The Impact of Library Asset Capabilities on Quality of Services Provided to Beneficiaries from the Perspective of Students the Central Library of Al-Balqa Applied University: Case Study

Nidal Ibrahim Al-Ahmad

Associate Professor of Library Science and Information, Library and Information Department, Princess Alia University College, Al- Balqa Applied University, Jordan

Abstract:
The current study is an attempt to identify the impact of library assets capabilities on quality of services provided to beneficiaries from the perspective of students. Library assets capabilities are paid more attention in order to achieve a permanent quality for library services. Hence, a model was designed to indicate the relations and effect of service between variables. The questionnaire was utilized for data collection, distributed to (373) students in the colleges of Al-Balqa Applied University in Salt, Jordan. Relations were tested based on the correlation coefficient (R)-Rank Order Spearman, Multiple Learner Regression and confidence interval (P≤0.05). The results showed that models of relations and effects were highly accepted, but they varied according to type, capabilities, attitude at the level of the dimensions of variables and its measurements. The study made some recommendations, the most highlighted is the call for an in-depth study on the reasons for the modest capabilities of library assets, and the low-quality library services provided to beneficiaries in Al-Balqa Applied University.
Keywords: library asset capabilities, quality of library services, Al-Balqa Applied University.

1. Introduction

Library services reflect the activities, goals and capabilities of libraries and information centers with the aim of benefiting the beneficiaries; library service availability is the true standard of success or failure of any library, other standards are based on the efficiency of library asset capabilities, qualified and trained librarians, types and quality of information sources provided, the awareness of the beneficiaries and the extent of their interaction with these services that they benefit from these capabilities in order to keep up with scientific and technological developments in this era of knowledge revolution. Information availability contributes to solving many of the scientific and administrative problems and to assist in decision-making and enhance the scientific research process.

Libraries also need specialists, who help provide various library services and guide and help beneficiaries benefit mostly from the various information and services such as photocopy, loan, reference services and current-awareness services as well as providing other facilities that fall within the framework of library services, such as multi-media, Internet, direct access to local, regional and international databases, the development of means of communication and E-transfer of information. Almubaydain (2004) defined information services as "all the facilities provided by libraries and information centers, activities and processes carried out in order to facilitate access to the required information in the quickest and easiest way and benefit from them and thus satisfy their information needs.

The author of the current study believes that Almubaydain's definition is the most accurate definition for information services in its current form, and it can also be defined by the author as "quickly and with less effort and less cost access to information in order to satisfy the beneficiaries."

Libraries and information centers are an integral part for any modern community and means sustainability and development, the importance of information has been increased in the current era as an important developmental strategic resource in various sectors, and an indispensable source in everyday life, decision-making and scientific research activities. It also has become an influential national source in the development and progress of communities. It is an essential source for reinforcing any civilized, scientific or industrial progress. The human factor plays a key role in collecting, organizing, processing, storing, retrieving and disseminating of this information to beneficiaries.

The university libraries play an important role in the university system, and achieving its objectives; and to meet the requirements of knowledge management in the university library management; a lot of libraries and information centers, including university libraries updated their administrative management, redesigned organizational structures, increased investment of various resources, especially human resource (Hamshary and Alian, 1997), as it is an essential element in the development process.

1.1 Al-Balqa Applied University Library:

In the early academic year1997/1998, Al-Balqa Applied University library was established to contribute to achieving the main objectives of the university; education, academic research and community service and

technological innovation. Therefore, it is argued that three key elements, i.e. student, professor and library, are the cornerstones of the university. Library lies in the heart of the university because of the various services it offers and information resources it provides to beneficiaries. Hence, Al-Balqa Applied University pays a great attention to its library as a main pillar in the educational and research process, dedicating a five-floor building to the central library. Therefore, it has a unique location in the campus that was designed according to the latest fashion of designing modern libraries. It includes a number of reading rooms; stores of books, references, periodicals, encyclopedias and theses; and lecture and session rooms. In addition, it automatically provides all of its services through "Horizon application" that significantly facilitates the services provided. It also facilitates search operations and the required data retrieval's speed, using in-campus indexing or the internet. Additionally, the central library of Al-Balqa Applied University technically supervises the sub-libraries of the University.

1.2 Mission and objectives of the library:
The mission of the library seeks to provide the required information resources to teaching staff, students and staff in the university, as well as to local community. It also aims at organizing and storing them so that they can be retrieved as fast as possible.
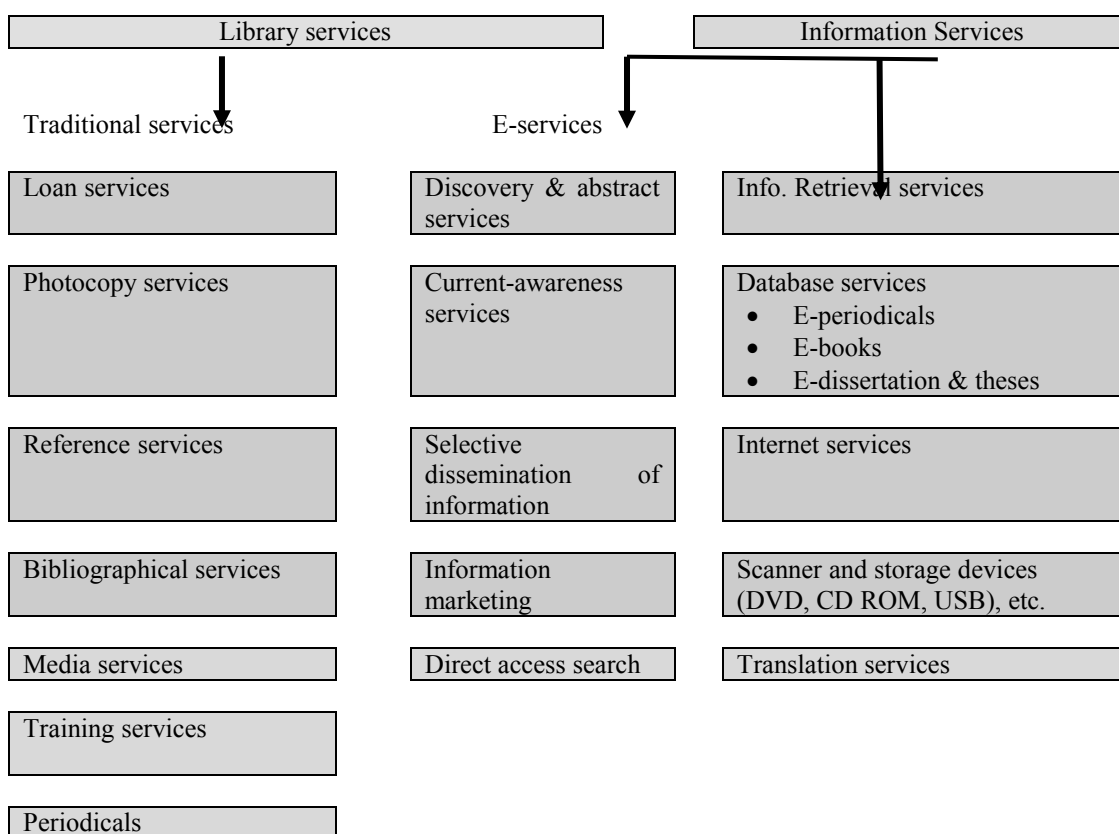
1. Library loan of available materials and maintaining them to be used by future generations, as well as, providing reading and studying places to its users.
2. Responding to questions and inquires from inside or outside the university, conducting studies and collecting the required information.
3. Developing of staff abilities and contributing to improving these abilities in the entire libraries of local community by holding training courses and delivering lectures.
4. Contributing to reinforcing and developing library movement in Jordan by providing the technical consultation to the emerging libraries through exchange program.
5. Collaborating and exchanging experience and information with libraries and information centers inside and outside Jordan.
6. Contributing to local community service through organizing lectures, symposia and training courses.
7. Technically supervising subsidiary university libraries through providing consultations and helping develop their collections and adding them to Horizon application.
8. Holding workshops and training courses to its staff and faculties.

It holds about (45,500) specialized books in Arabic and English. In addition, it is subscribed to many global databases, such as: Ebrary, Science direct, IEEE, Springer, Yu database, Ebsco host and Gale.

1. Database search (library collection).
2. Automatic search in the indexes of the library and the libraries of official Jordanian universities via in or off campus connection.
3. E-search and the Internet.
4. Library loan services, including: interlibrary loan and external loan.
5. Interlibrary loan between the central library and subsidiary libraries on one hand, and between the libraries of public university on the other one.
6. Current awareness service.
7. Selective dissemination of information.
8. Photocopying
9. Reference, conducting studies and response to the beneficiaries' questions.
10. Single study rooms.
11. Bibliographic services
12. Training service
13. Providing various types of information resources for faculty, students and staff.
14. Organizing available information resources to be easily retrieved (www.bau.edu.jo)

1.3. Types of Information services
There are two types of services provided to the beneficiaries by libraries and information centers:

Library services		Information Services

Traditional services	E-services	
Loan services	Discovery & abstract services	Info. Retrieval services
Photocopy services	Current-awareness services	Database services • E-periodicals • E-books • E-dissertation & theses
Reference services	Selective dissemination of information	Internet services
Bibliographical services	Information marketing	Scanner and storage devices (DVD, CD ROM, USB), etc.
Media services	Direct access search	Translation services
Training services		
Periodicals		

Therefore, it is necessary to pay attention to the quality of library services to meet beneficiaries' satisfaction in light of perfect competition and high costs. The quality of these services is affected by the beneficiaries' community regarding their culture and educational level; objectives, size, type and budget of the library; and experiences and qualifications of the librarians.

Kostagilas and Astonitis (2009), entitled " Intangible assets for academic libraries: Definitions, categorization and an exploration of management issues" indicated that library and information services include both tangible and intangible assets. In the economic reality of the twenty‐first century, the intangible assets critically contribute, in combination with the tangible assets, to the overall value and performance of academic libraries. Specific management actions and activities related to intangible assets are required. So, competitive advantage can be divided into three types: intellectual capital (staff categorization, training and incentives), internal structural capital (library system, databases, informational and cognitive value of the library collection) and external relational capital (academic staff collaboration, employees' trust and collaboration, agreements, quality and reputation).

Developments in the field of library services suggest that there are some problems related to the level of quality of library management services, which are associated to the poverty of (planning, education, and direction and monitoring). Therefore, this paper illustrates that library capabilities have an impact on the quality level of services provided to the beneficiaries. Alnashar (2016), entitled "the impact of knowledge management processes on achieving quality assurance of information services ", showed that the level of achieving the quality of information services was medium and high in planning and evaluation, management, beneficiaries' assist, and resources and facilities. Homidat (2005), entitled "Evaluation of cognitive assets and their impact on achieving the competitive advantage from the perspective of librarians in Jordan", indicated that the availability of cognitive assets in the libraries was high. However, it moderately affected the achievement of competitive advantage and regression was low. It also showed that there were differences due to variables of work, administrative level and academic qualification, there are no differences that can be attributed to gender and academic major. Alqublan (2010), entitled "quality in university libraries", pointed out that applying quality to the libraries leads to achieving objectives, continuous improvement of information services and meeting the beneficiaries' satisfaction regarding the provided information service. White (2007), entitled "Aspects of intangible asset measurement according to our needs", aimed at identifying the importance of assessing the impact of intangible assets compared to efforts and activities undertaken by libraries. It illustrated that holding of information and knowledge and how to utilize them is the most significant point libraries have. Furthermore, intellectual capital is the cornerstone of all information institutions contributing to knowledge industry to be

engaged in the form of an added value, and that identifying these assets increases their capabilities of achieving the library's competitive advantage. Houbek (2003), "Leveraging our Asses: the Academic Library and Campus Leadership", aimed at identifying intangible assets in the academic libraries, illustrating that the most important one is that the library plays a vital role to access the knowledge world. Additionally, librarians participate in providing motivation and success that can be achieved by the academic libraries.

After reviewing literature, (11) studies were conducted in the period (2000-2016) indicating lack of an overall agreement regarding the factors determining library service quality. Hence, the current study has been conducted owing to the increasing interest in library service quality, as shown in the following table:

No.	Author, year, title	Content
1.	Alkhalaylah, 2000, Organizational culture and its relation to the degree of applying total quality to Jordan's public university libraries from staff's perspective.	The study concluded that organizational culture and practices of total quality were medium. In addition, organizational culture is significantly related to the degree of total quality practice.
2.	Proditteera, 2001, ISO 9000 Implementation in the academic libraries.	The study tackled the status quo of applying ISO 9000 in Thai library, concluding that 50% of them were awarded ISO 9000 certificate.
3.	Alhadad, 2003, services of Saudi university libraries	Applicability of total quality management (TQM); the study indicated that participants were dissatisfied with leadership and performance.
4.	Almubaydain, (2004), Management of public university libraries in Jordan and its relation to performance	The study aimed at identifying the relationship between administrative positions and performance, indicating the high level of individual performance, and that performance is affected by all administrative tasks, especially planning.
5.	Abbas, 2005, Measurement of the quality of university libraries' services	The study aimed at evaluating the quality of library services from the perspective of beneficiaries using (gap and cognition) fields. It concluded that there was low level among participants and the scales were appropriate for study objectives.
6.	Al dharman, 2005, Measurement of the total quality of Arab universities libraries' websites.	The study handled the evaluation standards of Arab libraries' websites, identifying its quality level. It concluded that (Chao and Jane) standards are appropriate for evaluation, and quality level ranged between (high) and (medium).
7.	Soyeon, 2005, Organizational culture of an academic library.	The study investigated academic libraries culture in USA regarding the library's relation to environment, performance and evaluation, decision making and staff improvement and work relations.
8.	Griffiths & Brophy, 2005, Student searching behavior and the web.	The study aimed at evaluating Manchester University students' use of e-information source websites, such as Google, concluding that search engines were one of the main search methods for accessing information.
9.	Broqy, 2008, Measurement of library performance	The method of measuring library performance based on styles and tools.
10.	Alsalemy, 2009, Measurement of quality of information services in the medical libraries in Riyadh: A case study	Adopting Libqual scale in data collection and analysis, the study investigated the status quo for quality of provided information service. It reported the absence of definite plans to apply the quality of services to the medical libraries and that ignorance of using measurement styles is the most important obstacle for quality assurance.
11.	Eldohimat, 2013, quality of services provided by the libraries of public and private universities from the perspective of beneficiaries (Jordanian journal of libraries and information)	The study compared the quality of e-services provided by the libraries of public and private universities from the perspective of beneficiaries according to (7) standards.

1.4 Basic requirements for library and information services:

There is a number of basic requirements that must be provided so that libraries and information services become active. They can be summarized as follows:

i.   Financial allocations or adequate funding.
ii.   A collection of various information resources.
iii.   A qualified and specialized human resources trained to provide these services
iv.   Appropriate environment and facilities for reading, access and search.
v.   A successful, active and effective management.
vi.   Establishing a connection with databases and information banks using the applications of direct connection systems and information networks.
vii.   Appropriate physical facilities (reading rooms, equipment…etc.)
viii.   Training of beneficiaries.

Prepared by the author

2.   Statement of the problem

In order to identify the problem of the study, a pilot study was conducted based on in-depth interviews with (43) students to identify the factors affecting the quality of library services and identify differences (gap) between what is expected and real quality level from their perspective. It was reported that there is a negative gap (expected quality is larger than the real one) because of problems related to library information systems. Hence, the problem lies in (a negative gap between beneficiaries' expectations of library service quality and its real level) resulted from weaknesses of library assets. Consequently, the study should answer the following questions:

1. What is the level of library assets' capabilities in Al-Balqa Applied University?
2. What is the quality level of services provided by Al-Balqa Applied University?
3. Do the capabilities of library assets relate to and affect the quality of services provided to beneficiaries?

3.   Hypotheses

1. (H_1) There is a statistically significant relationship between the capabilities of library assets and the quality of service provided to the beneficiaries in Al-Balqa Applied University at the level of ($p \leq 0.05$).
2. (H2) There is a statistically significant impact between the capabilities of library assets and the quality of service provided to the beneficiaries in Al-Balqa Applied University at the level of ($p \leq 0.05$).

4.   Objectives

The current study aims at:

1. Identifying the level of library assets capabilities at the library of Al-Balqa Applied University from the perspective of students.
2. Surveying student opinions about the quality of library services provided at the library of Al-Balqa

Applied University.

3. Revealing the correlational relationship between the capabilities of library assets and their impact on the quality of services provided to the beneficiaries among university students.

5. Significance

The significance of the current study lies in:

1. The theoretical aspect reveals the study's scientific significance and its role in improving the status quo of services provided to the beneficiaries, especially in university libraries.
2. The practical aspect illustrates the study's significance in contributing to the improvement of library services' quality and improving the capabilities of assets at the library.

6. Conceptual framework

The following terms defined:

6.1 University library:

It is a library established by a university, provides its services to the university community with and provides the required information in line with the university's objectives.

6.2 Library service:

Library service is defined as "all technical and administrative activities done by librarians to help the beneficiaries easily and effectively access the required information. It is also known as personal assistance provided to a beneficiary or a group of beneficiaries by a librarian or an information specialist to access the required information whether personally or via modern means of communication, e.g. post, phone, computer, e-mail…etc.

6.3 Quality of library services:

It is known as all the facilities and procedures that facilitate the appropriate information to the beneficiary on time more easily and less cost. A librarian should be familiar with the services and accessing what is required by the beneficiary (Pamaflah, 2012).

6.4 Library assets:

It is defined as all media, means or channels that can be used to transfer information to the beneficiaries; i.e. the information collected, saved, organized and retrieved. It takes various forms, such as: library collection, library holdings or information sources. However, "information resources" is the most comprehensive, modern and popular one. It covers various books, journals, databases and other sources.

7   Methodology and procedures

7.1 Population & sampling

Based on statistics issued by the admission and registration unit, Al-Balqa Applied University utilized it to determine the study population. The students enrolled in the main campus, Salt city, were (36077) students in different faculties. Because of its large number, a cluster sample randomly selected. The sample consisted of (400) male and female students, rated (12%), according to the following equation:

$$S.E = \sqrt{\frac{L*P}{N}} = (0.25)^2 = \frac{(0.5)(0.5)}{N} = 400$$

Where *S.E* is the standard error of the calculated percent of the sample $(\pm 5\%)$, confidence coefficient was (95%), *P* is the percentage of vocabularies (0.5) for increasing the sample size to the highest degree.

In September 2015, (400) questionnaires were randomly distributed to students visiting the central library (sample unit). Only (386) ones were received, of which (13) dropped because of being invalid after being checked and revised. Therefore, response percentage was (93%).

7.2 Data Collection Methods

Data were collected using a questionnaire designed and reviewed to achieve the study objectives. It was designed according to three main domains; general features, measurement of library assets and the level of library quality. It consisted of (44) questions; "general features" includes (5) questions, "library assets" includes (19) questions and "quality of library services" includes (20) questions. A group of experts and academic specialists were asked to give their opinions about the appropriateness of the questionnaire for study objectives. It was also reviewed by some students to give their opinions regarding its appropriateness (face validity). Some modifications were made. In addition, some statistical tests were conducted to secure consistency of the variables (content validity). The results showed a high degree of consistency and reliability.

Table (1) Statistical tests of the questionnaire

Test	Library asset capabilities		Library service quality	
	Pre	Post	Pre	Post
Cronbach Alpha	54	78	71	83
Spearman Brown	59	75	66	76
Equal Between Forms	63	71	69	79
Split Half	69	81	73	80

8. Results

1. Results of answering the first question:

In order to answer the first question "What is the level of library assets' capabilities in Al-Balqa Applied University?" Arithmetic means and standard deviations were utilized, as shown in table (2).

Table (2) Evaluation of library asset capabilities

Library asset capabilities	Mean x	St. D	Level
Book collection	4.26	0.80	High
Textbooks and curricula	3.90	0.89	Medium
E-books	3.59	1.08	Medium
Printed journals	3.43	1.08	Medium
E-journals	3.35	1.12	Medium
Photocopy	3.93	1.25	Medium
Printing	4.02	1.23	High
Facilities	4.08	1.27	High
PC configuration	4.10	1.15	High
PC compatibility	3.93	1.21	Medium
Index	3.96	1.11	Medium
Library website	3.87	1.22	Medium
Diversification of e-sources	3.97	1.01	Medium
Service hours	4.36	1.05	High
Environment (noise, air conditioning, etc.	4.29	1.23	High
Staff assistance	4.18	1.21	High
Staff experience	4.14	1.27	High
Total	3.96	0.69	Medium

Table (2) showed that (17) variables used to measure library asset capabilities that illustrate availability, efficiency and effectiveness in the central library of Al-Balqa Applied University. Their arithmetic mean was (3.96) with a standard deviation of (0.69). The value of arithmetic mean (3.96) suggests that the asset capabilities were high. The variables showed different capabilities with arithmetic means, the highest was (4.36) for service hours and the lowest was (3.35) for e-journals collection, with a standard deviation of (1.05) and (1.12), respectively. Agreement percentage for the capabilities of library assets was between (48.4%) and (86.6%), while the disagreement for the same paragraphs was between (21.4%) and (3.2%) of the sample. This result was consistent with Kostagilas and Astonitis (2009), White (2007) and Houbek (2003) that cognitive assets have a great importance in the quality of services provided to visitors, they are related to their quality level and may achieve a competitive advantage.

2. Results of answering the second question: What is the quality level of services provided by Al-Balqa Applied University? In order to answer this question, arithmetic means and standard deviations were calculated, as shown in table (3).

Table (3): Evaluation of the library service quality

Library service quality	Mean x	St. D	Sum of agreement percentage	Sum of disagreement percentage
Efficiency	3.35	1.04	45.2	16.6
Credibility	3.30	1.43	58	35.7
Communication	2.68	1.44	35.7	49.4
Safety	3.25	1.31	46.8	26.2
Access	3.98	1.31	76.2	19
Appearance quality	3.29	1.53	56.4	38
Beneficiary's understanding	3.45	1.34	45.2	28.6
Response	3.48	1.04	64.3	31.8
Total	3.35	1.05	53.5	30.1

The quality of library services was measured using (8) variables reflecting (appearance, credibility, response, efficiency, safety, access, communication and the beneficiary's understanding). Agreement percentage for the variables of the quality of library services ranged between (76.2%) and (35.7%). The speed of access to the required service achieved the highest agreement, while the quality of communication achieved the lowest one. The total arithmetic mean of library services' quality was (3.35) rated medium. Quality of library assets showed low levels of arithmetic means, the highest was (3.48) for prompt response to the beneficiary's requests and the lowest was (2.68) for communication, with a standard deviation of (1.04) and (1.44), respectively, low grades. This result agreed with the results of Alnashar (2016), Alqublan (2010) and Alsalemy (2009) confirming the significance of applying quality to university libraries.

To test the hypotheses of the study, correlation hypothesis test was conducted, as follows:

(H1) was based on the author's expectations of the existence of a statistically significant relationship between the capabilities of library assets and the quality of service provided to the beneficiaries in Al-Balqa Applied University at the level of ($p \leq 0.05$). Table (4) shows that library assets varied in the number of relations and the level of significance that ranged between ($0.01 \leq p \leq 0.05$), where the highest significant correlation coefficient was (0.337**) at access speed to data and information (1). On the other hand, the lowest significant correlation coefficient was (0.211*) at the efficiency of library services. It is noted that (91) out of (136) relations were achieved (about 67%). (55) relations that had a significance level of ($p \leq 0.01$) formed (60.4%) of the significant relations and (36) ones had a lower level of ($p \leq 0.05$) forming (39.6%). In addition, (4) insignificant reversal relations appeared. All components of library assets had significant relationships with total library services (except with e-journals, index and environment of the library) at the level of ($0.01 \leq p \leq 0.05$). While curricula and textbooks achieved the highest significant correlation coefficient of (0.419), library's website achieved the lowest one of (0.177). Comprehensively, this may be explained on the basis of (6) significant relationships: (5) ones were significant at the level of ($p \leq 0.01$), (1) at the level of ($p \leq 0.05$). Total correctional coefficient between the capabilities of library assets and the quality of services provided to the beneficiaries was (0.378), this relationship is significant at the level of (0.01), so the first hypothesis is approved.

3. Results of answering the third question: Do the capabilities of library assets relate to and affect the quality of services provided to beneficiaries? In order to answer this question, multiple linear regression analysis was utilized, as shown in table (4).

Table (4) Correlation between library assets and the level of the quality of services provided to the beneficiaries

Library asset capabilities		Interface	Credibility	Response	Efficiency	Safety	Access	Communication	Realization المستفيد	Total	المعنوية Relations No.	%
Book collection		**0.323	0.456**	0.220*	0.094	0.121	0.153	0.217*	0.306**	0.357**	5	625
Curricula		0.289**	0.377**	0.252**	0.264**	0.251**	0.332**	0.242**	0.300**	0.419**	8	100
E-books		0.277**	0.325**	0.225*	0.122	0.088	0.013	0.004	0.216*	0.258**	4	50
Printed journals		0.295**	0.303**	(0.046)	0.226*	0.218*	0.147	0.150	0.246**	0.270**	5	75
E-journals		0.201*	0.333**	0.120	0.307**	0.249**	0.210*	0.257**	0.282**	0.132	7	87.5
Photocopy		0.316**	0.394**	0.054	0.199*	0.196*	0.278**	0.188*	0.267**	0.256**	7	87.5
Printing		0.214*	0.334**	0.060	0.226*	0.179*	0.189*	0.140	0.286**	0.183*	6	75
Facilities		0.231**	0.360**	0.151	0.278**	0.187*	0.227*	0.132	0.285**	0.205*	6	75
PC configuration		0.158**	0.455**	0.254**	0.104	(0.004)	0.185*	0.079	0.251**	0.285**	4	50
PC compatibility		0.178**	0.342**	0.246**	0.104	0.068	0.189*	0.187*	0.141	0.252**	4	50
Index		0.169*	0.292**	0.222*	0.123	0.200*	0.329**	0.154	0.190*	0.156	5	62.5
Library website		0.284**	0.331**	0.118	0.101	0.34	0.214*	0.261**	0.280**	0.177*	5	62.5
Diversification of e-sources		0.206*	0.263**	0.038	0.248**	0.027	0.111	0.033	0.247*	0.179*	4	50
Service hours		0.196*	0.185*	(0.029)	0.221*	0.098	0.215*	0.226*	)0.039(	0.130	5	62.5
Environment		0.169	0.352**	0.245**	0.216*	0.075	0.116	0.020	0.210*	0.074	4	50
Staff assistance		0.401**	0.553**	0.200*	0.173	0.289**	0.377**	0.230*	0.627**	0.355**	7	87.5
Staff experience		0.390**	0.488**	0.083	0.129	0.168	0.294**	0.194*	0.462**	0.278**	5	62.5
Total	%	0.258**	0.336**	0.326**	0.211*	0.168	0.337**	0.116	0.238**	0.378**	-	-
	No.	13	17	8	9	8	12	9	15	-	91	-
		76.5	100	47	52.9	47	70.6	52.9	88.2	-	-	67

* $p \leq 0.05$ ** $p \leq 0.01$ values between two brackets mean counter relation

8.1 Hypothesis Testing and effect size

Table (5) F-test for the impact of library assets on the quality of services provided to the beneficiaries

Library Distinctive Assets	Sum of Square	D. F	Mean Square	F-Calculated	Sig(F)
Regression	7.667	1	7.667	17.489	0.0009
Residual	54.361	371	0.438		
Total	62.082	372			
R^2 =(0.423)					
R value = ** 0.378					

Table (5) showed the validity of regression model for the second hypothesis testing and effect size (it is expected that there is a statistically significant impact between the capabilities of library assets and the quality of service provided to the beneficiaries in Al-Balqa Applied University at the level of ($p \leq 0.05$)) because of the high F-value of (17.489) at the table value of (1.57), significance level of ($p \leq 0.05$) and degrees of freedom of (372.1). The value of (R^2) indicate that library assets explains (42.3%) of the quality of service provided to beneficiaries. There are other determiners of the quality of library services affecting (57.7%) due to unlisted factors. There is a significant correctional relation (0.378**) between the capabilities of library assets and the quality level of services provided to the beneficiaries at a significance level of (0.01). Consequently, based on the validity of regression model, the second hypothesis will be tested.

Table (6) analysis of multiple regression coefficient of the impact of library assets on the quality of services provided to the beneficiaries

Independent variables	Variables of library assets	Regression coefficient B	Beta	T-calculated	Sig(t)	Test Result
Library asset capabilities	Book collection	1.701	0.392	4.314**	0.000	Sig
	Curricula	0.071	0.413	4.618**	0.000	Sig
	E-books	0.023	0.153	2.120**	0.031	Sig
	Printed journals	(0.115)	0.172	2.128**	0.034	Sig
	E-journals	(0.93)	0.069	0.032	0.303	N.S
	Photocopy	0.148	0.140	1.748*	0.074	Sig
	Printing	(0.219)	0.121	1.79*	0.071	Sig
	Facilities	0.208	0.126	1.831*	0.051	Sig
	PC configuration	0.204	0.210	2.375**	0.019	Sig
	PC compatibility	(0.060)	0.128	1.87*	0.075	Sig
	Index	(0.85)	0.124	1.71*	0.067	Sig
	Library website	0.074	1.119	1.68*	0.051	Sig
	Diversification of e-sources	(0.057)	1.091	1.59*	0.047	Sig
	Service hours	0.017	0.111	1.492	0.138	N.S
	Environment	.000	0.097	1.211	0.227	N.S
	Staff assistance	(.038)	0.320	3.890**	0.000	Sig
	Staff experience	(0.004)	0.160	2.281**	0.016	Sig
(*)$p \leq 0.05$			(**) $p \leq 0.01$			

Table (6) indicated that all library assets, except for (e-journals collection, service hours and the library's environment), significantly affect the quality level of the provided services. Capabilities of curricula and textbooks highly affected the quality of library services, where T-value rated (4.618**) with T-coefficient of (1.032) and Beta coefficient of (0.069). (7) paragraphs were of significance level ($p \leq 0.01$) and another seven paragraphs were of significance of ($p \leq 0.05$). This result confirmed the validity of the second hypothesis.

9. Discussion

The study results indicated that:

- A large part of variance in the quality of services provided to the beneficiaries is attributed to the capabilities of library assets. Consequently, there is a wide range for improving library services through establishing internal capabilities to create sustainable competitive advantage. Despite of being recently established, the size of development in increasing cognitive abilities is large in Al-Balqa Applied University, as shown in tables (1) and (5). This result is consistent with the results of Almubaydain (2004) reporting that there is a positively significance between the capabilities of library assets and the quality of services provided to the participants, as follows:

1. There is a medium agreement grade of significance (82.6 %) and arithmetic mean of (2.281) regarding the capabilities of library assets. This suggests the interest of the participants in the capabilities of library assets, where the highest interest was in (service hours) that achieved an agreement of (84.1%) and arithmetic mean of (4.36). On the other hand, the lowest agreement was for (capabilities of e-

journals) with an agreement of (84.4%) and arithmetic mean of (3.35).

2. The sample's agreement was of high level of (73.8%) and an arithmetic mean of (3.73) regarding the quality of library services. This result implies the participants' satisfaction with the level of the quality of library services. While the highest interest was in the quality and speed of response to the beneficiary's requests with an agreement of (64.3%) and arithmetic mean of (3.48), the lowest one was in (the quality of service's efficiency) with an agreement of (35.7%) and arithmetic mean of (2.68).

- There are statistically significant relationships between the capabilities of library assets and the level of quality of services provided to the beneficiaries with a total correlation coefficient of (0.378**) and partial correlational coefficient: the highest was (0.419**) with curricula and textbooks and the lowest was (0.177*) with the library's website. The results of the current study agree with the results of Alhadad (2003) that pointed out the importance of applying total quality to the library to achieve the best services provided to the beneficiaries to meet their satisfaction.

- Reliance was on the capabilities of library assets as significant at the quality of services provided to the beneficiaries suggesting that the value of regression model (R^2), but (82.6 %) of variance in the quality of library services are due to the capabilities of library assets. This is supported with the value of calculated (F) of (0.0009) indicating a significant coefficient (R2) rated (0.423) at the significance level of (0.01).

- At last, the study resulted that Al-Balqa Applied University library generally lacks e-journals and that officials should pay more attention to provide them.

10. Recommendations

In light of the study findings, the author made the following recommendations:

1. Subscription to databases of electronic journals in the university library.
2. Providing services required by the beneficiaries, such as personal computers, photocopy, etc.
3. Marketing library services on social media.
4. Identifying the beneficiaries' needs and desires continuously by surveying their opinions about the library services periodically provided to avoid obstacles facing them.
5. Conducting an in-depth study on the reasons behind the modest capabilities of library assets and the low level of quality of services provided in Al-Balqa Applied University, taking corrective actions, translating this into policies and objectives in line with their expectation level, forming and publishing a valuable system related to the concepts and requirements of quality, and interest in the capabilities of library assets and identifying its problems and weaknesses.

References

Abbas, H. (2005). Measurement of the quality of university libraries' services: a case study on the services of King Abdul-Aziz University, *Journal of King Fahad National Library*, 11 (1): 35-52.

Al dharman, F. (2005) Measurement of the total quality of Arab universities libraries' websites. *the modern attitudes of library and information*, Vol. (12), No (23), pp.(11-36).

Al-Ahmad, N. (2005). The Benefits of Using References Concerning Library Science & Information Administration Specialization at Al-Balqa Applied.

Al-Ahmad, N., & Yousef, A. (2016). Librarians' Attitudes towards Collaboration with Faculty Members at Six Public Universities in Jordan: A Survey. Dirasat: *Educational Sciences*, 43(1).

Al-Ahmad, N., Al-Saleem, B. A., & Al-Ali, Y. (2013). Attitudes of Jordanian Badia Students towards the Use of Globalization Technologies. *International Journal of Education*, 5(1), 137.

Alawamleh, H. S., Bdah, A., & Alahmad, N. (2013). The Impact of Planning on the Quality of Educational Programs at Al-Balqa'Applied University. *International Journal of Business Administration*, 4(5), 38.

Alhadad, F. (2004). Services of Saudi university libraries: A case study on total quality. King Fahad National Library, Riyadh: Kingdom of Saudi Arabia.

Alhomidat, S. (2015). Assessing cognitive assets and their impact on achieving the competitive advantage from officials' perspective in Jordan, Unpublished Ph.D. thesis, Omdurman Islamic University, Sudan.

Almubaydain, A. (2004). Management of public university libraries in Jordan and its relation to performance. Unpublished Ph.D. thesis, Neelain University, Khartoum: Sudan.

Alnashar (2016). The impact of knowledge management processes on achieving information services quality assurance, *International Journal of Library and Information Science*, Vol (3), No. (1), pp. 132-198.

Alqublan, N. (2010). Quality in university libraries. Egypt: Cairo, Arab Administrative Development Organization.

Alsalemy, N. (2009). Measurement of quality of information services in the medical libraries in Riyadh: A case study, published Ph.D. thesis, Al-Imam Muhammad Ibn Saud Islamic University, Riyadh: Kingdom of

Saudi Arabia.

Broqy, B. (2008). Measurement of library performance: principles and styles; trans. Soliman bin Saleh Elaqla, King Fahad National Library, Riyadh, Kingdom of Saudi Arabia.

Deming, W.Edwards. " Philosophy Continues to Flourish." APICS The Performance Advantage, 1,4. Available at: www.Quality assurance Agency (QAA), a. c. UK.

Garvin, D. A. (1984). What Does "Product Quality" Really Mean? Sloan Management Review, (Fall), 25-45.

Griffiths & Brophy (2004). The Quality of Libraries. In Hilgermann, K. and teBorkhorst, P. (eds), DieeffectiveBibliothek, Munchen, K. G. Saur, 30-46.

Hamshary and Alian (1997). A reference book in library and information science, Amman: Dar El Shorouk.

Houbek,Robert L.(2003) Leveraging Our Asset.;The Academic Library and Campus Leadership.Managing library Finanace.Vol.(15),No,(2). PP(54-59).

Kostagilas.petros.A,and,Asonotis,Stefano.(2009).Intangible Asset Academic Libraries Definitions, Categorizations amd Exploration of management issues*. Library Management*. Vol.(30),No(,6/7).PP,(419-429)

Lock,S. and Town, J.S.,(2005). LibQUAL+ in the UKand Ireland: three Years' Findings and Experience, *SCONUL Focus*, 35, 5-41.

Mohssin, I., & Al-Ahmad, N. (2005). The Role of Information Technology in building up knowledge economy producing and using information in libraries and information centers. *Journal of Social Sciences*, 1(4), 203-210.

Pamaflah, F. (2012). Information services in the light of electronic environment. Al Dar Al Masri. Egypt.

Santos, J. (2003). E-service quality: a model of virtual service quality dimensions. Managing Service Quality, Vol. 13, Iss:3.

Sohail, M. S. ,Shaikh, N. M. (2008). Internet banking and qualityof service: Perspectives from a developing nation in the Middle East. Online ... Information Review, Vol. 32, Iss:1.

Walter, W. H., (2003). Expertise and Evidence in the Assessment of Library Service Quality, Performance Measurement and Metrics, 4 (3), 98-102.

Zeithaml, V. A. ,Parasuraman, A. and Berry, L. L. (1990), Delivering Quality Services: Balancing Customer Perceptions and Expectations, London, Collier Macmillan.

www.bau.edu.jo