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

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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