

CUSTOMER SATISFACTION IN CORPORATE SERVICES: THE CASE OF THE NATIONAL LIBRARY OF KKTC

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ABSTRACT

This study was designed within the framework of the relational survey model, one of the quantitative research methods. The research population consisted of all users receiving services from the National Library of the Turkish Republic of Northern Cyprus (TRNC). Since it was not feasible to reach the entire population, data were collected from a random sample of 300 participants. A structured questionnaire was used as the data collection tool to assess user satisfaction levels, and the data collection process was conducted between January and February 2025. Statistical analyses were performed using SPSS 28, incorporating both descriptive statistics and advanced analyses to identify relationships and differences between variables. The findings revealed that overall user satisfaction with the TRNC National Library was at a moderate-to-high level. Users reported particularly high satisfaction with library services and staff support. While the physical environment was generally evaluated positively, greater variation in user perceptions was noted in this dimension. The lowest satisfaction levels were reported regarding the library's technological infrastructure, highlighting the need for improvement in this area. No significant differences in satisfaction were found based on gender, while age differences were significant only for perceptions of the physical environment. In terms of educational level, significant differences emerged in satisfaction with the physical environment, library resources, staff, and overall satisfaction. Notably, users with postgraduate education reported lower satisfaction levels, suggesting that their expectations were not fully met. Correlation analysis revealed statistically significant and positive relationships between all service dimensions and overall user satisfaction. Staff performance and service quality emerged as the strongest predictors of satisfaction, whereas technological services and resource diversity were identified as areas falling short of user expectations.

Keywords: Corporate Service, Customer Satisfaction, Library

1. INTRODUCTION

1.1. Problem

In line with the demands of the information age, libraries have evolved from being mere repositories and access points for information to functioning as essential knowledge centers that support individuals in effectively accessing, evaluating, and using information. In particular, public libraries play a critical role in ensuring that all users have equal and fair access to information (Bozkurt, 2008; Ceylan, 1997). In this context, how users perceive the services offered by libraries, the quality of their experiences, and the impact of these services on user satisfaction have been frequently examined in the contemporary literature (Nunkoo et al., 2025). The National Library of the Turkish Republic of Northern Cyprus (TRNC) is the country's only national information center, located in Nicosia and accessible to the public nationwide. The library fulfills a dual mission: preserving the national memory while also carrying out the functions of both a public and a school library (Department of Culture, 2025). However, the effects of these comprehensive services on users from different demographic backgrounds have not yet been sufficiently analyzed, particularly in terms of satisfaction levels, frequency of use, and ease of access. Although user-centered service delivery is central to the modern librarianship approach, the limited research on user satisfaction specific to the TRNC National Library underscores the need for more comprehensive studies in this area.

The impact of customer satisfaction on institutional success, competitive advantage, and sustainable service delivery has been widely supported by empirical research across various sectors (Pekmezci, Demireli, & Batman, 2015; Uygur & Doğan, 2013; Cankül, Kaya, & Kızıldaş, 2024). This concept, which extends from internal customer satisfaction to external customer satisfaction within institutional structures, demonstrates that service quality must be assessed holistically. Especially in information centers that prioritize user-oriented service delivery, the level of satisfaction is shaped not only by the existence of services but also by how these services are perceived and experienced by users. In the evaluation of library services, user satisfaction covers a wide range of factors—from environmental aspects such as the physical layout, ergonomic design, quietness, lighting, and comfort; to human factors such as the communication skills, helpfulness, and expertise of the staff; and to digital infrastructure elements such as the adequacy and modernity of technological equipment and the speed and reliability of access to information resources. For instance, Sinurat, Ramli, and Purnomo (2024) found that e-service quality and digital trust have a direct effect on e-customer satisfaction. Similarly, Minhaj and Khan (2025) demonstrated that customer satisfaction in digital banking is closely tied to the quality of technological infrastructure and responsiveness to customer needs. The core problem addressed in this study is that the satisfaction levels of users of the TRNC National Library have not yet been comprehensively examined. Addressing this gap will contribute to both assessing the institutional capacity of the library and informing the restructuring of services in line with user needs and expectations. Therefore, this research aims to identify the factors that influence user satisfaction, analyze the relationship of these factors with demographic variables, and provide data-driven recommendations to help public information centers deliver more effective and efficient services.

1.2. Purpose of the Research

at the TRNC National Library ; to analyze the effects of factors such as service quality, physical environment, staff interest and resource adequacy on user satisfaction. In addition, the relationship between users' demographic characteristics and satisfaction levels is evaluated, and data is aimed to be provided for service improvements (Bozkurt, 2008).

1.2.1 Hypotheses

H1: There is no significant difference in the satisfaction levels of users with the TRNC National Library services according to their gender.

H2: There is a significant difference in the satisfaction levels of users with the TRNC National Library services according to their gender.

H3: There is no statistically significant difference between the satisfaction levels of users with the TRNC National Library services according to their age groups.

H4: There is a statistically significant difference between the satisfaction levels of users with the TRNC National Library services according to their age groups.

H5: There is no significant difference in the satisfaction levels of users with the TRNC National Library services according to their education levels.

H6: There is a significant difference in the satisfaction levels of users with the TRNC National Library services according to their education levels.

H7: There is no significant relationship between the service dimensions of the TRNC National Library and general user satisfaction.

H8: There is a significant relationship between the service dimensions of the TRNC National Library and overall user satisfaction.

1.3. Importance of the Research

The effectiveness of library services is directly related to the extent to which the services provided meet user expectations. Determining the satisfaction level of service providers both enables the evaluation of current practices and directs future service planning (Yıldız, 2013). This research is important in terms of providing data on user satisfaction of the TRNC National Library. In addition, it is expected that this institution, which is the only national library open to the public, will contribute to the increase of its functionality with a user-centered approach and to form the basis for strategic plans for policy makers.

2. THEORETICAL FRAMEWORK

2.1. Customer Concept

Customers are individuals who use the goods or services produced by institutions and organizations. For any institution, its customers are among its most valuable assets, as the existence and continuity of businesses depend on them. For this reason, businesses develop their marketing strategies with a strong customer focus and allocate a significant portion of their resources to acquiring and retaining customers (Çevik, 2015). In today's rapidly evolving technological environment, the scope of the customer concept has expanded significantly, much like many other concepts. For example, students in schools, patients in hospitals, and passengers using public transportation are now viewed as customers, forming the fundamental base of these institutions (Biçer & Yurtsal, 2021).

The customer base plays a critical role in ensuring the sustainable success of an institution. When the customer base is categorized into different segments, it becomes clear that each group contributes to this success at varying levels. In this context, customers can be classified into four basic groups: loyal customers, customers who have switched from competitors, new customers, and customers who have left the institution. Loyal customers, who have strong ties and are familiar with institutional processes, do not create additional workload for the organization. They represent a group with a high probability of sustaining success. Therefore, prioritizing this group is essential for maintaining loyalty and making efficient use of institutional resources (Çoban, 2005). New customers and those switching from competitors have relatively lower success potential in the short term, as they have not yet developed a strong connection with the organization. They are still in the process of adapting to its processes and forming satisfaction. However, targeted strategies—such as personalized communication and social media marketing—can play an active role in converting these customers into loyal ones over time (Akgün & Ergün, 2017). The definition of customer is not limited to external customers alone; company employees are also regarded as internal customers. Internal customer satisfaction directly impacts the quality of the products and services delivered to external customers, which makes this distinction critically important in customer relationship management (Demir & Kırdar, 2007). In modern marketing approaches, customer focus also requires actively involving customers in the product and service design process. This understanding is implemented through models such as “design by customer,” which emphasizes co-creation and direct customer input (Risdiyono & Koomsap, 2013).

2.2. Customer Satisfaction

Customer satisfaction has long held an important place in marketing and service management literature and is considered one of the basic elements that guide customer behavior. The concept is based on the comparison between the benefit the customer receives from the product or service he/she purchases and his/her expectations from this product or service. According to Bozkurt (2008), satisfaction occurs at the point where the benefit the customer expects from the product or service intersects with the benefit he/she actually receives. Similarly, Çevik (2015) explains this situation as a psychological evaluation process that occurs as a result of the evaluation the customer makes between his/her expectations and actual performance after the purchase. In this context, customer satisfaction is shaped not only by product quality, but also by the service delivery process, employee attitudes and brand perception.

Customer satisfaction is high when the customer experience is positive, and low when the experience falls short of expectations. Yıldız (2013) defines satisfaction as “a comparative feeling resulting from the differences between the actual experience and the expectation.” When the actual experience exceeds expectations, there is high satisfaction, and when it falls short of expectations, there is dissatisfaction. When experience and expectation are equal, a medium level of satisfaction or a neutral situation occurs (Bozkurt, 2008). In this context, it can be said that satisfaction develops within a spectrum and is a comparative judgment rather than an absolute situation.

The importance of customer satisfaction for businesses is not limited to customer retention. Uyar (2019) states that satisfied customers increase the value of "word of mouth marketing" for businesses by sharing their positive experiences with their environment. In this process, customers become voluntary representatives of the brand, increasing the effectiveness of marketing efforts and contributing to the expansion of the company's market share. In fact, Aksoy and Baş (2024) also revealed that customer satisfaction plays a fundamental intermediary role in supporting positive word of mouth communication along with brand trust and loyalty.

The proactive role of business management is of great importance in ensuring customer satisfaction. Bozkurt (2008) emphasizes that businesses must continuously improve both their service processes and products for the continuity of customer satisfaction. In addition, customer experience is not limited to certain services; all service units offered by the business must operate at the same quality. When this integrity is not achieved, customer perception may be negative. In the study conducted by Agag et al. (2024), it is stated that marketing analytics and customer agility applications play an important role in increasing customer satisfaction and managing the change in this satisfaction over time. This situation shows that data-based decision-making processes strengthen customer focus in digitalizing markets.

2.3. TRNC National Library History

The establishment process of the National Library of the Turkish Republic of Northern Cyprus took shape in the early 1950s as a product of civil and institutional efforts to support the cultural and educational development of Turkish Cypriots. The first public library, established in Lefkoşa in 1953 with the private initiative of the Turkish Cypriot Cultural Association in Türkiye and operating under the Turkish Cypriot Federation, constituted the beginning of this process. This first initiative, carried out by two volunteer primary school teachers, began with the arrangement of books obtained from the Sultan Mahmud II Library; it was organized in a room allocated in the Madrasa. During the same period, the financial support and book donations sent by the Government of the Republic of Turkey through the Turkish Cypriot Cultural Association made significant contributions to this institutionalization (Dedeçay, 1991).

After the British Colonial Administration did not support the library, this initiative took on the identity of a school library attached to the evening section of the Atatürk Vocational Secondary School in 1954, and thus began to benefit from the allocation provided by the state. On January 1, 1955, it was officially opened to the public with 1,500 books in a small building on 49. Mecidiye Street in Nicosia. In 1958, it also temporarily acted as an intermediary between the British Council Library in the Greek part of Nicosia and Turkish Cypriot readers (Dedeçay, 1991).

Following the establishment of the Republic of Cyprus in 1960, the Ministry of Education, affiliated to the Turkish Cypriot Communal Assembly, established the Central Library of Education with the contribution of five thousand books sent by the Ministry of National Education of the Republic of Turkey. This library was open to both students and the general public, and included a children's section and a lending service. However, this development caused institutional structures to operate independently and in competition with each other, leading to the fragmentation of resources in public librarianship (Uysal, 2011).

In order to implement a more modern and holistic understanding of public librarianship, a planned transformation process was initiated on November 17, 1958, with the invitation of experts from the Republic of Turkey. As a result of the work carried out by Aziz Berker, Director General of Libraries of the Ministry of National Education of the Republic of Turkey, and expert librarian İsmet Parmaksızoglu in 1959, it was decided to establish public and children's libraries in regions with a dense Turkish population, especially in Nicosia, and to establish a national library in the capital (Department of Culture, 2025).

During this process, a consensus was reached to merge the Maarif Central Library and the Public Library, which were operating separately; following the approval of the Turkish Cypriot Cultural Association in Istanbul, these two institutions were merged under the name of the National Library with a collection of 13,000 books on 11 October 1963 and began providing services in a two-story building in Lefkoşa Atatürk Square (Dedeçay, 1991). The library, which had to suspend its services for a short time due to the Turkish-Greek conflicts in 1963, continued its activities in the same building until 1975.

The increasing number of users and the expanding collection caused the library to become insufficient in terms of its current physical space; therefore, it was moved to another building on Mahmut Paşa Street in Lefkoşa in 1975. However, this new location also had limitations in terms of service provision since it was not an original library building. In order to eliminate these limitations, it was decided to establish a national library within the Atatürk Cultural Center, which was planned to commemorate the centennial of Atatürk's birth with the support of the

Republic of Turkey, and this new center was opened to the public on July 20, 1984, on the tenth anniversary of the July 20 Peace Operation (Culture Department, 2025).

Although the TRNC National Library successfully carries out its basic library functions on a national scale, it faces various structural restrictions in terms of international cooperation and information sharing. One of the main reasons for this situation is that the Turkish Republic of Northern Cyprus is not recognized by any state other than Turkey. For this reason, the institution, which is isolated in areas such as international publication exchange, professional staff training and benefiting from funds, operates with limited opportunities in terms of information circulation (Uysal, 2011). Today, the National Library continues its services in accordance with the National Library Regulation prepared on the basis of Article 15 of the Law on Establishment, Duties and Working Principles of the Department of Culture dated 1986 and fulfills the duty of preserving the cultural memory of Northern Cyprus by also incorporating the public library function.

3. METHOD

3.1. Research Model

This study is structured within the framework of the relational screening model, which is one of the quantitative research methods. Quantitative research is a methodological approach based on the collection of data numerically and analysis with statistical techniques (Büyüköztürk, 2016). It allows the examination of causal or relational connections between social phenomena through numerical data. This approach uses structured research designs and measurement tools to guarantee the objectivity and measurability of the research (Karasar, 2020).

In this context, the relational screening model used is a screening model aimed at determining the existing relationships between two or more variables. This model provides information about the existence, direction and degree of correlation between variables, but does not aim to establish a causal relationship (Karasar, 2020; Cohen et al., 2018). The researcher compares the variables in the current situation statistically and interprets the levels of relationship between them. For this reason, the model is frequently preferred in social sciences, especially in explaining the connections between psychological, educational and administrative variables (Büyüköztürk et al., 2019). In this study, which was conducted using the relational screening model, the relationships between the determined variables were tested with the help of correlational analysis techniques and conclusions were reached in line with the findings obtained. Structuring the research design in this way allowed the data to be evaluated systematically and objectively.

3.2. Universe and Sample

The universe of this research consists of all users of the service from the Turkish Republic of Northern Cyprus (TRNC) National Library. The numerical data regarding the universe were obtained through the library automation system as a result of interviews with the officials of the Atatürk Cultural Center, Department of Culture, affiliated to the Deputy Prime Ministry, Ministry of Tourism, Culture, Youth and Environment. Considering the size of the universe, since it is not possible to reach the whole universe in terms of both time and resources, a sample was determined in the research and the data collection process was carried out.

The sample used in the study consists of 300 users who actively use the TRNC National Library and participated in data collection in January-February 2025. This sample allowed for meaningful and representative data to be obtained about the user group targeted by the study. In the data collection process, the random sampling method, which is one of the non-probability sampling methods, was used. Random sampling is a type of sampling based on the principle that the researcher randomly selects participants from among the individuals in the universe without using a specific systematic method (Büyüköztürk, 2016; Karasar, 2020). The aim of this method is to keep the probability of different individuals participating in the study at an equal level, assuming that the sample can adequately represent the universe. In this context, both users who accessed the web-based survey link and users who filled out the survey via face-to-face access constituted the sample group. This sampling approach was preferred in terms of ease of application and reaching a wide user profile, and contributed to the general validity and reliability level of the study. In addition, the sample size of 300 people meets the minimum sample size recommended for similar social science research and allows data analyses to produce statistically significant results (Yazıcıoğlu & Erdoğan, 2004).

3.3. Data Collection Tools

In this study, the survey method was used as a data collection tool. The survey form was structured as a five-point Likert-type scale, aiming to measure perceptions of customer satisfaction. Participants were asked to evaluate between “strongly disagree” (1) and “strongly agree” (5). The survey questions were adapted and restructured for the context of this research, taken from Bozkurt’s (2008) study on customer satisfaction. The

prepared survey was applied in accordance with the official permission letter received from the Deputy Prime Ministry, Ministry of Tourism, Culture, Youth and Environment and the approval of the ethics committee. The survey was implemented between January and February 2025. Survey forms were shared online via a web-based system and delivered to library users through face-to-face interviews. Thus, it was possible to reach users of different ages and education levels. Valid data was obtained from a total of 300 users during the data collection process.

The third section of the survey form used in the study includes a total of 46 statements aimed at measuring user satisfaction. Reliability analysis was performed on these items and the internal consistency of the scale was tested with Cronbach's Alpha coefficient. The Cronbach's Alpha value obtained was 0.927, which indicates that the scale is highly reliable. In line with the thresholds accepted in the interpretation of the alpha coefficient ($0.80 \leq \alpha < 1.00$), a result at this level indicates that the reliability of the scale is quite high (Büyükoztürk, 2016; Tavşancıl, 2006).

In addition, the validity of the data collection tool of the research was ensured by the statements created based on similar studies in the literature and reviewed with expert opinions. In order to ensure content validity, the survey items were revised in line with the opinions of academicians who are experts in the field of information-document management and statistics.

3.4. Analysis of Data

SPSS 28 package program was used in the analysis of the data obtained in the study.

Table 1. Normality Analysis

Kolmogorov-Smirnov ^a			Shapiro-Wilk			Skewness	Kurtosis
Statistic	df	Sig.	Statistic	df	Sig.		
0,183	300	0,000	0,862	300	0,000	-1,313	4,123

According to the normality analysis presented in Table 2, the distribution of the data related to the satisfaction assessment scale was examined with the Kolmogorov-Smirnov and Shapiro-Wilk tests. Since the significance values obtained as a result of both tests ($p = 0.000$) were below the 5% significance level, it was statistically determined that the satisfaction data did not show a normal distribution. This situation reveals that the normality assumption required for the use of parametric tests in the analyses was not provided. In addition, the skewness value of the data was determined as -1.313 and the kurtosis value as 4.123. A negative skewness value indicates that the data is skewed to the left; a kurtosis value above 3 indicates that the distribution has a more pointed structure than a normal distribution. These statistical findings indicate that the distribution of the satisfaction scale data is not symmetrical and has a narrow structure in terms of density. As a result, the findings regarding the normality analysis show that the satisfaction data do not meet the normal distribution assumption and therefore it would be appropriate to use non-parametric testing techniques in the analysis process.

Tablo 2. KMO ve Bartlett's Testi Sonuçları

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,814
Bartlett's Test of Sphericity	Approx. Chi-Square	959,597
	df	10
	Sig.	0,000

The Kaiser-Meyer-Olkin (KMO) and Bartlett's Sphericity Test results in Table 3 evaluate the suitability of the sample for factor analysis. The KMO value was calculated as 0.814. This value is considered to be at a "good" level according to the classification determined by Kaiser (1974) and shows that the sample size is suitable for factor analysis. When the KMO value is between 0.80 and 0.89, it can be interpreted that the data is quite suitable for factor analysis.

Bartlett's Test of Sphericity, the chi-square value was found to be 959.597, the degree of freedom was 10 and the significance level was $p = 0.000$. The significance level being less than 0.05 indicates that there is a sufficient level of correlation between the variables and that factor analysis can be performed.

When these two tests are evaluated together, it is understood that the data set used in the analysis is suitable for factor analysis in terms of structural validity. As a result, the high KMO value and the significant Bartlett test confirm that the structural properties of the data are sufficient for analysis. This indicates that the factor structures to be obtained from the analysis will be reliable and interpretable. the Cronbach's Alpha coefficient of the scale consisting of 46 items was calculated as 0.939.

Table 3. Reliability Analysis

Cronbach's Alpha	Article
0.939	46

Cronbach's Alpha value is a reliability coefficient used to evaluate the internal consistency of the scale and has a value ranging from 0 to 1. According to the generally accepted classification, a value of $\alpha \geq 0.90$ is interpreted as "perfect" reliability (Tavşancıl, 2014). In this context, it can be said that the satisfaction scale used in the study shows a high level of internal consistency and provides strong integrity between the items. This value of 0.939 shows that the scale can reliably measure user satisfaction and that the data obtained are based on solid foundations in terms of analysis. A reliability coefficient at this level provides an important advantage in terms of the validity of the analyses conducted within the scope of the research.

4. FINDINGS

Table 4. Distribution of Demographic Characteristics of Participants

		n	%
Gender	Woman	195	65.0
	Male	105	35.0
Age	18-24 years old	95	31.7
	25-34 years old	41	13.7
	35-44 years old	53	17.7
	45-54 years old	56	18.7
	55-64 years old	28	9.3
	Ages 65 and over	27	9.0
Education	High school	159	53.0
	University	112	37.3
	Masters/Doctorate	29	9.7
Frequency of entering the library	Every day	17	5.7
	Once a Week	49	16.3
	2-3 times a week	43	14.3
	Once a month	70	23.3
	Twice a month	86	28.7
	Several times a year	9	3.0
	During exam weeks	8	2.7
	This is my first time here	13	4.3
	I can't come	5	1.7
	Doing research	34	11.3
Reason for going to the library	Borrowing a book	179	59.7
	To study	62	20.7
	Reading newspapers and magazines	9	3.0
	Other	16	5.3
	Total	300	100.0

According to the table, the demographic distribution of the 300-person sample participating in the study varies. In the gender distribution, female participants constitute the majority with 65%, while male participants constitute 35%. This situation shows that the TRNC National Library is used more intensively by female users. The largest portion of the participants consists of individuals between the ages of 18–24 (31.7%). This age group is followed by the 45–54 age group with 18.7%, and the 35–44 age group with 17.7%. The rate of the 25–34 age group is determined as 13.7%, the 55–64 age group is 9.3%, and the 65 and over age group is 9%. In the distribution by level of education, high school graduates constitute the majority with 53%. While the rate of university graduates is 37.3%, master's and doctorate graduates have participated at a rate of 9.7%. This situation shows that the library is actively used especially by individuals at the secondary education level. When the frequency of going to the library is examined, the majority of the participants (23%) stated that they use the library once a month. The rate of those who come once a week is 16.3%, and the rate of those who come twice a week is 14.3%. In addition, there are less frequent users such as those who come only during exam weeks (10%) and those who come a few times a year (9.7%). This distribution indicates a significant variety in terms of the frequency of library use among the users. Among the reasons for the participants to go to the library, the highest rate is to borrow books with 59.7%. 34.3% of the participants stated that they come to the library for research purposes. Other reasons include studying (12.3%), reading newspapers and magazines (10.3%). These findings show that the TRNC National Library stands out primarily with its loan service, and also has an academic and information-based use function.

Table 6 shows area data , TRNC National Library of its users to services oriented satisfaction levels descriptive statistics through emerge is putting .

Table 5. Participants ' Satisfaction Levels with TRNC National Library Services

	Min.	Max .	Avg.	Ps .
Physical Environment	2.00	5.00	4,1073	0.53606
Technological Opportunities	1.00	5.00	3,1142	0.47972
Library Resources	1.29	5.00	3,7124	0.49940
Library Services	1.43	5.00	3.9371	0.41906
Library Staff	1.50	5.00	3,8228	0.46643
Customer satisfaction (General)	2.12	4.93	3,7400	0.38263

According to the data, the service with the highest level of satisfaction of the users is library services, with an average score of 3.9371. This is followed by satisfaction with the library staff (Avg. = 3.8228) and physical environment (Avg. = 4.1073). Although the average of the physical environment dimension is particularly high, the standard deviation value (0.53606) is higher compared to the other dimensions; this shows that there is relatively more disagreement among the participants on this issue.

On the other hand, the area where users reported the lowest satisfaction was technological facilities (Average = 3.1142). This low average and standard deviation of 0.47972 indicate that technological facilities do not sufficiently meet user expectations and that there is a need for improvement in service quality in this area. Satisfaction towards library resources is at a medium level with an average value of 3.7124, and it is thought that resource diversity or accessibility is evaluated differently by different user groups.

The general customer satisfaction average is 3.7400, indicating that the services are generally viewed positively, but there are areas for improvement in some dimensions (especially technological opportunities). The fact that the average values are above 3.5 indicates that the general satisfaction of the users towards the library is at a medium-high level. It is recommended that the library management make strategic improvements, especially focusing on relatively low satisfaction levels such as technological infrastructure and resource diversity.

Table 6. Mann-Whitney U Test Results of Satisfaction with TRNC National Library Services by Gender

	Gender	n	Average Rank	Total Rank	Mann - Whitney U	Z	p.
Physical Environment	Woman	195	144.86	28247.00	9137,000	-1,542	0.123
	Male	105	160.98	16903.00			
Technological Opportunities	Woman	195	149.08	29070.00	9960,000	-0.390	0.697

	Male	105	153.14	16080.00			
	Woman	195	150.18	29286.00			
Library Resources	Male	105	151.09	15864.00	10176,000	-0.087	0.930
	Woman	195	152.35	29707.50			
Library Services	Male	105	147.07	15442.50	9877,500	-0.505	0.614
	Woman	195	152.60	29756.50			
Library Staff	Male	105	146.60	15393.50	9828,500	-0.581	0.561
	Woman	195	151.32	29507.00			
Customer satisfaction (General)	Male	105	148.98	15643.00	10078,000	-0.223	0.824
	Woman	195	151.32	29507.00			

-Whitney U test results in the table, there is no significant difference in the sub-dimensions of satisfaction with the TRNC National Library services depending on the gender variable. The average ranks of male and female participants are quite close to each other in terms of all dimensions, and all p values are above the 0.05 significance level. For example, while the average rank of females is 144.86 in the physical environment dimension, the average rank of males is 160.98, and this difference is not statistically significant ($p = 0.123$). Similarly, no significant difference was observed in the dimensions of technological facilities ($p = 0.697$), library resources ($p = 0.930$), library services ($p = 0.614$), library personnel ($p = 0.561$), and general customer satisfaction ($p = 0.824$). These results reveal that user satisfaction does not change significantly according to gender. In other words, it can be said that the services provided by the TRNC National Library are perceived and evaluated similarly by both female and male users. This shows that library services are provided in a gender-balanced and inclusive manner.

Table 7. Kruskal-Wallis H Test Results for Satisfaction with TRNC National Library Services by Age Groups

		n	Average Ranking	Kruskal - Wallis H.	df	p.
	18-24 years old	95	159.00			
	25-34 years old	41	172.61			
Physical Environment	35-44 years old	53	122.61	13,437	5	0.020
	45-54 years old	56	136.77			
	55-64 years old	28	143.25			
	Ages 65 and over	27	177.76			
	18-24 years old	95	144.22			
	25-34 years old	41	163.80			
Technological Opportunities	35-44 years old	53	148.59	10,109	5	0.072
	45-54 years old	56	171.42			
	55-64 years old	28	113.02			
	Ages 65 and over	27	151.61			
	18-24 years old	95	168.69			
	25-34 years old	41	139.38			
Library Resources	35-44 years old	53	146.66	6,584	5	0.253
	45-54 years old	56	142.60			
	55-64 years old	28	138.82			
	Ages 65 and over	27	139.41			
	18-24 years old	95	154.42			
	25-34 years old	41	151.83			
Library Services	35-44 years old	53	130.17	3,896	5	0.564
	45-54 years old	56	155.47			
	55-64 years old	28	151.84			
	Ages 65 and over	27	162.89			

Library Staff	18-24 years old	95	162.14	3,526	5	0.619
	25-34 years old	41	153.26			
	35-44 years old	53	141.03			
	45-54 years old	56	148.80			
	55-64 years old	28	136.34			
	Ages 65 and over	27	142.15			
Customer satisfaction (General)	18-24 years old	95	162.32	5,779	5	0.328
	25-34 years old	41	156.56			
	35-44 years old	53	133.45			
	45-54 years old	56	148.52			
	55-64 years old	28	130.27			
	Ages 65 and over	27	158.28			

According to the Kruskal-Wallis H test results in the table, the differences in various satisfaction dimensions of the TRNC National Library users according to their age groups were statistically evaluated. In the analysis regarding the physical environment variable, a significant difference was observed between different age groups ($H = 13.437$; $sd = 5$; $p = 0.020$). This situation shows that the satisfaction of the users regarding the physical conditions of the library changes depending on their age. After the Kruskal-Wallis H test results revealed a significant difference between the age groups in terms of the physical environment variable, according to the post-hoc analysis (Dunn's test) results, a significant difference was determined between the 25-34 age group and the 35-44 age group. When the average rankings are examined, it is seen that the satisfaction of the 25-34 age group with the physical environment is higher compared to other age groups. On the other hand, the 35-44 age group stands out as the group reporting the lowest satisfaction with the physical environment.

The statistical results obtained in the technological facilities dimension are at the limit of significance but do not show a significant difference ($H = 10.109$; $sd = 5$; $p = 0.072$). According to this finding, there is no statistically significant difference between the satisfaction levels regarding technological facilities according to age groups. Similarly, no significant age-related difference was found in the satisfaction levels regarding library resources ($H = 6.384$; $sd = 5$; $p = 0.253$), library services ($H = 3.896$; $sd = 5$; $p = 0.564$) and library staff ($H = 3.526$; $sd = 5$; $p = 0.619$).

There was no significant difference in the evaluation of general customer satisfaction ($H = 5.779$; $sd = 5$; $p = 0.328$). When the results are evaluated in general, there is a significant difference between age groups only in terms of the physical environment variable. In other satisfaction dimensions, the evaluations of age groups are at similar levels. These findings are particularly noteworthy in terms of showing that the expectations and experiences of user age groups regarding the physical infrastructure of the library differ.

Table 8. Kruskal-Wallis H Test Results for Satisfaction with TRNC National Library Services According to Education Groups

		n	Average Ranking	Kruskal - Wallis H.	df	p.
Physical Environment	High school	159	164.95	14,624	2	0.001
	University	112	142.61			
	Masters/Doctorate	29	101.76			
Technological Opportunities	High school	159	147.89	0.455	2	0.796
	University	112	152.04			
	Masters/Doctorate	29	158.86			
Library Resources	High school	159	166.96	12,952	2	0.002
	University	112	134.13			
	Masters/Doctorate	29	123.45			

Library Services	High school	159	159.00	3,294	2	0.193
	University	112	140.50			
	Masters/Doctorate	29	142.50			
Library Staff	High school	159	163.38	8,218	2	0.016
	University	112	138.52			
	Masters/Doctorate	29	126.14			
Customer satisfaction (General)	High school	159	165.00	9,987	2	0.007
	University	112	136.85			
	Masters/Doctorate	29	123.69			

The Kruskal-Wallis test and subsequent post-hoc analyses conducted in line with the data obtained from the table revealed that satisfaction with the National Library services showed significant differences in some sub-dimensions according to the level of education.

The Kruskal-Wallis test results for the Physical Environment variable revealed a significant difference ($H=14.624$; $p=0.001$). The average rankings were 164.95 for high school graduates, 142.61 for university graduates, and 101.76 for postgraduate (Masters/Doctorate) level graduates. As a result of the post-hoc analysis, it was observed that there was a significant difference between the high school graduates and the postgraduate group. It was understood that high school graduates reported the highest satisfaction with the physical environment.

There was also a significant difference in the Library Resources dimension ($H=12.952$; $p=0.002$). The average rankings were 166.96 in the high school group, 134.13 in university graduates and 123.45 in the postgraduate group. According to post-hoc analysis, there were significant differences between high school and university and especially postgraduate users. This result shows that satisfaction with resources decreases as the level of education increases.

A significant difference was observed in the Library Staff dimension ($H=8.218$; $p=0.016$). The mean ranks were 163.38 for high school level, 136.54 for university graduates and 126.14 for postgraduate participants. In post-hoc analysis, a significant difference was found between high school and postgraduate users. This shows that expectations in terms of staff support differ with education level.

There was also a significant difference in terms of Overall Customer Satisfaction ($H=9.987$; $p=0.007$). The mean rankings were 165.00 in the high school group, 136.85 in the university group and 123.69 in the postgraduate group. Post-hoc analysis showed a significant difference between the high school and postgraduate groups.

No statistically significant difference was found in the dimensions of Technological Facilities ($H=0.455$; $p=0.796$) and Library Services ($H=1.426$; $p=0.490$).

Table 9. Pearson Correlation Results Between TRNC National Library Service Dimensions and Customer Satisfaction

		Physical Environment	Technological Opportunities	Library Resources	Library Services	Library Staff	Customer satisfaction (General)
Physical Environment	r	1,000	0.070	,309 **	,411 **	,387 **	,629 **
	p.		0.228	0,000	0,000	0,000	0,000
Technological Opportunities	r		1,000	,309 **	,360 **	,336 **	,536 **
	p.			0,000	0,000	0,000	0,000
Library Resources	r			1,000	,550 **	,584 **	,699 **
	p.				0,000	0,000	0,000
Library Services	r				1,000	,835 **	,798 **

	p.	0,000	0,000
Library Staff	r	1,000	,793 **
	p.		0,000
Customer satisfaction (General)	r		1,000
	p.		

The correlation analysis results in the table above reveal the relationships between the TRNC National Library service dimensions and general customer satisfaction. According to Pearson correlation coefficients (r), positive and statistically significant relationships were found between all dimensions and general customer satisfaction ($p < 0.01$).

The relationship between physical environment and customer satisfaction is at $r = 0.629$ level and this relationship is significant ($p = 0.000$). This result shows that improving physical environment conditions has an effect on increasing general satisfaction. The relationship between technological opportunities and general customer satisfaction is also positive and significant ($r = 0.336$; $p = 0.000$); however, the correlation level is lower compared to other dimensions. This shows that the effect of technological opportunities on general satisfaction is limited but present.

The relationship between the library resources dimension and customer satisfaction is stronger ($r = 0.699$; $p = 0.000$). This finding underlines the importance that users attach to the scope, timeliness and accessibility of library collections. A highly significant relationship was found between the library services dimension and customer satisfaction at the level of $r = 0.798$ ($p = 0.000$). This directly shows that the quality of the service provided plays a critical role in shaping satisfaction. The library personnel dimension is the factor that shows the highest level of relationship with customer satisfaction ($r = 0.793$; $p = 0.000$). This finding shows that the qualities of the personnel such as guidance in accessing information, smiling face and communication skills significantly affect user satisfaction.

CONCLUSION

As a result of the analysis, it was determined that user satisfaction with the TRNC National Library services was generally at a medium-high level. Users reported high levels of satisfaction, especially with library services and staff support. Although the physical environment of the library was generally evaluated positively, relatively more differences were observed between user opinions in this dimension. On the other hand, it was observed that satisfaction with technological facilities was lower compared to other dimensions, and a finding was obtained that this area needed to be developed.

In the analyses conducted in terms of gender variable, no significant difference in satisfaction was found between male and female users. This situation shows that the services are provided in a balanced manner in terms of gender. In the analyses conducted according to age groups, a significant difference was found only in the physical environment dimension. This difference revealed that the perceptions of certain age groups regarding physical conditions differed. No significant difference was observed in other satisfaction dimensions depending on age.

In comparisons made in terms of education level, significant differences were found in the dimensions of physical environment, library resources, library staff and general customer satisfaction. These differences show that satisfaction with some services decreases as the level of education increases. It is understood that especially the expectations of postgraduate users are higher and the current services may be inadequate to meet these expectations.

Finally, correlation analysis findings revealed that there are positive and significant relationships between all sub-dimensions of library services and general satisfaction. The strongest relationship was observed between library staff and service quality and general satisfaction. This shows that the service and personnel elements that are directly contacted are decisive in the satisfaction of users. In general, it was concluded that the services provided by the library were evaluated positively by the users, but there were areas open to development, especially in terms of technological possibilities and resource diversity.

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