
ENJOY YOUR PASSAGE AND JOURNEY FOR THE WORLD OF READING: AN ANALYSIS OF THE TRANSCOL LIBRARIES OF VILA VELHA THROUGH THE SERVQUAL TOOL

APROVEITE A SUA PASSAGEM E VIAJE PELO MUNDO DA LEITURA: UMA ANÁLISE DAS BIBLIOTECAS TRANSCOL DE VILA VELHA POR MEIO DA FERRAMENTA SERVQUAL

APROVECHE SU PASO Y VIAJE POR EL MUNDO DE LA LECTURA: UN ANÁLISIS DE LAS BIBLIOTECAS TRANSCOL DE VILA VELHA POR MEDIO DE LA HERRAMIENTA SERVQUAL

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ABSTRACT: Evaluating and reassessing the quality of adjusting the needs of your community are necessary activities for any library. This study uses the Metrics Servqual - of Parasuraman, Zeithaml and Berry (1985), to analyze the expectations and perception of the members of the Transcol Library in relation to the services offered by the librarian modules in the public transportation terms of the municipality of Vila Velha. This method proposes the analysis of the matrix importance & performance for the management of public libraries in relation to the five dimensions of quality: reliability, tangibility, sensitivity, assurance and empathy. The methodology of this investigation has a descriptive character with the use of the technique of critical incident. The results indicate that the members of the library attach greater importance to the 'assurance' dimension in relation to the provision of information services.

KEYWORDS: User study. Community information service. Servqual.

RESUMO: Avaliar e reavaliar a qualidade de ajustar as necessidades de sua comunidade são atividades necessárias para qualquer biblioteca. Este estudo utiliza a métrica Servqual – de Parasuraman, Zeithaml e Berry (1985), para analisar as expectativas e percepção dos associados da Biblioteca Transcol em relação aos serviços ofertados pelos módulos bibliotecários nos termos de transporte públicos do município de Vila Velha. Este método propõe a análise da matriz importância & desempenho para a gestão das bibliotecas públicas em relação às cinco dimensões de qualidade: confiança, tangibilidade, sensibilidade, segurança e empatia. A metodologia desta investigação tem caráter descritivo com o uso da técnica de incidente crítico. Os resultados obtidos indicam que os associados da biblioteca atribuem maior importância à dimensão 'segurança' no que refere à prestação de serviços em informação.

PALAVRAS-CHAVE: Estudo de usuário. Serviço comunitário de informação. Servqual.

RESUMEN: Evaluar y reevaluar la calidad del ajuste de las necesidades de su comunidad son actividades necesarias para cualquier biblioteca. Este estudio utiliza Metrics Servqual - de Parasuraman, Zeithaml y Berry (1985), para analizar las expectativas y la percepción de los miembros de la Biblioteca Transcol en relación con los servicios ofrecidos por los módulos bibliotecarios en los términos de transporte público del municipio de Vila Velha. Este método propone el análisis de la importancia y el rendimiento de la matriz para la gestión de las bibliotecas públicas en relación con las cinco dimensiones de la calidad: confianza, tangibilidad, sensibilidad, seguridad y empatía. La metodología de esta investigación tiene un carácter descriptivo con el uso de la técnica del incidente crítico. Los resultados indican que los miembros de la biblioteca otorgan mayor importancia a la dimensión de "seguridad" en relación con la provisión de servicios de información.

PALABRAS CLAVE: Estudio de usuario. Servicio comunitario de información. Servqual.

1 MINUTES OF ANY DESTINY... THE LIBRARY

“All for all is exactly what the public library should be”(TOTTERDELL apud FONSECA, 2007, p. 68), and surpassed the old archetype of knowledge depository, place of silence and conservation enclosure, the 'new public library' arises to promote information literacy practices and social inclusion. Therefore, the modern public library exists to "facilitate access to information, promote the taste for reading and culture and do it in the most pleasant, captivating way, seducing, attracting the user" (BAGANHA, 2004, p. 93).

Moro, Estabel and Behr (2014) clarify that a library, aiming at access to new learning and information, becomes a significant presence in a democratic society that follows the precepts of the information society and knowledge. According to these authors, the quality of the services of the library is aimed at identifying the needs of the user, based on the perception and expectations they present in relation to the operation and the provision of information services and resources.

In this same direction, Nunes (2007, p. 49) recognizes that the purpose of the public library is to provide access to knowledge and promote activities that strengthen the expansion of information literacy, providing access to cultural and artistic products in general, as well as to testimonies of memory and local identity. Certainly the public library "is obliged to provide educational and cultural services that satisfy the needs of the different groups of users, defined by a wide heterogeneity, which is in turn the reflection of the heterogeneity of the social fabric" (Nunes, 2007, pp. 49).

Thus, today, libraries include new information and communication technologies (NTCIs); and these facilitate monitoring the institutional performance of the services and products that are offered. Therefore, the evaluation tools are elementary in this environment in order to "base decisions, plan, evaluate and analyze scenarios and also offer services that objectively meet users' informational needs" (MORO, ESTABEL, BEHR, 2014) .

Therefore, public libraries, as a social instrument of information and knowledge, must implement and use basic, technological and professional services that allow their interagents to learn permanently and to use information autonomously (FREITAS; REGEDOR, 2007). In this way, the essential role of the public library is permeated by informational literacy and, in addition, it offers lifelong learning, combating information exclusion and reading practice. It is evident from this that:

[...] from the context of its emergence until today, to the public library is given a comprehensive role. It must serve the whole community indiscriminately as shown by the proposals in the UNESCO manifesto on Public Libraries' (1994), which it defines as 'local access to information' [...] [but] services are going to confer to the library its dynamics, its capacity to transpose the metric and stability of its collections, allowed the concretization of its 'social function' [...] (RASCHE; VARVAKIS, 2006, p. 128-137).

In this way, the project 'BibTranscol' (Library Transcol, in Brazilian Portuguese) was supported by the actions aimed at the installation of book rental modules at the terminals of the Integrated Urban and Municipal Collective Transport System of Passengers of the Metropolitan Region of Grande Vitória (TRANSCOL). The interested parties register in their own libraries and can lease the works of the collection free of charge.

This article tries to address the following problem: what are the 'perceptions and expectations' of the user community of the Transcol Libraries (BibTranscol) of Vila Velha about the service offered? The overall goal of the research is to ascertain the expectations and perceptions of BibTranscol members regarding the quality of services provided at TRANSCOL terminals in São Torquato, Ibes, Itaparica and Vila Velha - focusing on the clientele of these services. In current times the importance attributed to quality in services has been increasing, which can be observed in the growing number of studies on quality management and its recurrent approaches in organizational studies; after all, institutions seek negative entropy, that is, survive - and transform the image of the institution with its priority publics (MIGUEL, FREIRE, 2016).

The methodology uses a re-reading of the theoretical-methodological approach Servqual (PARASURAMAN; ZEITHAML; BERRY, 1985). The Servqual metric was idealized from the concept of gaps, obtained by comparing the expectation with the perception of 'something', which can be seen in a 'thermometer' and this paradigm involves the 'schematization of the construct of 'quality of services' presenting situations [Reliability, Tangibility, Sensitivity, Security and Empathy] where a gap may exist between customer expectations and perceptions" (CAMPOS; MIGUEL; CARVALHO, 2018, p. 87).

2 THE PUBLIC LIBRARY AND BIBTRANSCOL

The function of the public library, according to Almeida junior (1997) is to take information to its community of users promoting the construction of citizenship through reading and making possible the knowledge of social rights to all citizens.

Is the public library socially useful? Without any doubt, they would say a lot [...] Can anyone dispute that the information is the material and the product of the activities of a library? Can it also be contested that information is power, that information makes possible a reflection, a revision of values and positions, a new attitude towards society? If there is no dispute, we can say that, undeniably, the public library is socially useful [...] (ALMEIDA JÚNIOR, 1997, p. 63).

Rasche and Varvakis (2006, p.138) warn that the great challenge for public library managers lies in their ability to deploy services. The authors also point out that the "public library, in a situation of little use, tells us that something is wrong, especially since information and knowledge are increasingly indispensable elements for the participation of people in society [...]" (RASCHE; VARVAKIS, 2006, p 138).

It is evident that, in the social context as a whole, "public policies must be formulated with the aim of providing financial resources and material conditions so that libraries can function with quality" (FERRAZ, 2014, p.29). Thus, Almeida Junior (1997) argues that the public library arises to service social causes, and thus must be a reflection and cause of changes in society and must receive influence, interfere, and be the beginning, middle and end of social changes.

Moro, Estabel and Behr (2014, p. 59) point out that "professionals working in the library and users share and build the library together, in a continuous process of collaboration and cooperation." It should be remembered that "the library becomes a democratic and personalized space through the provision of quality services that seek to satisfy the user, allowing the user to integrate into the space and create links that awaken the feeling of belonging" (MORO, ESTEBAN; BEHR, 2014, p.59).

Lancaster (1996) considers the library a 'growing' organism, incidentally, one of the five laws of Ranganathan (2009). Thus, it is confirmed that the public library "develops, in the 21st century, a fundamental role for social participation, citizen articulation, as well as being an essential cultural equipment in the cultural life of Brazilian municipalities" (FERRAZ, 29).

In line with this perspective, BibTranscol is part of the state's governmental action entitled 'Read Espírito Santo' and came up with the idea of 'opening new chapters in the lives of those who travel by bus'. This is a project of the State of Espírito Santo, of the Itinerant Division of the Public Library of Espírito Santo (BPES), which is part of the governmental agenda for the improvement of areas of high social vulnerability (which are often demarcated by a spiral of urban violence).

Currently, BibTranscol serves the population that circulates daily in all bus terminals of the Transcol System composed of 10 road terminals [...] The number of people who use the Transcol System monthly is around 15,506,463 users added together the 10 terminals, with an average of 1,550,646 per terminal. The model evolved into air-conditioned stations with access to digital libraries [...] (MAPA CULTURAL, 2017, p. 1).

"With the Transcol Library, passengers are within minutes of any destination "- this is the motto stamped on the doors of this institution and is present in the ten terminals (Table 1) of the Integrated Urban and Municipal Collective Transport System (TRANSCOL) Metropolitan Region of Grande Vitória (RMGV).

Chart 1. BibTranscol Network in the Metropolitan Region of Grande Vitória (RMGV)

BibTranscol Project			
Place	Instalation terminal	Creation	Activities start

Cariacica	Itacibá	3º module	2008
	Campo Grande	4º module	2009
	Jardim América	5º module	2009
Serra	Carapina	8º module	2010
	Laranjeiras	1º module	2007
	Jacaraípe	10º module	2011
Vila Velha	São Torquato	6º module	2010
	Ibes	2º module	2008
	Itaparica	7º module	2010
	Vila Velha	9º module	2011

Source: Elaborated by the authors, based on Miguel & Silveira (2017, p. 2029).

It should be noted that the first BibTranscol unit was installed in 2007 at the Laranjeiras Terminal in the municipality of Serra. At the beginning the library model was two exhibiting doors, in the form of a 'newsstand'. Later, the model is adapted to a container until the current structure of air-conditioned stations arrives; in the interim of a decade, the project underwent diverse managerial, structural and contingencies adaptations until it is signed as BPES main action.



Image 1. BibTranscol Vila Velha – Clementino Barcelos Filho Terminal

Source: personal archive, Vila Velha City, 2017

In the municipality of Cariacica there are three units, located in the terminal of Campo Grande (Antário Filho), Itacibá (Aldo Alves Prudêncio) and Jardim América (Euclério de Azevedo Sampaio); in the city of Vila Velha there are four modules, covering the platform of Ibes (Paulo Sobrinho), Itaparica (Joiz Alexandre Martins de Castro Filho), São Torquato (Floriano Rangel Mendonça) and Vila Velha (Clementino Barcelos Filho); and in the municipality of Serra are distributed by the terminal Carapina (Abedir Barbosa de Lima), Laranjeiras (José Geraldo Motta) and Jacaraípe (Deputado Edson Vargas).

2.1 Triad Incursion: Quality, Assessment and Services

In the present day, the search for quality refers to a survival factor for organizations, that is, in a connotative sense, the art of "seeing the forest and the trees" (SENIGE, 2009, 42). The definitions of the "service quality" most commonly found in the literature involve the ability of organizations to meet customer needs (OLIVEIRA, MOTTA, 2013)

Rey Martín (2000, p.153) considers that user satisfaction studies are not a mere indicator of performance, but they comprise an instrument that indicates institutional quality, allowing managers "to anticipate the constant process of changing the world of the library and of information" (apud ARTIGAS, 2016, p.103).

As regards the difficulty of evaluating the quality of services, Mello et al (2010, p.9) explains that due to "intangibility, measuring the quality of a service is often very difficult. The measurement is usually performed through user perspective of the service provided and the expectation of the service he hoped to receive." From the point of view of marketing, Oliveira and Motta (2013, p.140) report that "quality is a complex variable and results from the relationship between several simple variables." In other words, quality is an ethereal construct. [...]. Therefore, the authors point out that "quality is a relative rather than an absolute concept" and thus expresses satisfaction of needs.

The aforementioned authors understand that the 'philosophy of quality' currently undergoes a transfiguration and, in this sense, the term 'quality' has been replaced by 'value'. Value also refers to the satisfaction of needs, that is, products that have value 'are those that are capable of satisfying the needs of the consumers for whom they are intended. However, 'value 'is a more complete construct than 'quality'..."(OLIVEIRA, MOTTA, 2013, p.140).

Perceived quality has been defined as a relation between perceptions (importance, desired quality) and Expectations (perceived performance, performance) of a service (PARASURAMAN; ZEITHAML; BERRY, 1985) and can be measured based on the possibility that the interacting agent does not have a single level of expectation for each determinant measured and that the quality of service and the satisfaction of service are different but related constructs (RODRIGUES, 2000).

The importance of quality in service is such that the subject is one of the most discussed in the marketing literature, since it seeks not only a consensus on its respect, but mainly, ways to organize and transmit it adequately ... The perception of quality can be considered a function of what the client got in relation to the expectations, what he hoped to obtain, that is, it refers to the degree of dissonance between the expectation and the obtained [...] (OLIVEIRA; 2013, p. 153).

For Fitzsimmons and Fitzsimmons (2005) the essential aspect of service delivery is the understanding that the customer can be an active part of the process. In a simplified way, Las Casas clarifies that "it is important to note that services have two quality components that must be considered: the service itself and the way it is perceived by the customer."

Rozados (2004) points out that regardless of the needs or particularities of each organization, service evaluation is essential for planning, as it assists in decision making and, especially, in quality management. Because without quality you run the risk of losing the customer, and that is why the diagnostics are important. The evaluation of service quality, according to Las Casas (2017, p.215), allows organizations to gain insight into their clients' perceptions, reactions and attitudes towards service delivery. terms of various characteristics or dimensions ".

In sum, the "ideal in the evaluation of the quality of services comprises in equating the quotients of the clients' expectations with the perception of them, that is, that the difference between them is null or with little variation" (SOARES, SOUSA, 2015, p. 84). As Lancaster (1996, p. 1) points out, "an assessment is made not as an intellectual exercise, but to gather useful data for activities designed to solve problems or make decisions." Thus, "evaluation is an essential element of the successful management of any enterprise" (LANCASTER, 1996, p.15).

Lancaster (1996) points out four guiding reasons for thinking about the need to evaluate services in the librarian services area, and points out that: (I) it is necessary to establish a scale to show at what level of performance the service is functioning in the time; (II) evaluate serves to compare the performance of various libraries or services; (III) the diagnosis serves to clearly justify the existence of the institution; and finally (IV) the result is to identify possible deficiencies and/or inefficiency of services. The author emphasizes that the evaluation of an information service" [...] will be a sterile exercise if it is not conducted with the specific objective of identifying ways to improve its performance" (LANCASTER, 1996, p. 8).

2.2 *The Servqual Instrument*

Parasuraman, Zeithaml and Berry (1985) instrumented the Servqual scale of multiple items to evaluate service quality by exploring the construction of a metric (multipoint) used for general analysis of the quality of the services provided, and such evaluation structure is based on the use of a Likert-type scale. Mello et al (2010), Oliveira (2013) and Las Casas (2017) report that the Servqual approach is a concise multi-item scale with good reliability and validity, proving to be a suitable 'Qualitymeter' to evaluate customer satisfaction, since it groups the constructs that determine quality and its relation with satisfaction.

The dimension of reliability consists in the ability to perform what is promised to the customer and standardization in the provision of service; the tangible determinant consists in the appearance, the physical representations, that is, physical elements such as equipment, facilities, personnel and communication material; the sensitivity dimension (transcribed sometimes as responsiveness or receptivity) involves the company's disposition, punctuality

and agility in the service, involves the waiting time for the service, the determinant security (also signed as guarantee) is related to the low perception of risk by the client, and these aspects are transmitted by the employees through the knowledge and courtesy, along with the competence of the institution and the assurance of the interventions; the dimension of empathy involves personalized attention and individual care, in which the client has the feeling that they are special to the organization, enabling the provision of information appropriate to the client's demands and greater communication (BERRY; PARASURAMAN, 1992).

How users perceive these five quality dimensions/determinants defines whether customers have had experience with a quality service and whether they are satisfied with the service provided. After all, the main purpose of a service assessment is to improve services based on users' opinions and needs (MIGUEL, 2017a).

3 METHOD

The demand for quality services in information units (archives, libraries, museums, documentation centers) refers to a permanent search for instruments that can assess the level of customer satisfaction. The model presented in this study is an adaptation of the Servqual tool for public library.

This study has a descriptive character of quantitative nature and the sample was of non-probabilistic type for convenience. Its design is of the survey type with the use of semi-structured questionnaire made available between January 23, 2017 and March 24, 2017, being the instrument applied with the intention of measuring and comparing the degree of importance (expectations, expected quality) with customer satisfaction (perception, perceived quality). The instrument was applied after the client leaves the module BibTranscol, because according to the theoretical-methodological approach Servqual reports that only can evaluate who actually used (had contact) with the service.

The pretest was a sample of 24 associates of BibTranscol from Itaparica, in the month of November 2016, with the goal of verifying the textual clarity of the questionnaire and the average response time, obtaining an average time of 7 minutes. The pre-test was aimed at ratifying the effectiveness of the data collection instrument in real collection situations, according to Gil (2002), Hair (2009) and Lakatos & Marconi (2010).

For the data collection, the theoretical-methodological approach Servqual was used, with the dimensions or determinants of quality adapted to the reality under study and applied to the associates (aged 18 years or over). The question script had three sociometric questions (age, ethnicity, and marital status) and twenty-two pairs of opinion sentences, elaborated and distributed among the five dimensions of quality to assess the degree of 'perception' and 'expectations' in the Likert scale order.

Likert was chosen from 5 alternatives (others may represent between 4 and 10 items) corresponding to the concepts totally disagree (1), disagree (2), indifferent (3), agree (4) and totally agree (5) because it was the one which best fit the instrument pre-test phase.

After completing the data collection, a database was prepared with the survey and the results were tabulated for later analysis (descriptive statistics).

4 TABLING AND DATA ANALYSIS

A total of 440 questionnaires were applied to the population in study, and those who answered 'yes' were considered for the question: 'I used the services of BibTranscol' and, therefore, 420 questionnaires (95.45%) were validated, and thus, 105 were obtained in each library of the network. "It should be remembered that the application of the theoretical-methodological approach Servqual requires a previous experience with the service to be evaluated" (MIGUEL, 2017b, p.255).

The data collection was random and directed to the passersby who used the service. The sample presented a gender balance, with 53.57% of the total being female and 46.43% male, as shown in table 1.

Table 1. Social profile of participants

SOCIAL PROFILE												
Module Place	Ibes			São Torquato			Vila Velha			Itaparica		
	n. 50 male	n. 55 fem.	Total %	n. 48 male	n. 57 fem.	Total %	n. 45 male	n. 60 fem.	Total %	n. 52 male	n. 53 fem.	Total %
Age group												
<30	31	35	63%	26	30	53%	22	37	56%	31	30	58%
30 - 60	17	15	30%	18	20	36%	19	23	40%	19	22	39%
> 60	2	5	7%	4	7	10%	4	0	4%	2	1	3%
Ethnicity												
White	33	37	67%	27	27	51%	26	31	54%	30	20	48%
Brown / Black	14	17	30%	17	29	44%	14	26	38%	17	32	47%
Other	3	1	4%	4	1	5%	5	3	8%	5	1	6%
Marital status												
Single	35	34	66%	27	32	56%	32	34	63%	32	41	70%
Married	10	14	23%	19	17	34%	8	23	30%	11	11	21%
Other	5	7	11%	2	8	10%	5	3	8%	9	1	10%

Source: field research

In the female group, the majority were less than 30 years old (58.67%), declared white (51.11%) and unmarried (62.67%). Among males, the majority were aged 30 years or less (56.41%), declared to be white (59.49%) and unmarried (64,62%).

4.1 Expectations and perception

Regarding customer expectations and perceptions about the services provided by BibTranscol, we identified that the most important item in the opinion of the participants was "Ease of employees in communicating", with 88.10% of the answers, unfortunately this was also the indicator with the lowest satisfaction, with only 27.14% of the answers marking the option referring to "very satisfied". The second highest expectation is attributed to the question "Affordable and kind staff", with 85.71% of the answers. Regarding this sphere of expectation, these two items obtained from the associates, on average, a high score (between 3.90 and 4.80 on a five-point scale), which indicates that the factors selected for the research are really relevant for user community.

Among the items identified as "higher perception", the first one, with 71.90% of the answers was "Employees have knowledge to answer the questions", and the second, with 60.71%, "Physical facilities with attractive visual" . And reporting the sphere of satisfaction, the interagents attributed to the questions under study, an average variant score between 3.65 and 4.60, pointing out in all 22 evaluative items a small difference between service expectation and performance.

Table 2 shows the average score received by the quality of service indicators regarding metrics expectations and perceptions, grouped by size:

Table 2. Expectations and Perception by Dimension (on a scale of 1 to 5)

Dimensions	Expectations (Importance)			Perceptions (Satisfaction)			Gap
	Male	Female	Average	Male	Female	Average	Average
Reliability	4,70	4,60	4,65	4,30	4,30	4,30	0,35
Tangibility	4,30	4,70	4,51	4,05	4,20	4,13	0,38
Sensitivity	3,90	4,40	4,17	3,65	3,65	3,65	0,52
Assurance	4,80	4,80	4,80	4,60	4,55	4,57	0,23
Empathy	4,30	4,50	4,41	3,75	3,60	3,67	0,74

Source: field research

The determinants of quality can also be analyzed on the view of gender identity; the panel presented in Table 2 shows a parity when we think of the Assurance dimension, which obtained an average of 4.80; and this indicates that such a determinant is preferred by respondents who use some BibTranscol in higher satisfaction items (4,57), which is in line with good performance.

4.2 Quadrant and Gaps Analysis

Nitecki and Herson (2000) recommend Quadrant Analysis (matrix importance and performance), which consists of a graphical correlation that facilitates the visualization of information (in four areas), comprising a theoretical-methodological tool for organizational strategy.

The analysis of the matrix is constructed by the two-dimensional function in which the expectations (importance, desires) are shown by the 'x-axis', and the 'y-axis' is attributed to Perceptions (satisfaction; needs). Considering the following illustration, the positioning of the 22 attributes of quality signals, for example, that an item located in Quadrant I is of high importance and a high performance (satisfaction) and this represents a possible organizational competitive advantage.

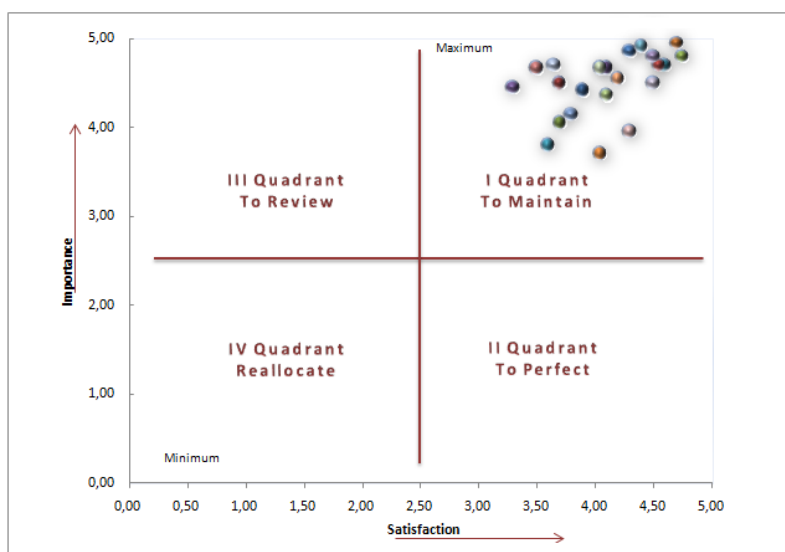


Image2. Analysis of the Dimensions quadrant of 'Quality in Services'
Source: Research data (2017)

In this research there was a concentration in quadrant 1 (maintain) of all twenty-two attributes of quality and, this suggests that the associates see all these attributes as being highly important and well performed by BibTranscol of Vila Velha.

Another possible scheme of data interpretation and widely used in research is known as 'Gap Analysis'. The quality gap model corresponds to the approach required to design the collected data and classify the quality of the services according to the evaluation of the interactors involved.

The two-section format of the data collection instrument, demarcating two zones (expectations and perceptions) of meanings, shows that Servqual offers metric efficiency to determine the quality construct. Miguel and Freire (2016: 112) point out that the analysis of gaps is a good way to present the results of the research and the calculation by applying the following formula: "Gap = Satisfaction - Importance".

In order to calculate the gap model, the scores (from 1 to 5) of each assertion were summed and divided by the total number of responses (420, eliminated 20 who indicated that they did not use the service), both for Perception and for the Expectation item; then the

difference between the two analysis guidelines was calculated, obtaining the gap by question. "Employees have adequate knowledge to serve you", obtained the lowest gap of the survey, ie 0.10; as opposed to "Employees understand their specific needs," whose gap was calculated at 0.95, the largest gap between services added in the survey.

Nitecki and Herson (2000) point out in their studies that the gaps scores between 0 and -1 do not exceed expectations (excellence), but they do signal if the service performance meets the expectations of the user community (Image 3) that the interactors of the BibTranscol perceive a standard service and, they get a tone of quality in positive perspectives to the service provided by the librarian network.

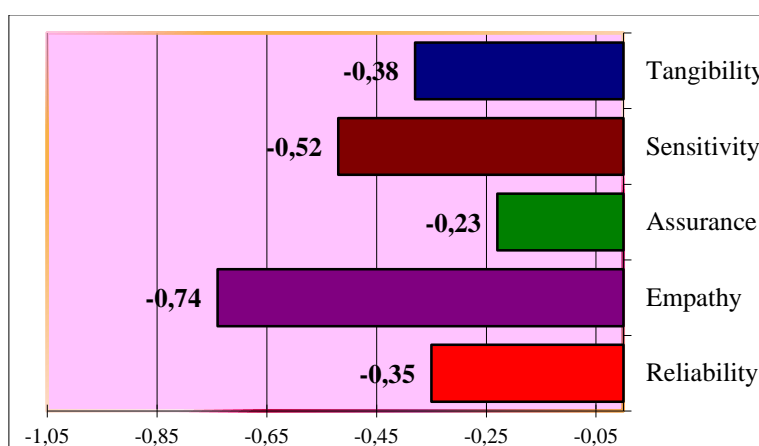


Image 3. Graph of the gaps per dimension.

Source: the author (s); field research

It can be seen that the gaps between 'desired service' and that of 'fact found' essentially encompass the dimension 'empathy' (| 0.74 |) and 'sensitivity' (| 0.52 |). Interactors in this study pointed out that there is an oversight with the spheres receptivity and empathy; this refers to "the individual attention and affection provided to the clients" (BERRY; PARASURAMAN, 1992, p.30); it expresses "the willingness to help the client and provide a service promptly" (1992, p.30).

Considering this meaning and considering the findings, the dimensions of assurance (4.57) and reliability (4.30) represented the attributes with the highest degree of satisfaction and that in the dimensions of sensitivity (3.65) and empathy (3.67) were inserted the attributes with lower levels of satisfaction, it is verified that the research reiterates the importance of library services to be able to count on evaluation tools that allow their managers to plan improvements and point out the need to adapt the process of development of services.

In this sense, Las Casas (2017, p.189) alludes that "empathy, the capacity to put oneself in the shoes of others, is respect for the client, to know where one can go, to consider him as a human being, to value him within the basic principles of human morality" (2017, p.

189) and only thus, conquering the admiration and the care with the beings, that the total quality can be reached.

5. FINAL THOUGHTS

The methodology used in this research, through the application of an adaptation of the Servqual model makes it possible to obtain a general measurement of the quality of the services by means of the average score obtained between the degree of perception and the degree of expectation. It is precisely the view of the collective transportation passengers of Vila Velha that directs this analysis about the quality of the services rendered by four Bibtranscols (in the Ibes neighborhood, Paulo Sobrinho terminal, in Itaparica, Juiz Alexandre Martins de Castro Filho, in São Torquato, terminal Floriano Rangel Mendonça, and the one installed in the Vila Velha terminal, Clementino Barcelos Filho).

It is extremely important to know the expectations and perceptions of the quality of the services provided, as it allows the units of information to have a detailed indicator in each organizational environment. This information enables the projection of future changes and improvements in the service development process with the goal of conquering and retaining real and potential interactors, diversifying actions and changing reality.

The results showed that the goal of the study was reached, the adapted model Servqual becomes an appropriate instrument to measure the quality of the services provided from the perspective of the clients of the public library (BibTranscol). In the context of what Almeida Júnior (1997: 77) points out, we understand that often "the view of the library is usually static, quiet, without dynamism, but the library can and should be exactly the opposite".

Through this research it was possible to verify that respondents perceive positively the quality, but there are neglects of the institution with the empathic question of quality. It should be noted that the worsening of the gaps leads to dissatisfaction, and the gaps by dimensions are the largest discrepancies between expectations and perceptions (gap 0.74). This expresses a weakness, demonstrating the need to invest in training, in line with a policy that promotes the continuous improvement of the team, along with the professional librarian to follow the plans and actions.

We reiterate that the clients served by the team are satisfied with the assistance provided by the Transcol Library, citing Security (guarantee) as one of the most important (4.80). The research ratifies that the metric Servqual (with the appropriate adaptations) is appropriate to analyze the quality from the perceptions and expectations of the user community of the services.

The disadvantages of the standard model refers to a questionnaire composed only of closed questions, making it impossible for the interactors to express opinions, critiques and

suggestions essential to the diagnosis. To minimize this problem, it is suggested to include a field to rescue apprehensions, suggestions and criticisms. Therefore, the adoption of the model depends on the type of evaluation to be developed, and on the necessary adjustments to the environment researched, which can be implemented an appropriate questionnaire through the increase of qualitative approaches.

Considering the limitation of the research in terms of the impossibility of realizing generalizations, the adoption of a non-probabilistic sample makes it impossible to generalize about the empirical findings for the study population. Another dilemma involves the deepening of data interpretation by the panel of gender identity, which is a theme that involves the nerve points of applied research ethics. For future studies, a refinement of statistical methods (jus to the robust credibility and versatility of the metrics) is suggested, since it is not intended to include in the process of developing services different ways of organizing and transmitting value to high-level management.

It is also recorded, through the above, that all organizations, not only the BibTranco, but institutions in general must consider that the quality expectations of the user community of services and that these expectations are deterministic in the perception of the value of their services. Thus, many possibilities and destinies ... "if the nineteenth century was characterized by the construction of libraries, the twentieth century was marked by its destruction" (BATTLES, 2003, 157) and the present century is based on its transformation, overcoming and living possibilities.

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