

THE IMPORTANCE OF THE INFORMATION LITERACY PROGRAM (ILP) IN IMPROVING THE LIBRARY CUSTOMER SATISFACTION SURVEY (LIBCSS) OF THE JRU MAIN LIBRARY

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The study centered on the Information Literacy Program (ILP) of Jose Rizal University Library and its importance in improving the Library Customer Satisfaction Survey (LibCSS). Specifically, the study aimed to answer the following questions: (1) What is the satisfaction level of the 2nd year HRM students towards the Main Library services? (2) Is there a significant improvement in terms of LibCSS scores before and after the ILP? (3) Is there a significant difference on the satisfaction level of the experimental and control group before and after the program?

An experimental group and a control group were chosen. The two groups underwent the pre-test and post-test thru a survey questionnaire on their satisfaction level in JRU Library Services. The experimental group underwent the Information Literacy Program for two sessions while the control group just underwent the regular library services.

Based on the findings, the 2nd year HRM students were moderately satisfied during the pre-test while they were highly satisfied in the post-test after the intervention of ILP was conducted. The data also revealed that the LibCSS scores improved significantly in the experimental group. Furthermore, there was a significant difference in LibCSS scores in the experimental group, and no significant difference in the scores of the control group.