

## The Correlation among Provided Services, perceived value, Satisfaction and Loyalty of users of Public Libraries: The Case of Rasht City

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### Abstract

**Purpose:** This research aimed at the study of the effect of provided services on perceived value, satisfaction and loyalty of users of public libraries in Rasht city.

**Methodology:** This research is an applied research in terms of objective and descriptive survey regarding data collection method and correlative regarding data analysis. Besides, we used library research and field research methods for gathering background and field data. Also, we used a localized standard questionnaire as main tool. Content validity of the questionnaire was approved by nine related specialists and construct validity was examined and approved by confirmatory factor analysis. Reliability of the tool had good measure of chronbach's alpha. Then we distributed the questionnaire randomly among 450 users of public libraries in Rasht City and finally, 400 questionnaires were returned and used for analysis. For final analysis, we used structural equation modeling method by means of Amos statistical software.

**Findings:** Data analysis and statistical tests showed that Perceived value of provided services creates a sense of satisfaction for users and thus evokes their sense of loyalty to the services. Also, significant correlation was not observed between perceived value and brand loyalty. In addition, the significant and direct correlation among services including electronic resource provision, print publication repository and library environment and perceived value variable have been approved. But, we can't find a significant relationship between the electronic resource service provision, print publication repository and library environment and satisfaction variable.

**Originality/Value:** In this research we tried to show that up-to-date provision of print and electronic resources have a significant effect on the perceived value and satisfaction of end users. Thus, we must be lay greater emphasis on the provision of electronic resource and up-to-dateness of print resources repository.

**Keywords:** Provided Service, User Loyalty, User Satisfaction, Perceived Value, Public Libraries.