

**A PROPOSED SERVICE QUALITY MODEL TO ACHIEVE USER
SATISFACTION/LOYALTY FOR LIBRARY USERS: A CASE STUDY ON
BIBLIOTHECA ALEXANDRINA**

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Abstract: *The purpose of the present paper is to focus on proposing a service quality model to measure and achieve user's satisfaction and loyalty at Bibliotheca Alexandrina (BA). The research identifies the most significant factors affecting user's perceived service quality at the main library department, hence affecting both users' satisfaction and loyalty. Authors surveyed users by using a structured questionnaire delivered to them through the reception desk. The proposed model presented: Affect of staff; Information control; Library as place: collections and access; and Physical facilities as positively correlated independent variables as predictors of the perceived service quality, the dependent variable which has a direct impact on user's satisfaction and loyalty. This emphasizes that satisfaction and loyalty are different but intrinsically linked. Due to the special and complex structure of (BA), the current research was confined specifically on the main library department; therefore results cannot be generalized onto other department or other library*

Keywords: *Perceived service quality, user satisfaction, user loyalty, libQUAL, Bibliotheca Alexandrina.*