

Complaining Behaviors of Public Library Customers of Lorestan Province in Iran: Influential Factors and Outcomes

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Abstract

Purpose: This research aimed at the investigation of factors influencing complaining behaviors of public libraries customers of Lorestan province in Iran.

Methodology: survey method was preferred for this research and we used a questionnaire as a data gathering tool. The study population consisted of 27000 members of public libraries in Lorestan province. 302 members selected by simple random sampling method and the final data analysis were carried out using 302 completed questionnaires. Data were analyzed using SPSS software. In order to perform statistical analysis, Regression and Pearson Correlation tests were used.

Findings: The results showed that “external attribution” has the largest influence on “exit” with Pearson coefficient 0.30. The second most influential factor was “service importance” with Pearson coefficient 0.13. Two predictor variables (social benefits and likelihood of success) have the highest influence on “direct voice”. Also, “likelihood of success” with a value of 0.31 has the highest influence on “indirect voice”.

Originality/Value: complaining is a valuable feedback, which can help managers to identify and solve problems, improve the quality of library services and meet the demands of the users. The valuable finding of the research was eventfulness of “external attribution” and “service importance”.

Keywords: Complaining behaviors, public libraries, customers, Lorestan Province.