Original Research Article

An Empirical Study on Student Satisfaction for Library Service at Guizhou University of Finance and Economics

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Abstract: Many colleges and universities often have not paid too much attention to library construction, especially students' satisfaction, which seriously affects the development of libraries. Therefore, the construction and development of university libraries should be student-centered to improve student satisfaction in the new development period, promote student satisfaction, and strengthen the structure of university libraries. Based on the research objectives of exploring the library service in the new digital era, analyzing the influencing factors of student usage satisfaction, and policy suggestions, there were five independent variables of collection resources, features services for student readers, digital services, professional level of librarian, and overall environment and infrastructure set to test their relationship to student satisfaction.

Keywords: Student Satisfaction; Library Service; Guizhou University of Finance and Economics

1. Introduction

With the development of library science in Guizhou, the focus of the development of universities has shifted from the construction of collection resources to serving readers. The library should adapt to readers' needs, adopt various measures to improve service quality, and provide readers with as many services as possible. Therefore, reader satisfaction has also become a test standard for evaluating the quality of library services. Unlike measurable indicators such as the number of books in the library, circulation, and circulation rate, reader satisfaction constantly changes with readers' needs. On the one hand, in the field of library science, China's library satisfaction evaluation index system has not yet been established; on the other hand, readers' evaluation of library services is not an objective expression but readers' subjective feelings based on their own experience. Therefore, different libraries adopt different library satisfaction evaluation systems, and the satisfaction rate of readers is also different. Every university library needs to adopt a scientific satisfaction evaluation system suitable for its specific characteristics to evaluate readers' satisfaction levels comprehensively and objectively comprehensively.

2. Theoretical Basis

2.1 Research studies on library collection resources

Collection management is most used to explain the field of libraries dealing with collections (Rafols: et al. 2010)[1]. Collection management includes the various functions involved in selecting, acquiring, storing, and cost-effectively maintaining supplies.

2.2 Research studies on feature services for student readers

In terms of reference services, librarians have always provided personal assistance to readers to maximize the use of collections to meet their information needs. The publication of printed catalogs and bibliographies, the accessibility of online records and multimedia databases, and the organization of inter-library cooperation expand the range of resources available to individual readers (Choshaly; & Mirabolghasemi. 2018)[2].

2.3 Research studies on digital library service

The digital library covers different aspects, so simple definitions cannot explain it. Many authors, researchers, and organizations define a digital library by reflecting its essential characteristics. Some descriptions given by the author are provided below (Xu; & Du. 2018)[3].

2.4 Research studies on the professional level of librarian

In the case of a library management system, the various parts work together to support the management of library information resources: their acquisition, presentation, and circulation (Li: et al. 2019)[4].

3. Understanding the Study on Student Satisfaction for Library Service at Guizhou University of Finance and Economics

3.1 User satisfaction definition

User satisfaction is an index to measure customer satisfaction with library services. It is the primary data for evaluating the

satisfaction of library readers in the process of using the library and assessing the service quality and service level of the library. Therefore, the formula can be expressed as perceived service quality (N) = customer satisfaction (Y) * expected service quality (M).

3.2 The nature of customer satisfaction

Reader satisfaction is an indicator system of library customer service, which can be obtained by analyzing and researching the actual situation of the library through scientific methods. Customer satisfaction depends on customer expectations and the quality of service experienced.

3.3 Factors affecting customer satisfaction

All aspects of the library will affect the customer's satisfaction with the library. According to reference research, the four main factors that affect reader satisfaction are the design of collection facilities, librarians' professional knowledge and service level, the services and technical support provided to readers, and environmental facilities (Alnawas; & Hemsley-Brown. 2018)[5].

4. The Conceptual Framework for the Research Study

First Historically, the quality of a library has been measured by its collection (size, number of titles, and range of topics covered), usage statistics, budget, staff, and services. Measurements made with these terms do not assess the extent to which user needs or expectations are met. The perception of value and efficiency is modeled by evaluating the library's ownership and conduct. The last feature is closely related to the user experience, and users are essential judges of library influence. The evaluation of libraries provides information about how readers use them, what services they need, and what types of services they can provide; this information can support decision-making (Cristorbal. 2018)[6].

Second With the rapid development of information technology such as cloud computing and cloud storage, digital libraries increasingly enable users to remotely access a wide range of distributed information resources without considering physical storage conditions. Digital libraries can be an effective way to organize information resources and provide related services to users. After more than two decades of development, the theory and practice of digital libraries have developed rapidly on a global scale.

5. The Countermeasures for Study on Student Satisfaction for Library Service at Guizhou University of Finance and Economics

5.1 Library service

The library services/facilities include Circulation Service, Reference Service, Online reservation of books, Recommendation of library material, Current Awareness Service, Inter-Library Loan Service, Photocopying / Printing Service, Orientation and Information Sessions, Selective Dissemination of Information.

5.2 Collection resources

A collection system, platform, or capability not assigned or attached to a specific unit or echelon must be requested and coordinated through the chain of command.

5.3 Featured service for student readers

Reading Plus is an adaptive literacy program that develops students' fluency, comprehension, and motivation to be successful readers.

5.4 Digital services

Digital Services are services delivered over the internet or an electronic network. Nature renders their supply essentially automated, involving minimal human intervention, and impossible to ensure without information technology.

6. Conclusion

In recent years, China's higher education institutions have developed rapidly. Many higher education institutions regard teaching facilities as an essential part of the development process, but the investment in library construction is often insufficient. A library is a place for students to broaden their horizons, find knowledge, and solve problems. It is a prominent place for teachers to find research and teaching materials and explore academic knowledge because its rich resources are the school's knowledge wealth. Many colleges and universities often do not pay attention to library construction in the development process, especially student satisfaction, which seriously affects the development of libraries. Therefore, in the new development period, the construction and development of college libraries must be student-centered, improve student satisfaction, and promote student satisfaction.

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