

# **UNDERSTANDING THE USER PREFERENCE ON LIBRARY RESOURCES AND FACILITIES OF SELECTED JRU STUDENTS THROUGH DOODLING: ITS IMPACT TO LIBRARY UTILIZATION AND CUSTOMER SATISFACTION**

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The roles of the library and information professionals have changed to accommodate the rapidly changing information environment. This study tried to determine what the 21<sup>st</sup> century learners really need so that the library resources and facilities can be provided to contribute to the improvement of customer satisfaction and library utilization. Identifying the preferences of its library users is important in order to provide a user-centered library. Specifically, this study aimed to answer the following: (1) What are the users' preferences in their library resources and facilities? (2) Is there a significant difference between the Basic Education and Higher Education users' preference? (3) To what extent does the users' preference on the existing library resources and facilities affect the improvement of its utilization and customer satisfaction? (4) Is there a significant relationship between users' preference and the library customer satisfaction and utilization? (5) Is the users' preference essential in developing a user-centered library? The mixed method of study using both quantitative and qualitative measures in a causal sequential design. The 6 research participants were asked to draw doodles and were interviewed based on their drawings. A total of 92 respondents were asked to answer the user preference survey developed by the researcher based on the results of the qualitative analysis of data. Two groups of users emerged: "The Explorer Group" which preferred to use a variety of materials in the library, and the "The Socially Networked Group" which preferred materials in the library that they can use in collaboration with others. This was supported by the quantitative analysis that showed a significant difference on the users' preference between the two groups. For the effect of users' preference in customer satisfaction and utilization, both garnered significant results. The users' preference for customer satisfaction and library utilization resulted in a moderate positive correlation and a strong positive correlation respectively. The study concluded that user preference is essential in improving the customer satisfaction and library utilization, which eventually leads to providing a user-centered library.