

## AWARENESS OF TOTAL QUALITY MANAGEMENT OF LIBRARY AND INFORMATION SCIENCE PROFESSIONALS: A STUDY

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### Abstract

*Present paper deals with awareness of TQM among the Library and Information Science professionals of colleges affiliated to Madurai Kamaraj University. It is found that 83.10% of the LIS professionals are aware about the concept of Total Quality Management. 61.27% of the LIS professionals have attended the programme on Total Quality Management. 35.21% of the LIS professionals agree that they are satisfied by authority. 36.62% of the LIS professionals agree with Library authority responds quickly to user's complaints. It is found that 38.73% of the LIS professionals agree with regular training for staff is provided by the authority. It is found that 38.03% of the LIS professionals agree with management recognize the employees' suggestions. 35.21% of the LIS professionals agree with "Quality service delivery is due to workers empowerment".*

**Keywords:** Total Quality Management, TQM, Quality Management.

### Introduction

Total Quality Management (TQM) is a comprehensive and structured approach to organizational management that seeks to improve the quality of products and services through ongoing refinements in response to continuous feedback. TQM requirements may be defined separately for a particular organization or may be in adherence to established standards, such as the International Organization for Standardization's, ISO 9000 series. TQM can be applied to any type of organization; it originated in the manufacturing sector and has since been adapted for use in almost every type of organization imaginable, including schools, highway maintenance, hotel management and churches. TQM prepares the library for effectively integrating all its activities and functions in all respects, and at all levels, for total quality. In this context total quality refers to means, measures and quality of the library services.

### Objectives of the Study

The following are the main objectives of the study:

- To study the awareness of Total Quality Management of LIS professionals in colleges affiliated to Madurai Kamaraj University.
- To study the LIS professionals' satisfaction with authorities.
- To find out the opinion on Library responds quickly to user's complaints.

- To get the opinion from the LIS professionals on Management recognize the Employees' suggestion.
- To study the LIS professionals' opinion on quality of service.

### **Methodology**

The present study is a survey method based on structured questionnaire was used for the study which was administered to Library and Information Science professionals. A total number of 150 Questionnaires were randomly distributed to Library and Information Science professionals of colleges affiliated to Madurai Kamaraj University. 142 filled questionnaires were received back by the researchers. Hence selected 142 questionnaires were used for data analysis and interpretation. The primary data were collected on August 2016.

### **Scope of the Study**

The title of research is "Awareness of Total Quality Management of Library and Information Science Professionals: A study". The target group of this study includes Library and Information Science professionals of colleges affiliated to Madurai Kamaraj University. The geographical area of this study is confined to Madurai, Virudhunagar and Theni districts of Tamilnadu, India.

### **Review of Literature**

**David Johnson and Kumari (2013)** evaluate the extent of total quality practices among the management and professional college libraries. The authors had investigated through a survey based on a structured questionnaire. Data were collected from fifty-three libraries of management colleges using a structured questionnaire in and around Bangalore city. The components of total quality management (TQM) covered in this study were leadership, policy and strategy, staff management, teamwork, training and development strategy, resources, as well as processes. One-sample 't' test and one-way ANOVA were used to find out the differences between different types of management institutions in their TQM. Results revealed that on the whole the application of TQM was well maintained in the management libraries of Bangalore. TQM application analysis revealed that the policy and strategy component ranked first, followed by resources, teamwork, staff management, processes, leadership, and the least application of TQM was found in training and development strategy with rank seven. Different types of management colleges did not differ significantly in their TQM applications.

**Frankie and Town** have attempted to study on "Benchmarking and library quality maturity". They have attempted to study on Benchmarking using for the last 25 years' business and industry know how using benchmarking in academic libraries simony benefits given for customer or reader benchmarking has been applied in academic libraries in the UK

since 1995, with successful examples documented in the literature. He concluded benchmarking should be viewed as a tool organization at a high level of quality systems. It can have ready and long term improvement in academic libraries, if applying in benchmarking.

**Pandi and Rao (2007)** have explained about the application of TQM for achieving global quality in technical institutions. Thus, till date there have been research papers, which have given the outline of various quality improvement concepts such as ISO 9001:2000 QMS and TQM in technical institutions. In this paper, the authors have tried to find out through a librarian's perceptive the consequences of practicing TQM in technical institutions.

**Thakkar, et al.'s (2006)** study was to explore the potential for adoption of TQM in self-financed technical institutions in the light of new demands and challenges posed by customers/students and society. The findings identified technical and students' requirements for the modern educational set-up. It provided information about the severity of various technical requirements of competitive education and recognized the need for continuous improvement, cultural change and effective use of financial resources to improve the value addition at each level.

#### Data Analysis and Interpretation

**Table 1: Gender and Residing Sector - wise Distribution of Respondents**

Particulars		No. of Respondents	Percentage
Gender	Male	79	55.63
	Female	63	44.37
Total		142	100
Residing sector	Rural	62	43.66
	Urban	80	56.34
Total		142	100

Source: Primary data

Table 1 displays the distribution of respondents by gender. Among the overall 142 respondents, 79(55.63) respondents come under male category whereas 63(44.37%) respondents are female. Among the overall 142 respondents, a majority of 80 (56.34%) respondents belong to urban areas while 62 (43.66%) respondents belong to rural areas. That is, more than half of respondents belong to urban areas.

**Table 2: Aware of Total Quality Management**

S. No.	Options	No. of Respondents	Percentage
1	Yes	118	83.10
2	No	24	16.90
Total		142	100

Source: Primary data

Table 2 describes the aware of Total Quality Management. Among the overall respondents, a majority of 118(83.10%) respondents are aware about the Total Quality Management whereas 24(16.90%) of them do not aware.

**Table 3 Attending Programme on Total Quality Management**

S. No.	Options	No. of Respondents	Percentage
1	Yes	87	61.27
2	No	55	38.73
<b>Total</b>		142	100

Source: Primary data

Table 3 elicits that 61.27% of the respondents have attended the programme on Total Quality Management whereas 38.73% of the respondents have not attended any programme on Total Quality Management. Hence most of the respondents have attended the programme on Total Quality Management. It suggests that the college authority should encourage all library professionals to attend the programme regarding the Total Quality Management.

**Table 4 Satisfaction with Authority by Designation-Wise Respondents**

S. No	Designation	Opinion (%)					Total N
		Strongly Agree	Agree	No Comments	Disagree	Strongly Disagree	
1.	Librarian	4 (19.05)	6 (28.57)	5 (23.81)	3 (14.29)	3 (14.29)	21
2.	Assistant Librarian	13 (22.81)	21 (36.84)	10 (17.54)	9 (15.79)	4 (7.01)	57
3.	Technical assistant	5 (20)	8 (32)	4 (16)	3 (12)	5 (20)	25
4.	Library assistant	6 (15.38)	15 (38.46)	9 (23.08)	6 (15.38)	3 (7.69)	39
<b>Total</b>		28	50	28	21	15	142

Source: Primary data

It is inferred from the table 4 that among the respondents of librarian category, a majority of 6 (28.57%) respondents agree that they are satisfied by authority and it is followed by, 5 (23.81%) respondents have not expressed any comments, 4 (19.05%) strongly agree and 3 (14.29%) disagree and strongly disagree respectively. Among the respondents of Assistant librarian category, a majority of 21 (36.84%) respondents agree that they are satisfied by authority and it is followed by, 13 (22.81%) strongly agree, 10 (17.54%) respondents have not expressed any comments, 9 (15.79%) disagree and 4 (7.01%) strongly

disagree respectively. Of the respondents of technical assistant category, a majority of 8 (32%) respondents agree that they are satisfied by authority and it is followed by, 5 (20%) strongly agree and strongly disagree, 4 (16%) respondents have not expressed any comments and 3 (12%) disagree respectively. Among the respondents of library assistant category, a majority of 15 (38.46%) respondents agree that they are satisfied by authority and it is followed by, 9 (23.08%) respondents have not expressed any comments, 6 (15.38%) strongly agree and disagree and 3 (7.69%) strongly disagree respectively.

**Table 5: Opinion on Library Responds Quickly to user's Complaints**

S. No.	Opinion	No. of Respondents	Percentage
1	Strongly Agree	35	24.65
2	Agree	52	36.62
3	No Comments	20	14.08
4	Disagree	26	18.31
5	Strongly Disagree	9	6.34
Total		142	100

Source: Primary data

Table 5 shows that a majority of 52 (36.62%) respondents agree with Library responds quickly to user's complaints and it is followed by, 35 (24.65%) of them strongly agree, 26 (18.31%) of them disagree, 20 (14.08%) respondents have not expressed any comments and 9 (6.34%) of them strongly disagree respectively. Therefore a majority of the respondents agree with Library authority responds quickly to user's complaints.

**Table 6: Regular Training for Staff is Provided**

S. No.	Opinion	No. of Respondents	Percentage
1	Strongly Agree	55	38.73
2	Agree	38	26.76
3	No Comments	25	17.61
4	Disagree	15	10.56
5	Strongly Disagree	9	6.34
Total		142	100

Source: Primary data

Table 6 reveals that a majority of 55 (38.73%) Library and Information Science professionals strongly agree with regular training for staff is provided by the college authority and it is followed by, 38 (26.76%) of them agree, 25 (17.61%) have not expressed any comments, 15 (10.56%) of them disagree and 9 (6.34%) of them strongly disagree respectively. Hence a majority of the respondents strongly agree with regular training for staff is provided by the college authority.

**Table 7: Management Recognize the Employees' Suggestions**

S. No.	Opinion	No. of Respondents	Percentage
1	Strongly Agree	39	27.46
2	Agree	54	38.03
3	No Comments	15	10.56
4	Disagree	25	17.61
5	Strongly Disagree	9	6.34
Total		142	100

Source: Primary data

Table 7 elicits that a majority of 54 (38.03%) Library and Information Science professionals agree with management recognize the Employees' suggestions and it is followed by, 39 (27.46%) of them strongly agree, 25 (17.61%) of them disagree, 15 (10.56%) have not expressed any comments and 9 (6.34%) of them strongly disagree. Therefore a majority of the Library professionals strongly agree with management recognize the Employees' suggestions.

**Table 9: Opinion on Quality Service Delivery is due to Workers Empowerment by Gender-Wise Respondents**

S. No	Gender	Opinion (%)					Total N
		Strongly Agree	Agree	No Comments	Disagree	Strongly Disagree	
1.	Male	23 (29.11)	28 (35.44)	12 (15.19)	9 (11.39)	7 (8.86)	79
2.	Female	19 (30.16)	22 (34.92)	9 (14.29)	8 (12.70)	5 (7.64)	63
Total		42	50	21	17	12	142

Source: Primary data

Table 9 discloses the opinion on quality service delivery is due to workers empowerment by gender-wise respondents. Among the respondents of male category, a majority of 28 (35.44%) respondents agree with quality service delivery is due to workers empowerment and it is followed by, 23 (29.11%) strongly agree, 12 (15.19%) respondents have not expressed any comments, 9 (11.39%) disagree and 7 (8.86%) strongly disagree respectively. Of the respondents of female category, a majority of 22 (34.92%) respondents agree with quality service delivery is due to workers empowerment and it is followed by, 19 (30.16%) strongly agree, 9 (14.29%) respondents have not expressed any comments, 8 (12.70%) disagree and 5 (7.64%) strongly disagree respectively.

### Testing of Hypothesis

#### Ho: Null Hypothesis

There is no association between the respondents' gender and their opinion on "Quality service delivery is due to workers empowerment".

#### Chi-Square Summary Result

Chi- square Calculate Value	Degrees of Freedom	Chi- Square Table Value @ 5%	Inference
0.120	4	9.488	Not Significant / Null hypothesis accepted

Source: Computed data

The table value of  $\chi^2$  for 4 degrees of freedom at 5% level of significance is 9.488. The calculated value of  $\chi^2$  is lesser than this table value and hence the Null hypothesis is accepted. It is concluded that there is no association between the respondents' gender and their opinion on "Quality service delivery is due to workers empowerment".

### Findings

The following are the major findings of the study:

- 55.63% of the LIS professionals belong to male in colleges affiliated to Madurai Kamaraj University.
- 56.34% of the LIS professionals belong to urban.
- 83.10% of the LIS professionals are aware about the concept of Total Quality Management.
- 61.27% of the LIS professionals have attended the programme on Total Quality Management.
- 35.21% of the LIS professionals agree that they are satisfied by authority.
- 36.62% of the LIS professionals agree with Library authority responds quickly to user's complaints.
- It is found that 38.73% of the LIS professionals agree with regular training for staff is provided by the authority.
- It is found that 38.03% of the LIS professionals agree with management recognize the employees' suggestions.
- 35.21% of the LIS professionals agree with Quality service delivery is due to workers empowerment".
- It has been inferred from Chi-square analysis that there is no association between the respondents' gender and their opinion on "Quality service delivery is due to workers empowerment".

## Conclusion

The paradigm of TQM applies to all libraries, be it a public, academic or special library. Wherever there is a user at the end of the line, TQM is application and has been successfully applied globally. However, the quality issues that are to be addressed in functioning and services differ in some respects. With the increasing influence of services improvement of quality of services is fast gaining priority. Though there are some differences of quality issues between functioning and service, they are both primarily aimed at users' satisfaction and result in common benefits derived from satisfied user. The study found that a majority of the LIS professionals is aware about the concept of TQM and also more than half of them have attended the training programme on TQM. The study proves that a majority of the LIS professionals agree with management recognize the employees' suggestions and also the study found that a majority of the LIS professionals agree with regular training for staff is provided by the authority.

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