

A Qualitative Approach to User Satisfaction on Websites of University Libraries in Myanmar

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Abstract

This study investigates user satisfaction with university library websites in Myanmar by exploring users' experiences, expectations, and perceptions. The research involved users from six academic libraries and adopted a qualitative methodology using focus group discussions and individual interviews to identify key themes related to website satisfaction. Data were gathered through in-depth interviews, and theoretical saturation was reached after interviewing 12 participants. A grounded theory approach was applied to organize and analyze qualitative data, while thematic analysis was conducted through an inductive research process. The findings revealed that user satisfaction plays a significant role in improving the performance, usability, and effectiveness of university library websites while also strengthening relationships between libraries and their users. Through qualitative analysis, ten major factors influencing user satisfaction were identified, and their effects on university library website services were examined based on users' feedback and experiences. The study provides valuable insights for improving the quality and functionality of university library websites in Myanmar. Furthermore, the findings contribute to meeting user satisfaction needs and supporting the transformation of digital education services within Myanmar's higher education sector.

Keywords: *Qualitative Approach, University Library Websites, User Satisfaction, Myanmar, Grounded Theory, Thematic Analysis*