Social Media Capabilities in Academic Libraries: Influence on Librarians' Agility and Relationship Quality (Librarian – User): Descriptive Study

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Abstract

Social media plays an important role in libraries today. Hence, this study aims to measure the level of social media capability in academic libraries. It also aims to determine the significant impact of social media capability on librarians' agility and, in turn, the impact of librarian agility on relationship quality. Lastly, it examines how library policy moderates the relationship between librarians' agility and relationship quality. The participants comprised randomly selected academic librarians from Tun Abdul Razak Library, Universiti Teknologi Mara, Shah Alam, Selangor. Quantitative data were collected using a survey questionnaire distributed online through Google Form. The study adopted the survey methodology and involved 30 librarians working in Tun Abdul Razak Library. The findings suggest that the respondents have a high social media capability. Furthermore, social media capability significantly affects librarians' agility, and librarians' agility also has a significant impact on relationship quality. Another notable finding is library policy moderates the relationship between librarians' agility and relationship quality. The findings can be used by relevant authorities to further improve their social media capability to cultivate better relationship quality between librarians and clients.