Servqual Analysis at Samsung Library, Sungkyunkwan University, Korea: A Tangible Study

Analisis Servqual Perpustakaan Samsung, Sungkyunkwan University, Korea: Sebuah Studi Tangible

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Abstract

Background: The rapid growth of information technology and the ease of access to digital collections in recent years have increased the need for physical library services at Samsung Library, Sunkyunkwan University. However, its popularity has not diminished, and it continues to draw crowds from tourists. **Purpose:** *This research aimed to analyze the service quality (servqual) of physical products in the Samsung Library, Sunkyunkwan University.* **Method:** *A descriptive qualitative method was adopted using indicators of tangible servqual analysis.* **Results:** *The results showed that the dimension of the Library Building Facilities is very good because it combines cultural, academic, and modern civilization architecture with sophisticated technology. The library infrastructure was also adequate, starting from its multipurpose rooms, complete collections, and futuristic, modern, and comfortable reading tables and bookshelves, increasing the comfortability of users. The findings on the display indicators for library staff were very satisfying because they display attractive officers and are equipped with Libo robot facilities.* **Conclusion:** *In general, the tangible servqual for the Samsung Library, Sunkyunkwan University, is good, and the physical product is a very important component in attracting users and tourists.*

Keywords: *Tangible Services; Samsung Libraries; Sungkyunkwan University; Servqual Analysis*

Abstrak

Latar Belakang: Penulis mengangkat latar belakang utama bahwa pesatnya perkembangan teknologi informasi dan mudahnya akses terhadap koleksi digital secara global yang terjadi akhir-akhir ini justru semakin membuat layanan fisik perpustakaan di Sunkyunkwan University semakin diminati. Perpustakaan Samsung sebagai salah satu perpustakaan Sunkyunkwan University tetap menjadi primadona dan tetap ramai dikunjungi pemustaka dan wisatawan dari berbagai penjuru dunia. **Tujuan:** Penelitian ini bertujuan untuk menganalisa bagaimana kualitas layanan produk fisik (tangible) di Perpustakaan Samsung. **Metode:** Metode yang digunakan adalah deskriptif kualitatif dengan menggunakan indikator tangible servqual analysis pendapat dari Parasuraman dkk. **Hasil:** Hasil penelitian menunjukkan bahwa pada dimensi Sarana Gedung Perpustakaan sangat baik karena bangunan berhasil memadukan antara arsitektur budaya, akademik, dan peradaban modern lengkap dengan teknologi yang canggih semuanya menjadi daya tarik utama. Prasarana perpustakaan Samsung juga sangat memadai, mulai dari ruangan-ruangannya yang serbaguna, koleksinya yang sangat lengkap, meja kursi baca serta rak bukunya yang futuristic, kekinian, dan sangat nyaman sehingga mampu membuat pemustaka betah berlama-lama belajar di ruang perpustakaan. Temuan terhadap indikator tampilan petugas/pelayan perpustakaan juga sangat memuaskan dimana tidak hanya menampilkan petugas yang menarik tapi dilengkapi dengan fasilitas robot Libo dan sistem pelayanan mandiri yang canggih. **Kesimpulan:** Secara umum kualitas layanan tangible perpustakaan Samsung, Sunkyunkwan University sangat baik dan produk fisik layanan perpustakaan merupakan komponen yang sangat penting sebagai pemikat pemustaka dan wisatawan untuk berkunjung ke Perpustakaan Samsung.

Kata kunci: Layanan Fisik; Perpustakaan Samsung; Sungkyunkwan University; Analisis Servqual

I. INTRODUCTION

Background. As one of the developed countries in Asia, the South Korean government makes education a priority (Jones & Lee, 2018; Kim, 2019; Yoon & Moon, 2022). This can be seen from the quality of education in Korea's high-ranking campuses (Oleksiyenko et al., 2021; Shahjahan et al., 2022). Sungkyunkwan University was ranked 33rd in 2019 based on the US News world ranking (Zhu & Park, 2021). This is inseparable from government support, one of which is with library facilities, and can be seen from the number of libraries belonging to the government and private. Furthermore, the National Library of Korea was built in 1945, is a comprehensive and treasured repository of intellectual and informational resources of the Republic of Korea. Since its establishment, the library has built its extensive collection of domestic publications and digital materials which are also preserved thoroughly and organized systematically. Many libraries are scattered in South Korea, including all university. They are an integral part of educational life in tertiary universities, and the library at Sungkyunkwan University is the heart of education at this institution. The university has two campuses in Seoul and Suwon City. It has six libraries, namely the Central, Samsung, Jon'gyoung'gak, Law, Medical, and Architecture libraries. It is important to note that the first library to be founded was Central Library in 1946, while the last was the Samsung Library in 2009. Therefore, this research will discuss the Samsung Library at Sungkyunkwan University, Suwon.

The library is a very important and inseparable part of students' life. This can be seen from the high number of visits, specifically during exam periods. The SKKU libraries play an important role in building a students' reading culture and ease of access to journals, increasing competitiveness and creativity.

This research will analyze and measure the library service quality (servqual) through tangible indicators and others (Parasuraman et al., 1990). One of the benchmarks is the existence of physical library service (Hapsari et al., 2020). The material of the service should also be considered within the community's assessment. This tangible appearance can be directly felt before entering further service. Physical service relates to the attractiveness of facilities, equipment, materials used, and employee appearance (Tjiptono, 2008).

Research Problem. This research discussed the servqual of physical products at Samsung Library, Sungkyunkwan University. There are occasional hiccups in the smooth operation of the prestige of Samsung Library. It has a long travel history, experiencing architectural demolition as one of the libraries that elevate Korean cultural values. Some common problems facing Samsung Library are due to users' negligence and irresponsible actions. For example, some still violate the rights of other visitors, demanding a comfortable and clean library. Hangul language and script as a form of communication are not fully understood by all users, specifically those from outside Korea.

This research is interesting because the rapid flow of digital information and easy access were highlighted, which can increase physical visits. This gap was increasingly visible when the pandemic hit the world, which caused many library buildings to close physically and could not adapt to the situation (Pambayun, 2021). However, the Samsung Library's physical service remains the attraction site for visitors and tourists.

Previous Literature Review. This examination was inspired by several previous research, which raised servqual by using the dimensions of tangible service, reliability, responsiveness, assurance, and empathy with almost the same method (Agustina et al., 2020; Fanani, 2022; Hapsari et al., 2020; Subagyo & Sujana, 2020; Yuliana & Khusnullaili, 2020). Subsequent analysis regarding the factors influencing users' satisfaction with the Library service of the Center for Plantation Research and Development of the Agricultural Research and Development Agency (Kristiyaningsih, 2020). Furthermore, the research by

Umam on the library servqual is based on collection management, spatial planning, management competencies, and library facilities (Umam, 2020). Subsequent research related to users' satisfaction through quantitative methods (Setiawan et al., 2020). The research was also conducted on the servqual at the Public Library and Regional Archives in Malang City (Wicaksono et al., 2020). The strategy to improve servqual at Tadulako University also used a qualitative method by Andarbeni (Andarbeni, 2020).

State of the Art. This research is interesting because it differs from previous research, where the object has different characteristics. There is no finding on the tangible servqual in the library at the oldest university in Korea.

Purpose. This research aims to determine the servqual at Samsung Library, Sungkyunkwan University. Therefore, it is expected to be a learning material for universities and public libraries in Indonesia and other parts of the world.

III. METHOD

A descriptive qualitative method was used with an inductive approach, namely field research, to systematically describe real phenomena in Samsung Library. Field research was carried out for approximately 1 month, from May to June 2022. Interview data collection technique involved 3 librarians and 5 library users, with the determination of informants carried out purposively. The criteria for determining informants were based on experience serving users for more than 10 years for librarians and visiting Samsung Library more than 10 times. Observations were conducted in a participatory manner directly involved with the daily activities of the people being observed or used as a source of research data (Sugiyono, 2013). Furthermore, the data were analyzed using reduction technique and display, which ends with an analysis of the expectations and perceptions of service users through the tangible dimensions of the servqual model (Parasuraman et al., 1990).

IV. RESULTS AND DISCUSSION

Samsung Library Overview. Sungkyunkwan University has presided over new beginnings in Korean public higher education. Its academic tradition has been built over the last 600 years and always prepares it to face challenges towards an increasingly advanced future. Samsung Library is an integral part of Sungkyunkwan University. It became the Korean College Library, built by Jongyeonggak in 1475, and received the Gyeonggi-do Architectural Culture Award in 2009. People worldwide can find something interesting at Samsung Library, which serves Sungkyunkwan University. It is a global knowledge center with state-of-the-art technology and network systems that enable users to meet and interact. Apart from being important in history and adopting the latest technology, it is also famous as a tourist attraction. The building's facade is covered in glass, the only one to visually capture the aesthetic. It is one of the first few automated libraries equipped with a kiosk system.

Samsung Library is part of the service elements at SKKU, a literacy center for students through its various services such as learning rooms, access to journals, and access to borrowing books. Currently, an organizational structure manages this library, consisting of team leaders, conductors, heads, and employees.

Table 1.
Employees' Job desk at Samsung Library, Sungkyunkwan University

No.	Position	Responsibilities
1.	Team Leader	Supervision of department work, the establishment of a policy and development plan for the academic information center, internal/external cooperation and marketing of the academic information center, business rationalization and performance creation planning, operation of the central academic information center committee
2.	Conductor	Administrative support and budget management, academic information center regulations, statistics, Ministry of Education evaluation and development plan, electronic data/serial subscription contract, central law library facility operation/space and system planning, electronic information metadata management, academic information management seal management
3.	Exaggeration	Research/learning support/information utilization education planning, electronic data/serial publication selection and service, bibliographic data management and planning, law library operation, central academic information center material use support, interloan loan/text copy service management
4.	Chief	Book/e-book selection and service, lecture-designated task book management, reading promotion project and Augusto website management, archive storage room and website management, collection/collection/special material management and planning, Research Commons operation
5.	Employee	Academic information center exchange and cooperation/publicity, research/learning support/foreign user support, academic information curation planning, non-book selection, multimedia room operation, media lab/learning Commons operation, research/learning information platform construction planning

Source: Samsung Library data processed by researchers, 2022

The library at SKKU has a very good system from upstream to downstream, and it officially opens at 09.00 and closes according to conditions. Therefore, some students like to spend time lingering in the library. Several staff can help visitors to access services, and coffee robots can provide drinks for students who are learning.

Table 2.
Hours of Use of Samsung Library, Sungkyunkwan University

Floor	Real Name	During the Semester		On Vacation	
		Weekday	Saturday	Weekday	Saturday
1st Floor	Reading Room 1	08.00-22.00 (Including Sundays and Public Holidays)			
	Reading Room 2 (Laptop)				
	3rd Reading Room (Laptop)				

2nd Floor	1st, 3rd Library	09:00 – 21:40	10:00 – 16:30	09:00 – 17:00	10:00 – 16:30
	Overseas Archives	09:00 – 21:00	10:00 – 17:00	09:00 – 17:30	10:00 – 17:00
3rd Floor	2nd Library	09:00 – 21:40	10:00 – 16:30	09:00 – 17:00	10:00 – 16:30
	Research common	09:00 – 21:40	10:00 – 17:00	09:00 – 17:30	10:00 – 17:00
4th Floor	Kingozone	09:00 – 21:40	10:00 – 17:00	09:00 – 17:30	10:00 – 17:00
	Domestic Archives	09:00 – 21:40	10:00 – 17:00	09:00 – 17:30	10:00 – 17:00

Source: Samsung Library data processed by researchers, 2022

An analysis of servqual was presented through physical evidence in 3 dimensions, namely the main facilities of the Samsung Library Building, Supporting Infrastructure, and the Appearance of officers/servants.

Main Facility Library Building. Samsung Library is a multipurpose building with a complex architectural design for academic and cultural activities at Sungkyunkwan University. This magnificent building takes on a philosophy resembling the shape of an open book. It has the main function, namely as a research room, a cultural place, and a location for recreation. Physically, the building consists of seven floors, two of which are underground. The entrance provides a stunning impression of space, height, and modern architecture. The central lobby area on the 1st floor is where users can access and research information through the Internet. The campus features a reading room and an inspirational nook that connect the university's past, present, and future. This facility can gain a wider and deeper perspective of the world. The 1st underground floor is designed for learning and cultural exchange. Users can access collections, books, and journals, plus a service center that assists with the use of the library's collections, an auditorium for cultural performances and conferences, and digital lockers for students.

Figure 1.
Samsung Library Building, Sungkyunkwan University

Source: Research Data, 2022 (https://www.samoo.com/home/works/view.do?cntntsSn=51)

The environment on each library floor is made to always be pleasant, created by the sun's rays. The library also provides several reading rooms that can be accessed at any time, with a comfortable environment for users to learn.

On the 2nd floor, various facilities are no less interesting, including a media room equipped with information research facilities and Audio Visual equipment, a high-tech presentation room, a cinema room, or a studio used for watching films by small groups of users. Furthermore, it has a media editing room for multimedia content production, and the floor is designed with a futuristic and innovative theme. There is also an Information Training Room, where professional librarians provide users' training and various library services.

On the 3rd floor is an open stack reading room granting access to a complete collection of books on every subject and reference materials such as newspapers and magazines. Readers can also photocopy publications from Korean and foreign institutions as well as obtain advice on in-depth research from professional librarians covering every field.

The learning rooms on the 2nd, 3rd, and 4th floors, designed for discussions, presentations, and seminars, also serve as a source of ideas, supporting in-depth academic activities. The 4th floor is spacious, and the open reading room is comfortable and refreshing.

The 5th floor has a workspace as a Free Community Zone, and this area can be used for cultural activities, discussions, and relaxation. It serves as a place for the interaction of knowledge and culture, heralding the future of the library. In contrast, the 6th and 7th floors functioned as administrative offices.

There are reading rooms, kiosks for information sharing, seat reservations, and touch screens for newspaper services on all library floors. Samsung Library offers an innovative web service that allows the creation of an individual portal customized based on needs. It will provide all the knowledge that exists in the world. It also paves the way for higher education, where Sunkyungkuan people nurture their dream of becoming global leaders. In conclusion, the dimension of the building facilities as an attraction for visitors and tourists to visit Samsung Library is very good.

Library Infrastructure. Samsung Library has been equipped with information technology-oriented supporting infrastructure. On the 1st floor, users can take advantage of more facilities by conducting self-checks through the ID Check Gates. Furthermore, the Book Lounge facility is equipped with futuristic bookshelves, tables, and chairs that are also contemporary. On this floor, there is also a multimedia room called the Student Success Zone equipped with computer desk facilities to access SKKU's digital collection and international journal subscriptions with a round table resembling a bright white blooming flower.

Cinema Room facilities are equipped with studio chairs and wide screens similar to the 2nd-floor cinema. Other facilities include a small discussion room with round tables and a semi-private room containing several computers. The reading room on the 3rd floor is equipped with a Book Sterilization area before being returned to the storage rack. Librarians can also borrow and return books independently through self-distribution kiosks provided in a row. Long tables are also arranged with reading lamps on each table. Meanwhile, there is a meeting room with contrasting colors of yellow and white equipped with smart board facilities, a sound system, adequate lighting, and air circulation. The bookshelf has a reading table, and each collection room is equipped with a futuristic rug and sufficient lighting. Therefore, readers can immediately browse the table of book contents while lying around the shelves for further borrowing or just reading on the spot.

On a higher floor, users can look down into the lobby while enjoying the view around the library building, which is very neatly landscaped. A stretch of the garden is also made for reading borrowed books or just sitting back. In the special reading room, hundreds of chairs are lined up and equipped with neatly arranged reading tables. Each reader needs to order a seat through the provided computer kiosk. There is also a special room for resting or just sitting and unwinding, equipped with modern reclining chairs (rocking chairs), hence, visitors can rest there. The lobby's open space is filled with many round-reading sofas with attractive Instagram designs and color choices.

Reading chair facilities and computer lending are carried out through the system for users' order and convenience. The results of interviews with librarians showed that users should reserve seats and order PC before utilizing these facilities for the sake of order and convenience. Furthermore, it can avoid the actions of irresponsible users recorded with a seat or PC borrowing history system. Information on reading chairs and PC status can be seen in Table 3 below.

Table 3.
Academic Information Center Reading Seats and PC Status at Sungkyunkwan University

	Division	Central Academic Information Centre	Law Library	Respect angle	Samsung Academic Information Centre	Medical Library	Architecture Library	**Total**
Reading Seat	Number of free reading seats	1,532	191	12	1,508	97	-	3,340
	Number of reading seats in the Archives	1,611	79	5	1,342	49	8	3.094
	Total number of reading seats	3143	270	17	2,850	146	8	6,434
PC	Number of business PCs	63	4	6	61	4	2	140
	Number of PC used	264	28	3	362	10	4	671
	Total holding PC	327	32	9	423	14	6	811

Source: Data Academic Information Center SKKU University, 2022

Table 3 shows information regarding the availability of reading chairs and computers in each library at Sungkyunkwan University. Users can place an order to use the available seating and computing resources when there are still enough available at their request.
On lecture days, the activities in the library are quite active, and this can be seen by the full reading rooms, learning rooms, and book-lending activities. The statistics below show activity statistics in the Sungkyunkwan University library.

Table 4.
Academic Information Center Collection Status in Domestic Division at Sungkyunkwan University in 2021

No	Agency	Books	Old Book	Dissertation	e-Books	Total	
						Number of Books	**Species Number**
1	Central Academic Information Centre	661399	-	29575	8285	699259	399400
2	Samsung Academic Information Centre	436341	-	57380	13478	507199	283137
3	Respect Angle	3769	83840	-	87609	16889	-
4	Medical Library	8958	-	1248	-	10206	5689
	Total	1110467	83840	88203	21763	1304273	705115

Source: Samsung Library data processed by researchers, 2022

Table 4 shows that most collections come from the domestic division, namely printed books totaling 1110467. The library has the largest collection, the Central Academic Information Center, with 661399 and 436341 printed book collections. Meanwhile, the old books are only found in the Respect Angle Library, and this agency does not have dissertations. The collections from the Foreign Books Division can be seen in Table 2 below.

Table 5.
Academic Information Center Collection Status in Foreign Books Division at Sungkyunkwan University in 2021

No	Agency	Books	Old Book	Dissertation	e-Books	Total	
						Number of Books	**Species Number**
1	Central Academic Information Centre	430404	-	17144	85095	532643	339837
2	Samsung Academic Information Centre	207162	-	1142	47521	255825	112122
3	Respect Angle	1715	-	-	-	1715	1046
4	Medical Library	4867	-	1070	236	6173	4180
	Total	644148	-	19356	132853	796356	457185

Source: Samsung Library data processed by researchers, 2022

The Samsung Library collection in the Foreign Books and Domestic Divisions has a total collection of books, old books, dissertations, and e-books at 1754615, 83840, 107559, and 154615 titles, respectively. The total number of books is 2100629, with a specified number of 1162300 when added up.

In general, Samsung Library has made it easy for students in terms of learning convenience. The books provided are in Korean and English, making it easier for international students to use the library. The following table shows the status of borrowing books by students and the public.

Table 6.

Loan Status of Samsung Library, Sungkyunkwan University

Division	General	Philosophy	Religion	Social science	Language	Pure Science	Technology Science	Art	Literature	History	Etc	Total
Under Graduate	9627	11820	1131	31847	3298	1156	20459	8806	30726	8844	5779	**143923**
Postgraduate Student	4972	8785	1111	20844	3680	5855	8887	4124	12899	6488	953	**78598**
School Teacher	932	1946	450	4926	746	1219	1751	1398	3375	2235	80	**19058**
Employee	381	541	67	1345	298	236	797	629	1840	795	180	**7109**
Etc	1661	2649	280	4972	592	1178	2070	1226	5318	2075	239	**22260**
Sum	17573	25741	3039	63934	8614	20072	33966	16183	54158	20437	7231	**270940**

Source: Samsung Library data processed by researchers, 2022

The Samsung Library collection is also complete, with futuristic, contemporary, and comfortable reading tables and bookshelves.

Display Officers/Librarians. Samsung Library relies minimally on direct human labor. Librarians are mostly in the back office rather than serving in the front because most services have been automated, using machines, and users can perform services independently through the provided self-kiosks. This was in line with a librarian who stated that "Librarians should dress neatly with the best performance every time they serve users. In Samsung Library, users are served not only by humans but also robots for effectiveness and efficiency" (Librarian, Personal Communications, 2022).

The library service robot is called Robot LIBO, which stands for Library Robot. Based on Future Robot's Puro-D model, this artificial intelligence robot was developed by the Academic Information Center of Sungkyunkwan University and the Ministry of Information and Communication. LIBO works as a guide robot weekly from 09:00 to 12:00 and from 13:00 to 17:00 (Librarian, Personal Communication, 2022). It can dance, conduct photo shoots, speak, and act as an information guide. Users can also find out about school information, including Sungdae News, Major Schedule, Facilities, Shuttle bus information, School cafeteria information, Vocal History, and Campus Map with this robotic server. Information relating to the Academic Information Center also includes Book Searches, use of data, use of facilities, service use, and information on learning. Therefore, from the display indicators of librarians, it can be concluded that Sungkyunkwan University, specifically Samsung Library, has provided excellent service for users' satisfaction.

Research Limitation. Due to limited time and effort, the expectations and perceptions of service users were analyzed through 1 focus on the servqual dimension. This is one of the main dimensions that can describe the library servqual in a simple way (Parasuraman et al., 1990). However, this research has a uniqueness that can also be a special attraction for learning with a focus on tangible service.

IV. CONCLUSION

The servqual of the tangible Samsung Library at Sungkyunkwan University is very good. The physical product of service is very important in attracting users and tourists. An iconic building with supporting infrastructure is a key factor that presents Samsung Library with the best servqual worldwide. Higher education libraries should be used as information centers for campus academics, an arena for exchanging information in the era of rapid

digitalization, and a place for learning new scientific concepts. College libraries should be oriented towards up-to-date information facilities as complex multifunctional spaces.

Similar research can be developed to solve problems related to the physical library building, which has only been considered a book warehouse. Studying other libraries in the world that have physically attracted them as community workspaces, cultural heritage, entertainment venues, tourist attractions, and fun places, can also be carried out to determine unique variables. In the future, similar reports can solve problems related to the lack of interest in visiting the physical building of the library and further add to the scientific repertoire of the library.

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