

Abstract

This study examined the extent to which application of SERVQUAL model in delivery of services attains student satisfaction with library services at Gretsia University, a private university in Kenya. The study utilized a descriptive and qualitative research design. A self-administered questionnaire with a five-point Likert-type scale was used to collect data from 100 final-year bachelor's degree students. Data analysis was done using descriptive statistics, simple linear regression and partial correlation. The hypotheses were tested at 0.05 confidence level. Study findings demonstrate a significant positive relationship between SERVQUAL guided library service delivery and student satisfaction with library services. An increase in service delivery results in an increase in customer satisfaction. The findings also revealed that student factors do not moderate the relationship between SERVQUAL guided library service delivery and student satisfaction with library services. In addition, there is a significant relationship between students' factors and customer satisfaction. Students who reside in university hostels were more satisfied with the quality of library services compared to those residing outside the university. The study focused on final year bachelor degree students. The study recommends improvement of physical facilities in the Gretsia University Library so as to increase customer satisfaction levels.