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A REVIEW OF LIBRARY E-SERVICE QUALITY SCALES

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Abstract

This study reviews the literature on library e-service quality (e-SQ), with an emphasis on the methodological issues involved in developing measurement scales and issues related to the dimensionality of the e-SQ construct. We selected numerous studies on e-SQ specifically in library setting from well-known databases and subjected them to a thorough content analysis. The review shows that dimensions emerged from the disconfirmation and performance-only measure of e-service quality have their own advantages and disadvantages. Despite the common dimension often used in evaluating the library e-SQ, this study shows that different types of measurement leads to different e-SQ dimensions lay out. The study also identifies several conceptual and methodological limitations associated with developing library e-SQ measurement. Since quality for one group of users may not mean quality for another, the existing tools of library e-SQ is proposed to be only used as a baseline for developing further quality assessment tools in different type of library setting. This is the first study to undertake an extensive literature review of research on the development of library e-SQ scales. The findings should be valuable to academic and practitioners alike.

Keywords: Library E-Service Quality, Scale Development, Hierarchical Model, E-SERVQUAL