Investigation Status on Service Quality of University Library

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Abstract: Library is one of the most important institutions disseminating information, and its service quality will affect reader satisfaction degree, information delivery, and even scientific progress and social development. In this paper, the main factors associated with service quality, evaluation system of service quality and the investigation status of service quality at Chinese university libraries were discussed briefly. This objective is to provide some reference for improving libraries' service quality.
Keywords: service quality, investigation status, university libraries

INTRODUCTION

A university library contributes greatly to the overall institution fulfilling its mission and achieving academic research by acquiring, organizing, preserving, and disseminating information. University libraries also offer different kinds of services, such as physical facilities, access to information, and study spaces [1]. Thus, their service quality will directly affect information delivery to readers, and further scientific progress and social development. Currently, many factors can affecting the service quality of a library, such as librarians' quality, available information resources, libraries' studying environments, and so on [2]. Thus, the main factors affecting service quality, evaluation system of service quality and the investigation status of service quality in Chinese university libraries were discussed briefly in this presented paper.

FACTORS AFFECTING SERVICE QUALITY OF A LIBRARY
Librarians' quality

The librarians, providers of service for readers, guarantee the speed and quality of information delivery. Librarians can reduce cost of information-resource obtaining and circulation by effective selection, processing, exploration, integration, storage, search and delivery of literature resources, and make the document information resources orderly, which can promote the value of literature information resources, and better meet the needs of readers. Thus, librarians' professional knowledge and ability determine the quality of library information resources system, and readers' borrowing rate. Additionally, librarians as disseminators of information resources, their spirit, work attitude and dedication influence directly library's image.

Furthermore, the university library as a teaching-aid unit, improving their ability to gain knowledge and information is also the important mission. Therefore, librarians provide literature information retrieval training level has a direct impact on the readers' evaluation on the service quality of library.

Available information resources

The literature information resources, it is necessary for carrying out the service for readers, is also the basis for the survival and development for a library. Enough information resources is the precondition that library meeting readers effectively, and a very important assessment criteria of satisfaction for readers to library. It can be said that the security degree of library's literature information resources determines the library service capacity and service level. With the development of modern society, the library literature resources types are more and more widely, but fundamentally, still can be summarized two kinds of resources, including paper resources and electronic resources. Presently, both the two information resources are very important, and also be an key criteria of satisfaction degree for readers to university libraries.

Libraries' environment

The environment of university library including learning and cultural atmosphere, space, light, color, green, temperature, humidity, air condition, auditory environment identification system, and the style and layout of the furniture and equipment. These environmental factors are necessary parts of the connotation of the library service, their reasonable existence does not necessarily make people have obvious sense, but once some factors do not have or show unpleasant, it will immediately cause the reader's

attention and lead to circumvention. It should be said that the design and construction with a proper spatial scales, quiet tone, soft lighting, decoration elegant, exquisite green layout, research for people comfortable learning environment and library service leisure, have the important influences on the image of library in the mind of readers and library's service quality.

SERVICE QUALITY EVALUATION SYSTEM

Presently, many evaluation systems can be applied in libraries' service quality, but only LibQUAL is the most popular and best-known evaluation model. The classical LibQUAL survey is composed of 22 core questions included in three dimensions, affect of service (AS), information control (IC) and library as place (LP). The AS dimension includes nine questions related to courtesy, knowledge, and helpfulness of library staff in delivering information services to readers; the IC dimension consists of eight questions, addresses involving the adequacy of print and electronic resources, the ease with which access tools can be used, the modernity of equipment, the quality of the library website, etc; the LP dimension is made up of five questions, focuses on user perceptions of quiet, comfortable, inviting, and reflective study space that inspires study and learning [1]. The 22 specific core questions can be seen in Table 1, the main contents were sourced from the report by Hakala and Nygrén [3].

Table 1: Evaluating dimensions and related questions of service quality for library

Dimensions	Specific questions
AS	(1) Employees who instill confidence in users; (2) giving users individual attention; (3) employees who are consistently courteous; (4) readiness to respond to users' questions; (5) employees who have the knowledge to answer user' questions; (6) employees who deal with users in a caring fashion; (7) employees who understand the needs of their users; (8) willingness to help users; (9) dependability in handling users' service problems
IC	(1) Making electronic resources accessible from my home or office; (2) a library web site enabling me to locate information on my own; (3) the printed library materials I need for my work; (4) the electronic information resources I need; (5) modern equipment that lets me easily access needed information; (6) easy-to-use access tools that allow me to find things on my own; (7) making information easily accessible for independent use; (8) print and/or electronic journal collections I require for my work
LP	(1) Library space that inspires study and learning; (2) quiet space for individual activities; (3) a comfortable and inviting location; (4) a getaway for study, learning or research; (5) community space for group learning and group study.

AS: Affect of service; Information control; LP: Library as place

For questionnaire designed by researches based on LibQUAL model, readers need to rate all items in terms of their perception of service quality, desired service quality and minimum acceptable service quality, the rating scale ranging from 1 (low) to 9 (High) was used [1, 3]. Then, the data were collected and used to analyze the service quality of a library using statistical software. To date, a large number of literature were reported on that LibQUAL model and its improved version (LibQUAL+ model) were applied to analyze service quality of university libraries [4-9].

INVESTIGATION STATUS OF SERVICE QUALITY AT CHINESE UNIVERSTITY LIBRARIES

In recent years, more and more studies on service quality or reader satisfaction of university library were reported in literature, especially in China [10-12]. For instance, Wang et al. investigated reader satisfaction status of Heilongjiang university in China, and the result showed that library information service is the core focus of university student users [2]; Wu et al. carried out a survey on reader's satisfaction for the library of Southern Medical University, including service, resource and environment, more importantly problems affecting service level by analyzing investigation data, and some suggestions were provided for later library construction and development [13]. According to the previous studies, it was found that many university libraries presented some advantages and deficiencies in service quality. Of course, partial university libraries have not carried out related research work on service quality to this day, which revealed that these libraries do not pay attention to reader's satisfaction to some extent.

In addition, many service-quality literature proved that readers have a central position in the assessment of service quality, while other judgments are essentially irrelevant [14-17]. For a university, students and teachers are the main readers, and a variety of service activities at a library should be linked with them, this can embody that information requirement guides information service. Hence, it is necessary to

study service quality of a university libraries based on students and teachers, this can promote libraries' construction and development in future.

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