

# การสำรวจความพึงพอใจ และความผูกพัน ของผู้ใช้บริการที่มีต่อการให้บริการของ สำนักงานหอสมุด มหาวิทยาลัยอัสสัมชัญ

ปีการศึกษา 2568



สำนักงานหอสมุด  
มหาวิทยาลัยอัสสัมชัญ

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## *User satisfaction for Assumption University Library*

### *General Information*

	<b>Frequency</b>	<b>Percentage</b>
<b>Sex</b>		
Male	98	51.58
Female	90	47.37
Prefer not to say	2	1.05
Total	190	100.00
<b>Nationality</b>		
Thai	115	60.53
Myanmar	42	22.11
Chinese	10	5.26
Indian	6	3.16
Burmese	6	3.16
Filipino	3	1.58
Canadian	1	0.53
USA	1	0.53
Hungarian	1	0.53
Timorese	1	0.53
Cambodian	1	0.53
Malaysian	1	0.53
Not Specified	2	1.05
Total	190	100.00

<b>University Role</b>	<b>Frequency</b>	<b>Percentage</b>
Undergraduate student	109	57.37
Master's student	9	4.74
Doctoral (PhD) student	4	2.11
Faculty member	34	17.89
Staff member	34	17.89
Total	190	100.00

*For Students Only*

	<b>Frequency</b>	<b>Percentage</b>
<b>Faculty/School</b>		
Martin de Tours School of Management and Economics	60	49.18
Theodore Maria School of Arts	25	20.49
Vincent Mary School of Engineering, Science and Technology	15	12.30
Albert Laurence School of Communication Arts	7	5.74
Graduate School of Human Sciences	6	4.92
Graduate School of Business and Advanced Technology Management	5	4.10
Montfort Del Rosario School of Architecture and Design	1	0.82
Louis Nobiron School of Music	1	0.82
Other	2	1.64
<hr/> Total	122	100.00
<b>Year of Study</b>		
Year 1	46	37.70
Year 2	28	22.95
Year 3	24	19.67
Year 4	22	18.03
More than 5 years	2	1.64
<hr/> Total	122	100.00

*For Faculty/Staff Only*

<b>Faculty/School</b>	<b>Frequency</b>	<b>Percentage</b>
Martin de Tours School of Management and Economics	8	11.76
Theodore Maria School of Arts	6	8.82
Vincent Mary School of Engineering, Science and Technology	5	7.35
Graduate School of Business and Advanced Technology Management	5	7.35
Bernadette de Lourdes School of Nursing Science	4	5.88
Graduate School of Human Sciences	4	5.88
Office of Human Resource Management	4	5.88
Office of Information Technology Services	4	5.88
Albert Laurence School of Communication Arts	3	4.41
Office of Graduate Studies	3	4.41
Montfort Del Rosario School of Architecture and Design	3	4.41
Office of Financial Management	3	4.41
Office of the Vice President for Academic Affairs	2	2.94
Office of Inventory Management	2	2.94
Thomas Aquinas School of Law	2	2.94
Office of the University Registrar	2	2.94

	<b>Frequency</b>	<b>Percentage</b>
Office of Policy, Planning and Quality Assurance (OPPQA)	2	2.94
AU Library	2	2.94
Institute for Research and Academic Services	2	2.94
Theophane Venard School of Food Biotechnology and Innovation	1	1.47
Office of the Vice President for Student Affairs	1	1.47
<b>Total</b>	<b>68</b>	<b>100.00</b>

**Position Type**

Faculty Member/Lecturer	34	50.00
Support Staff	33	48.53
Other	1	1.47
<b>Total</b>	<b>68</b>	<b>100.00</b>

### *Library Usage Behavior*

	<b>Frequency</b>	<b>Percentage</b>
<b>Where do you mostly access library service.</b>		
St. Gabriel's Library (Hua Mak Campus)	123	64.74
Cathedral of Learning Library (Suvarnabhumi Campus)	31	16.32
Online library services	17	8.95
Never used	19	10.00
Total	190	100.00

<b>How often do you use library or online access (library website, online databases)</b>		
6–7 days/week	15	8.77
4–5 days/week	39	22.81
2–3 days/week	65	38.01
Once a week	52	30.41
Total	171	100.00

### **What library services do you use.**

#### Physical Services:

Computer & Internet Access (Computer room; Wi-Fi)	76	44.44
Circulation & Reading Facilities (Borrowing/returning books; reading books/journals)	75	43.86
Discussion & Research Rooms (Group discussion and research spaces)	73	42.69
Printing & Document Services (Printing / Photocopying / Scanning)	62	36.26

	<b>Frequency</b>	<b>Percentage</b>
<b>Academic Services:</b>		
Library Instruction & Research Support (Training, research assistance)	90	52.63
Reference, Bibliography & Article Searching (Citation support and information retrieval)	55	32.16
Inquiry / Information Desk Services (Reference and consultation services)	75	43.86
<b>Study, Work &amp; Information Services:</b>		
Study & Workspace Use (Reports, homework, independent study)	114	66.67
Research Publication Requests (Gathering materials for research)	52	30.41
University Information & Communications (News, announcements, activity postings)	41	23.98
Media & Photography Services (Photography services)	20	11.7
Other Services	23	13.45

	<b>Frequency</b>	<b>Percentage</b>
<b>Which library website services do you use?</b>		
Online Circulation Services (Renewals / borrowing–returning information)	51	29.82
Online Databases & E-Resources (Access to online databases)	65	38.01
Plagiarism Checking (Turnitin)	27	15.79
Reference Management Tools (EndNote)	20	11.7
Digital Repository (AU-IR) (Institutional repository)	23	13.45
University News & Information	50	29.24
Media & Photography Service Information	23	13.45
Other	36	21.05

***Evaluation of Service Delivery and Information Quality***

<b>Dimension</b>	<b>Number of Respondents</b>	<b>Mean</b>	<b>S.D</b>	<b>Satisfaction Level</b>
1. Location and environment are clean, well-organized, and suitable for service delivery.	171	4.5	0.71	Satisfied
2. Equipment, tools, and technology used in service delivery are up to date.	171	4.09	0.95	Satisfied
3. Communication channels are easily accessible.	171	4.26	0.93	Satisfied
4. Services are provided on time.	171	4.48	0.72	Satisfied
5. Services are accurate, complete, and standardized.	171	4.47	0.75	Satisfied
6. Problems are effectively solved for service users.	171	4.32	0.86	Satisfied
7. Services are provided without keeping users waiting for a long time.	171	4.4	0.79	Satisfied
8. Problems are resolved quickly.	171	4.35	0.84	Satisfied
9. Staff are enthusiastic in delivering services.	171	4.39	0.78	Satisfied
10. Staff are knowledgeable and can answer questions or provide advice accurately.	171	4.42	0.76	Satisfied
11. Staff have a polite, courteous, and trustworthy demeanor.	171	4.54	0.71	Very Satisfied
12. Importance is placed on the accuracy and security of information and documents	171	4.4	0.79	Satisfied
13. Staff are attentive and provide appropriate service.	171	4.47	0.75	Satisfied
14. Feedback and suggestions from service users are valued.	171	4.36	0.8	Satisfied
15. Services are delivered with the best interests of service users in mind.	171	4.33	0.79	Satisfied
16. Sufficient and suitable space	171	4.35	0.91	Satisfied
17. Sufficient resources (Print/E-books)	171	4.28	0.9	Satisfied
18. Adequate promotion of resources	171	4.26	0.87	Satisfied

19. Ease of contact with staff	171	4.4	0.83	Satisfied
Overall Performance (All respondents)	171	4.37	0.79	Satisfied

*What improvements would you suggest helping us serve you better and provide a higher-quality experience?*

### **Library Facilities & Physical Environment**

This is the most frequently mentioned category, with several sub-points:

Noise Control: Many users requested stricter enforcement of silence in designated reading areas and suggested a clearer separation between "Quiet Zones" and "Co-working/Group Study Spaces."

Temperature Management: There were mixed reviews regarding the air conditioning; some users found it "too cold," while others felt certain areas (especially upper floors in the afternoon) were "too warm."

Support Equipment: A high demand for more power outlets at every desk and improvements to the stability and speed of the Wi-Fi network.

Space & Furniture: Requests for more ergonomic chairs for long study sessions and increased seating capacity during peak periods like midterms and finals.

### **Library Information Resources**

Collection Updates: Users want more up-to-date academic textbooks (latest editions), particularly in Business and Technology fields.

Digital Resources: Suggestions to expand the collection of E-books and online databases, ensuring they are easy to access remotely from home.

### **Services & Information Technology (IT) Systems**

Search System (OPAC): Recommendations to make the search interface more user-friendly and ensure real-time accuracy of book statuses (e.g., whether a book is currently on the shelf or borrowed).

Opening Hours: Requests to extend service hours during exam seasons and broaden weekend availability.

Communication: A desire for faster notifications regarding overdue books or library news via modern channels like LINE or Email.

## **Library Staff**

Service Mind: Some users suggested that staff could be more proactive and enthusiastic in providing assistance.

Proactive Monitoring: Suggestions for staff to conduct more frequent rounds to monitor noise levels and ensure users are following rules (e.g., regarding food and drinks).

*Do you have any comments or suggestions regarding the following library service areas to help us improve service quality?*

**Library Information Resources**

Focus on the comprehensiveness, currency, and variety of both physical books and digital collections (E-books, E-journals, and databases).

**Library Services**

Focus on the efficiency and convenience of borrowing/returning processes, research assistance, and organized academic activities or workshops.

**Library Facilities**

Focus on the physical environment, such as study zone management (Quiet vs. Collaborative), availability of power outlets, Wi-Fi stability, and overall comfort.

**Library Management / Information Systems**

Focus on the user-friendliness of the library search system (OPAC), website functionality, and effective communication channels for news and notifications.

**Library Staff**

Focus on staff professionalism, service mind, helpfulness, and their expertise in providing guidance to users.

**How willing are you to participate in AU Library events or activities in the future?**

	<b>Frequency</b>	<b>Percentage</b>
Very willing	93	54.39
Somewhat willing	71	41.52
Not willing	7	4.09
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Total	171	100.00
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