

## Evaluating of Service Quality Level in Libraries Using a Combination of SERVQUAL and Six Sigma Techniques

**Mohammad Amin Shakerzadeh**

PhD Student of Management, Kish International Campus, University of Tehran  
Shaker\_amin@yahoo.com

Received: 14th August 2012; Accepted: 1th December 2012

### **Abstract**

**Purpose:** The purpose of this study is to evaluate service quality level in public libraries against Six Sigma quality level by combining SERVQUAL and Six Sigma techniques.

**Method:** This is an applied study conducted as a survey. The population consists of all SANAEE public library members. Through simple random selection, 217 people are chosen. SERVQUAL questionnaire is used as research tool.

**Findings:** Results show that the most satisfactory was “Reliability” dimension. Other dimensions, including “Tangibles”, “Empathy”, “Assurance” and “Responsiveness” are in next ranks respectively.

**Originality/Value:** This research, by combining SERVQUAL technique and Six Sigma methodology, introduces a method for evaluating the service quality level to monitor changes in service quality level and tries to make a comparison with other libraries and international standards and benchmarks.

**Keywords:** service quality, SERVQUAL, Six Sigma, DPMO