Chapter 7

Predicting Users’ Intention towards Using Library Self-Issue and Return Systems

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ABSTRACT

This study aims to examine users’ acceptance of library self-issue and return system by integrating Theory of Planned Behaviour (TPB)/Technology Acceptance Model (TAM) as the guiding principle. The research used a multiple regression for data analysis across a sample of 238 students. Their participation was purely voluntary. Empirical analysis confirmed that student’s intention to use the library self-service by behavioural intentions and perceived usefulness. However, the subjective norm was found to be not significantly related to library self-issues and return system. This empirical results may benefit to the students and the librarians involved in self-issue and return system in library. The librarian could avoid a long queue of students in the library. For the students, they will be able to save time on borrowing or retuning the materials. This research offers a new findings compare to the previous study, where this research focus on undergraduate students in Malaysia. Next, the proposed framework could be used as a foundation for future research investigating students who had not applied the library self-service respond.

DOI: 10.4018/978-1-5225-0746-8.ch007
INTRODUCTION

Paper-Based book borrowing grew 1 percent per year, while the digital items downloaded grew 8 percent with an average of 2.6 items checked out by each person (National Central Library Annual Report, 2012). Library Self-Service is the new invention that helps to motivate the library users. A self-service in the library allows library users to issue or return books by themselves without the help of the library staffs Chang and Chang (2009). Users found that self-issue service as very helpful especially when the borrowing counter is very busy. Return system refers to the items that can be returned to any libraries, regardless of where is the issuance library.

The self-return system has been applied in Malaysia but the system had only existed in a high-tech library which is located in the city area. The implementation of technology upgrades and breakthroughs promise better performance, more efficiency, faster service, and less cost. This system should be applied to all libraries because of the user’s positive attitude towards applying technologies nowadays. The use of the new system in the library could possibly attract more library user. There are many type of Library self-services offered today such as to pay late returned fines, make discussion room bookings, renew book loans, and printing.

The library self-services offers more easy and quick to check-in and check-out, make the library system more systematic and efficient, as the students are able to borrow and return the books easily using the computer system where it stored the record of students profile. As libraries aim to giving their clients the best chances to viably use the accessible assets, library management look for mechanical guides to enhance their client administrations and administration of different administrations offered or executing new systems. This study aims to examine users’ acceptance of library self-issue and return system by integrating TPB/TAM model as the guiding principle.

LITERATURE REVIEW

The theory of planned behaviour (TPB) refers to a condition where individual do not have a complete control over their behaviour Ajzen (1985). Ajzen believed that an organization is an important part in opening and launching new technologies thus, he highly suggested the theory TPB to predict future behaviour. Technology acceptance model (TAM) was developed apart from the Theory of Reasoned Action (TRA) of (Fishbein & Ajzen, 1975). TAM refers to users attitude towards new technologies in a way they perceived usefulness or perceived ease of use. TAM suggested that users attitude can be shaped by two factors in which are the perceived ease of use and the perceived of usefulness. Both TAM and TPB are from the augmentation of hypothesis of reason activity (TRA) however have distinctive foci, consequently making their joining hypothetically fitting and possibly correlative (Chau & Hu, 2002).

The library self-return-system are influenced by six factors namely: behavioural intention, attitude, subjective norms, perceived behavioural control, perceived usefulness and perceived ease of use. Fishbein and Ajzen (1975) defined attitude (ATT) referred as a learned predisposition to respond in a consistently favourable or unfavourable manner with respect to a given object. Perceived ease of use (PEOU) is believed to have a strong effect on user acceptance of an application (Lee, Lee, & Kwon, 2005; Davis, Bagozzi, & Warshaw, 1989) stated that perceived usefulness (PU) means to have a direct influence on user positive attitude and be a predictor of the buyer’s intention to use a technology. Perceived behavioural control (PBC) is the general population’s impression of their capacity to perform a particular behaviour.