Development of total quality intellection in libraries in order to improve user satisfaction

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Abstract. Total quality management can be defined as " Focusing quality in an organization, depending on participation of all members of organization, purposing long term success by user satisfaction and a management approach provides benefit to society and all members of organization". According to the libraries; A management mode aims to increase society and user satisfaction by active participation of labours and always improves all activation of a library. Based to execute anticipation of internal and external users aims to manage well all service activity processes.

The existence of libraries, user satisfaction and for this to be provided given value to the stuff, moderate approach; constitutes importance in sight of community development. . Responses to what users ask for: Special interest superior quality, convenience, innovation, good presentation, richness and reliability in services. Unconditional user satisfaction and priority are the right user and right time to lock the stereotypical words like user.

In order to improve the total quality management approach in libraries, the importance, benefits, solutions, and recommendations in total quality management will be included in the libraries. In addition, the questions about how users can be satisfied with total quality management will be replied. In order to be able to configure the services, the description of the study will be used because the users at the central point and the library staff who provide the service are asked to learn how the total quality management understanding has recently changed and developed with each other.

Keywords: Total Quality Management, User Satisfaction, Total Quality Management, in Libraries.

1. Introduction

The concept of quality is based on long way. For example, one of the Hammurabi Laws says: "Whoever builds a building and this building is demolished, and if people die under it, that person will also be killed"; The Phoenicians gave the following right to the managers: "The worker who is not doing his job well, his hand will be cut!". As you can see, it is perceived as

'inferiority', which used to come out at people's life. Taking into consideration the past and present, "quality is a philosophy of life" ... Total Quality Management (TQM) is a management style aimed at achieving user satisfaction. In the enterprises where the customer is located in the center of the institution where TQM is applied. In other words, in such institutions, the user comes first before anything else. In libraries, as well as in other sectors, "users" will be recognized as successful in the way that they can meet their information and document requirements in a way that will satisfy them at the highest level, and they will be able to receive material and moral support from both the society and the government.

2. Definition of Quality

The dictionary is meant to be complete and superior in any respect. However, currently the concept of quality can vary according to the social structure, traditions, beliefs and gratification. It is hard to define stereotyped quality cause of variable structure. Solicit, it contains subjective values. Because it is a variable structure, it is difficult to define a stereotyped quality. Even so, according to Crosby, quality is the degree of conformity of a product to needs (Bozkurt, 1994, p.107). According to Feigenbaum, quality is the degree of design or conformity of a product (1997, P.7). According to Luran, quality is pursuant to usage. (Gencel, 2001, p. 165). Quality in ISO 9000: "The characteristics of a product or service are based on their ability to meet specified needs." These different quality definitions also indicate that the quality is multi-dimensional.

3. Total Quality Management

It is a systematic approach and the contribution of all employees to the quality requirements of human, work, product and / or service used to meet user needs. If we define according to libraries; is a management style aimed at continuously improving all the activities of a library and increasing user and community satisfaction with active participation of employees. It is based on the fulfilment of internal and external user expectations and aims to manage well all service activity processes in the library. Total quality management can be evaluated as follows.

T: TOTAL
* All aspects of the work done
* All of the user services
* Attendance of all employees

K: QUALITY
* to meet   current needs and future expectations of users on time

Y: MANAGEMENT
* Model workflow for employees
* Leadership management
* Participatory management

As can be understood from all the definitions and encodings, Total Quality Management is the philosophy of management that corresponds to the words of continuous improvement and improvement and enables the libraries to reach sustainable perfection. It shows compliance and variability according to the mission and visions, structures and images of the libraries. Total quality management is the most important existence of user oriented management.

The philosophy of Total Quality Management in terms of Doğan and Eris is as follows:

Total = everyone's participation
Quality = Meet user needs and expectations entirely
Management = providing all conditions for quality product / service (Doğan and Eriş, 2000, p.112).

The cornerstones of Total Quality Management are: Unconditional user satisfaction, to create user focus, innovative services and values. To present User, more convenient, faster and better quality services to the user. It will be seen that the definition of countless Total Quality Management is based on the following three basic principles (Geraedts, Montenarie and Rejik, 2001, p.218).

- • User Focus: Everything done, every step taken should direct the library to the user.
- • Continuous Improvement: Continuous, enthusiastic and diligent work is needed in the processes of development and in employees.
- • Integrative Approach: The Total Quality Management institution takes every step of the way and deals with all aspects of the organization, providing a general development strategy that is not independent.

There are four main factors that lead to the establishment of Total Quality Management (Şimşek, 2001, p.89). It shows an example of an implementation plan for each of these four elements: human, continuous development, process and user. The application starts at the center and moves outward.

i.   Human: It has an important place in the philosophy of management. The importance given to the human factor changes every period. Man, once thought of as a simple production input, who has to do the work given to him and likened to a machine, is now considered as a key factor (Aytaç, 2001, p.77).

ii.   Continuous Improvement: Total Quality Management practices require development and a common cultural asset. For the continuity of improvement, the 'Why' question must be asked to find the main causes of problems. Continuous improvement is the basic principle of quality. Principles of planning, controlling, continuation or change should also be applied so that the search for perfection never ends. Total Quality

Management is established on continuous improvement strategy. According to this, material / spiritual criterion have been developed.

iii. Process: The most important processes in Total Quality Management are quality improvement and problem solving processes. In problem solving process, problems are analyzed and solutions are selected. Then the problems are determined by the evaluators. In the quality development process, attention is focused on user requirements. Therefore, quality improvement processes are repeated when continuous improvement is achieved.

iv. User: It is clear that the first important points in quality are customer and customer satisfaction. Dr. Noriaki Canoe; (Savaş ve Ay, 2005, p.8384).

- The expected quality specifies characteristics and features that the user expects and therefore does not need to demand separately. When these features are found, the user does not show any dissatisfaction; But the user is not pleased if there are no such features.

- The predictive quality indicates the characteristics or features that the user specifically demands. The user will not be satisfied if these features are not found. Satisfactory quality meets user expectations, but not exceed.

- Satisfied quality remarks to characteristics and features that the user does not want because he is not aware of its presence. The user is very satisfied with these features if they are not found: the user does not show any dissatisfaction when these features are not found (Bicer, 2012, p.31-32).

The consequences of all these judgments are:

Satisfied Quality:	User expectations are met and satisfaction is ensured.
Expected Quality:	Prevents user dissatisfaction
Satisfactory Quality:	Satisfies user expectations

4. User Centricity / User Focality

Aslan (1999, p.132) suggests that librarians are talking about user-oriented service in the 70's over the years and based on the idea of "knowing user needs", "helpful and kind staff", " a good physical environment "etc. It expresses the view that librarians are not strangers at all.

Beginning in the early 1990s, TQM , has been begun to use in a quite large area of library and information services (Pilling, 1996, p. 11), and afterwards numerous books and articles were published in the context of relationship of

quality of service with libraries (Quinn, 1997, p. (Poll and Boekhorst, 1996, p. 106), whether the libraries and the information centers that provide quality services to the intended users have succeeded in the targeted services, that is, the librarianship is determined by the final analysis.

When the TQM applications in all sectors are considered, in general terms, the situation expressed with the concept of 'customer-centricity' is expressed in terms of 'user centrality' or 'user focus' in the context of library and information services. It is the opinion of users who are fundamental in information systems. (Wood and Walther, 2000, p. 173) .In the development of library services and at the center of the application, the user and his / her needs must take place, depending on the nature of the library (Payne, 1996, P. 59). In this direction, the analysis of the information needs of the user group is the first step in the organization of user-centred information systems. And what their goals are and what they are (Allen, 1996, p. 29). In the meantime, it is imperative to take into account not only existing users who are benefiting from the library, but potential users as well, in order to be able to talk about full and complete user centricity.

Total quality management in libraries is a philosophy that serves   a user-focused management system, user satisfaction, user expectations, requirements that keep everything superior to everything and the desired quality. In order to be surviving in an intense competitive environment, it is necessary to adopt and implement the quality aspect.

The user service needs to be well defined and expected to be well understood in order to meet the requirements of the user. Because the more service a user needs, the better the quality. Therefore, user needs and expectations should be measured in a good way. Management of user satisfaction studies should provide guidance that will provide the most guaranteed and maximum recycling rates (Efil, 1993, p.)

All employees with top managers must demonstrate self-sacrificing performance in order to be able to understand the expectations and needs of users. The user's needs should be monitored as they have a dynamic structure. At the same time the user focality needs to be aware of the changes in a library and provide necessary information about the services needed. It is known that the common goals of the staff who are proud of working are to serve the users.
In a user-focused library, the design of services is based on effective communication and feedback from users. Total quality management is focused on monitoring the user focality and quality management . In other words, total quality management is the focal point for collaborative librarians, service users and managers.

5. User Satisfaction / User Reassurance
In parallel with the importance of the user in TQM, user satisfaction has a primary level of precedence in TQM studies and is the desired goal. In other

words, as emphasized by Imai (1999, p. 207), no matter what management does, ultimately, if it does not increase user satisfaction, then it can be said that the effort is in vain. The first focus in TQM is user satisfaction (Simsek, 2001, p.94) User satisfaction is increasingly used as a measure of quality in manufacturing and service sectors and it is accepted as an indispensable condition for competition in the world. This is evidenced by the fact that 30% of the total score of the Malcolm Baldrige National Quality Award is given to the user satisfaction (Besterfield et al., 1995, p. 37) .This important user satisfaction is defined by Karyağdı (2001, p. 63) such as " The difference between our expectations and our expectation is zero or increased ".

Libraries are service providers that are required to fully meet and satisfy the 'requirements' of users, such as service providers in different sectors. Because of this, they are in a position to fully understand the real needs of their users and to measure user satisfaction at the point of perceiving their changing needs. (Guinchat and Menou, 1990, p. 293). Because, it is unquestionably that, libraries are actually in competition with other libraries, and dissatisfied users are a problem in this competitive environment (Sirkin, 1993, p.72) .Moreover, same as Hernon and Altman (1996, pp.7-8) said , The librarians need to ask themselves the question, "why are they expecting for better or lower quality services in the library when they want to get serve better at the airport, in the pharmacy, and in the bank?" The librarians need to think over the answer. It is clear that most of the people who go to certain institutions with certain expectations; they also should go to libraries with definite expectations. Considering the factors affecting user satisfaction at this point, it is understood that the multi-factor factor has an effect on user satisfaction. According to Pinder (1996, pp. 12-13), the factors affecting user satisfaction can be listed as follows:

> Service.
> - The reputation of the library for information, information, resources that are new and helpful to the learning resources.
> - Understanding / Knowing: Knowing the user's specific needs and the needs of a wide range of services.
> - Availability: The services and facilities provided are easily visible, easily recognizable and easily available.

> Location / Building
> - Access / Transportation: Determine location and open hours based on user requirements.
> - Security: Users' comfort, happiness and personal safety.
> - Concrete Physical Conditions / Convenience: The usefulness of the building, the materials, the equipment (equipment) and other physical facilities and the suitability of the user.

Employees
- Kindness / Courteous: Acting on behalf of the staff who serve the user in decent and observance rules.
- Conciseness / Sincerity: To treat the staff who provide service to the user with sincere, willing, kind and helpful.

Physical condition
- View: Appearance and decor of the library and staff.
- Atmosphere / Environment: invitation / appeal of the library environment and / Quietness
- Cleanliness: clean and tidy of work and storage areas
- Comfort / Ease: comfort in the general atmosphere of the environment

Processes
- Reliability: efficiency and reliability in services
- Communication: The level of communication of the staff with the users and ease of understanding in the guides in the symbols

Respecting with what the users will be more satisfied with, what services and what kind of approaches would be more satisfying, as it is here; the different factors are, in order, the unquestionable basic principle that the users at the planning stage of the information services to be presented have their own words. In other words, Libraries that want to be present in the information service market must first have dealt with the "user-centricity" of the basic principles of TQM. This is because the level of user satisfaction can be increased by the highest degree of systematicity of the requests, needs and expectations of the individuals who are provided by the service providers.

6. Continuous improvement

Being able to meet user needs has become a necessity for continuous improvement of the activities and service processes. Effective improvement is possible only if the people who are doing the work are actually assigned to appropriate jobs and their development is ensured (Balcı, 1998, p.320). New and creative services that libraries have produced, as demanding users, are becoming more conscious of day to day and demanding higher quality services. To meet this demand, libraries should be able to work to bring service production processes to a more efficient, more active and error-free position.

With the globalization of the world every day, in order to compete in a competitive environment, quality services should be produced and the latest technology should be used. They are facing the libraries as a necessity.
Continuous Development Philosophy Total <<<<< Quality Management
 "The principle of always getting better"
Continuous improvement is effective with everyone's participation. As Deming says, as one of the quality cognoscenti, "Continuously improve your goods and services." The intensified competition environment and shortened product life

cycle processes push businesses to constantly innovate and even improve their best products (Aydemir, 2000, p.36).

7.   Conclusion

The presence of a total quality management approach makes it feel at ease with service and quality. Increasingly, total quality management is being implemented in different types of libraries throughout the day. The concept of 'quality' is that the services offered in the libraries are suitable for the purpose and the developing technologies meet user expectations. As a result of all these applications, the concept of "total quality management" has been rooted in libraries with a systematic approach in management activities, the efficiency of all employees and continuous improvement of services.

Efficiency in total quality management practices in libraries goes through perfection. So continuous improvement comes to light. The higher the standards that are reached as a result of all this, the more conception that it is possible those higher quality standards can be achieved.

It is important for users to be able to perceive and perceive user expectations in user satisfaction. The more the perception of a service or product adapts to customer expectations, the more talked of being satisfied. In other words, the perceived service perception influences the quality management.

Total quality management applications in libraries increase the value that is given to the users. It is dependent on total quality management applications, which is better than today's today in libraries and tomorrow. Total quality management applications are important in order that their services do not consist of repetition in information centers. As a result of continual improvement and plan-implement-check-correct, which is an indispensable total quality management philosophy.

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