicated that it is fair, while 17.4% indicated that it is excellent. 4.78% stated that it was poor, since they faced difficulties in locating latest (updated) periodicals.

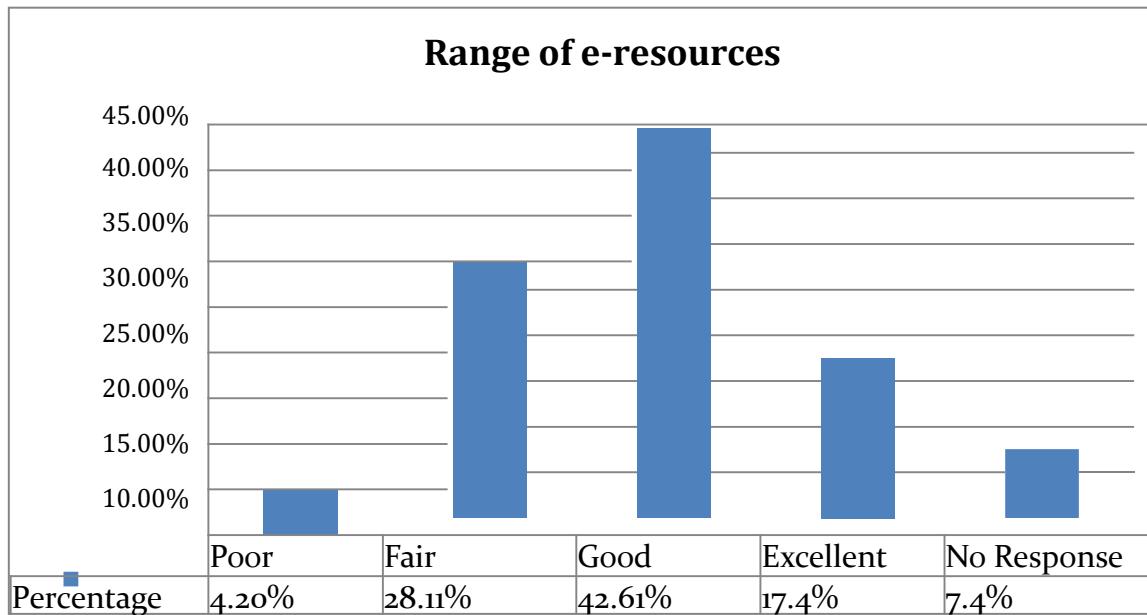
**Figure-5: Range of Periodicals**



## Range of E- Resources

Data shows in (Figure 6) indicates that most of the respondents indicated that range of e-resources was good there were almost 4.2% of who stated that range of e-resources is poor. Respondents specified that there is a need to increase the collection of resources

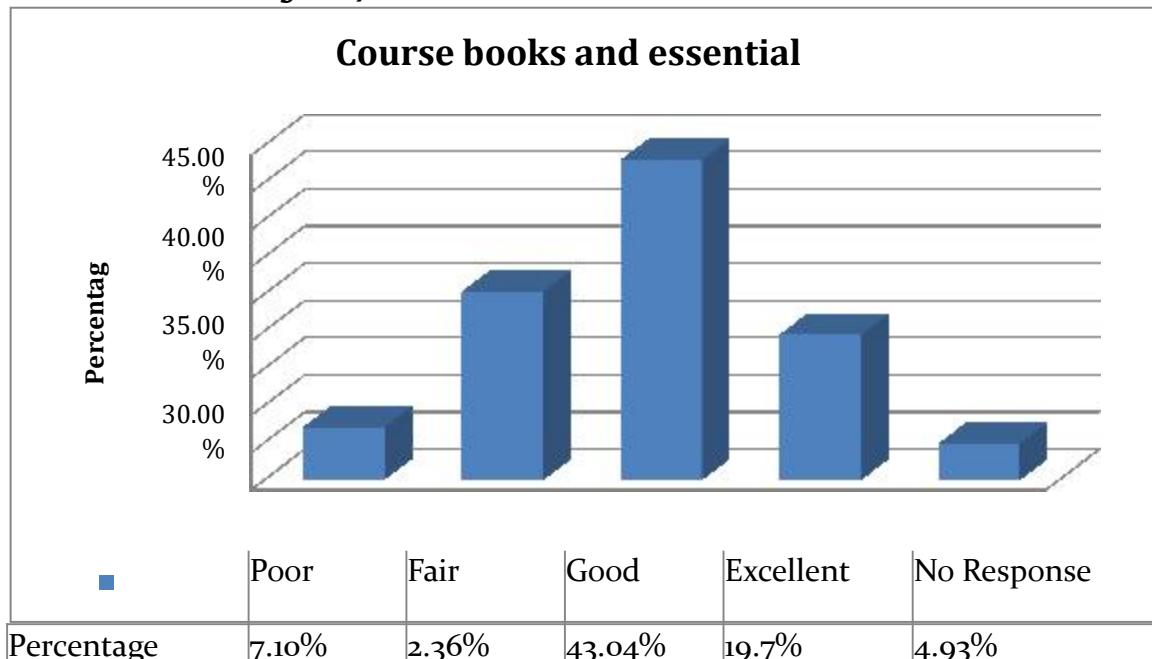
**Figure 6: Range of e- Resources**



### Course Books and Essential Texts

Figure -7 indicates that out of 690 respondents, 43.04% stated that there was a good collection of range of course books and essential texts where else 7.10% stated that this service was poor. Participants specified that there was a need for more course text books to cater for student demand.

**Figure 7: Course Books and Essential Texts**

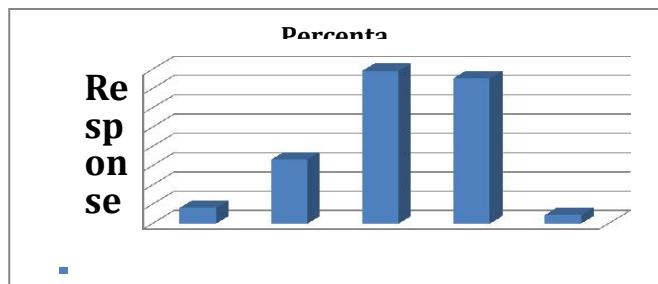


### Photocopying

Figure-8 indicates that The highest number of the respondents (39.7%) indicated that photocopying services were good; 37.68% stated it as being excellent while 4.06% rated it as being poor. Participants specified that the reason for it being poor was because the

photocopying machines were mostly out of service. Moreover, the photocopied output is not in dark prints.

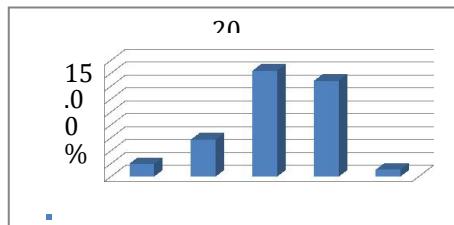
**Figure 8: Photocopying**



	Poor	Fair	Good	Excellent	No Response
Percentage	4.06%	16.2%	39.7%	37.68%	2.17%

Figure-9 indicates that An overall 41.01% of the respondents rated the printing services in the library as being good, 37.10% indicated excellent service while 4.93% claimed it to be poor. The negative rating by participants is due to the printing cost being high and few printers in the library which causes cues when one printing machine fails. In addition, participants complained about the quality of the printed document as being unreadable, some requested for colored printing services as well and some stated that colored printing is expensive.

**Figure 9: Printing**

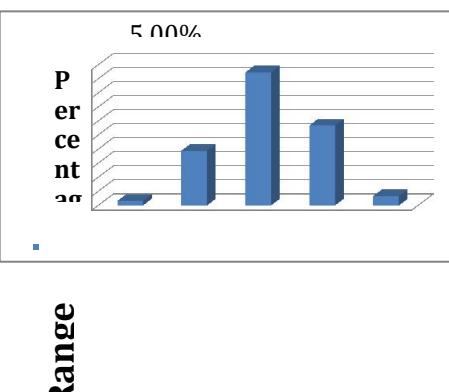


	Poor	Fair	Good	Excellent	No Response
Percentage	4.93%	14.3%	41.01%	37.10%	2.61%

### Information/ Reference Enquiries

Figure -10 indicates that 47.10% of the respondents expressed good satisfaction regarding enquiries on information and reference, 28.41% stated as being excellent, however, 1.9% specified it as being poor. This 1.9% who were dissatisfied with this service provided reasons of staff being stubborn, rude and unhelpful

**Figure 10: Information/ Reference Enquiries**

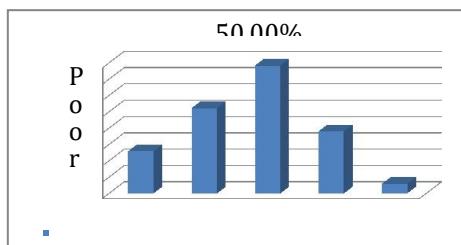


	Poor	Fair	Good	Excellent	No Response
Percentage	1.9%	19.42%	47.2%	28.41%	3.33%

### Provision of Computers/ PCs

Figure 11 indicates that Out of the 690 respondents, 39.13% specified that computers provided were good in range, 26.09% sated it as being fair. However, 12.90% said that computers provided were poor. The reasons for this were that some computers were not working, some were very slow, and others had some equipment / part missing. Moreover, respondents expressed disappointment on the quantity of the computers provided, on the installation of the antivirus software, internet being slow and log in issues with the computers.

**Figure 11: Provision of Computers/ PCs**



	Poor	Fair	Good	Excellent	No Response
Percentage	12.90%	26.09%	39.13%	18.98%	2.90%

### Conclusion

The Department of Library Services has conducted a survey of customers' satisfaction so that their views, ideas and suggestions can be considered as an integral part of its commitment to improvement. Overall, the library has received positive response from the participants. Participants came up with a lot of recommendations to enhance the DRL library at various campuses. The most common ones were to provide new accessories with faster internet speed. Many respondents requested that library computers as OPAC for access to all websites to aid in their research work. Consequently, spacing in libraries is also a major concern for the participants, thus they have suggested every library be extended and more infrastructure to be provided to accommodate all participants during peak hours. Most participants proposed that there be a separate room allocated for group discussions in the library as private study participants are disturbed by the noise level. Respondents recommended that new editions of textbooks and course books be provided in the library with extra copies so that everyone could have access to it. Other facilities recommended to be improved by respondents were to install cameras, provide air condition, and get more staff at front desk and to create a proper place for participants to leave their bags before entering the library.

### Future Research Direction

When selecting matters for action, it is endorsed that a mixture of the quantitative analyses and observations, with the alternative of forthcoming target groups, be used to gain a further in-depth understanding of student concerns.

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