

Theoretical Discussion on Service Quality Management of Libraries in Universities

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Abstract. Library in university is an important place for college students to study, and its service quality is very important. In order to improve the service quality of libraries in universities, meet the needs of students for library services, and promote the development of libraries in a better direction, this paper discusses the theory of service quality management of libraries in universities. This paper analyzes the quality of service and university service, library service and service quality management of libraries in universities, clarifies the core of service quality management of libraries in universities, and proposes a reasonable and scientific evaluation mechanism to promote service quality management of library in university.

In recent years, information technology has developed rapidly. As an advanced modern technology, it has been well applied in university library services. Exploring the university library service quality management model has become a hot topic. As students' information volume continues to increase, the development of university libraries has been severely challenged. Explore advanced service quality management methods of library in university and take advantage of service quality management to promote the sound development of university libraries.

1. Problems in the Quality Management of University Libraries

1.1 Insufficient Hardware in the Electronic Reading Room

In the process of library construction and management, there are still many deficiencies in our library. For example, the hardware measures in the electronic resource reading room of our library are not in place, the computer software and hardware are seriously out of line, the system update is not timely, the computer equipment is relatively old, and the system maintenance and maintenance basically maintains the original hardware and software, which causes students to often encounter problems such as shackles and crashes when using these computers. As a result, students often have problems during use, which reduces the student experience and delays student time, resulting in the students' original resources being damaged, therefore, in the process of improving and managing the quality of university library services, the relevant content of the electronic reading room should be updated;

1.2 Books Borrowing Search Vulnerabilities

In the process of library management, there are problems such as book borrowing and retrieval vulnerabilities, which are mainly manifested in the fact that when a student or a teacher borrows a book in a library, the book is displayed during the retrieval process, but there is no corresponding position, resulting in the student or the teacher. Time is wasted, while reducing the reader's experience. Therefore, when conducting library management, the loopholes in the book lending process should be improved.

1.3 The Maintenance and Maintenance of Books is not in Place

Because our school has a long history, the library has a long history of collection, which leads to the phenomenon of serious wear and tear, such as serious wear and tear, and even the book version update is not in place during the long-term borrowing process. Learning guidance now is of little significance and is out of touch with the times. Therefore, when conducting library management, attention should be paid to the maintenance and maintenance of books, and the versions of related books should be updated in a timely manner.

2. Theoretical Discussion on the Service Quality Management of Libraries in Universities

2.1 Analysis of the Connotation of Service and Service Quality

Service is first of all an intangible product with intangibility ^[1]. The service is abstract and intangible. Although it is a product, it is very different from the physical product. People can only enjoy the service after purchasing the service. Before that, they can not appreciate the existence of the service. And once the service is purchased, it will disappear immediately after you use it, and its evaluation can only be felt. Second, the general product has storage and the service has no storage. The purchased service is used immediately and cannot be stored. Therefore, the service must be used within the specified time. Otherwise, the opportunity to use disappears and the service loses its value. Finally, the service is simultaneous, which is explained from the fundamental meaning of the service, that is, whether the service is in the production process or it is in the process of being consumed, its specific space and time exist simultaneously, and are carried out at the same time in most cases.

The connotation of service quality refers to the service utility it can produce and the satisfaction of the purchaser after using the service. On one hand, after the purchaser purchases the service, the service embodies the utility shown by the purchaser; on the other hand, the purchaser purchases the service and uses it to a degree of satisfaction with the service ^[2]. The content of service quality is varied, but it usually consists of two parts, one of which mainly refers to the service itself, that is, the demand of consumers is satisfied with the method, time and equipment of service. And the second part mainly refers to the demand of consumers and the attitude and level of service subjects are in line and services should play a role.

2.2 Analysis of the Connotation of Service and Service Quality of Libraries in Universities

The connotation of library service in university mainly refers to meeting the needs of teachers and students. Teachers and students in school will produce library services in the process of carrying out activities with the library. There is no essential difference between library services and services, and the basic characteristics of services are preserved. Among them, it is precisely because of the invisible nature of the library service in university that the library service in university must attach great importance to its own credibility. The library constantly improves its service quality, maintain its image, and obtain the satisfaction of users, and provide good service to consumers in the actual service process. The library pays attention to every service. Because the service opportunity is rare, it avoids any accidents in the service process as far as possible. In addition, it should give full play to the simultaneity of library service in university to create good opportunities for users, and continuously improve the service quality of library in university by combining time and place effectively.

The connotation of service quality of libraries in universities usually refers to the efficiency of literature information inquiry and the satisfaction degree of consumers to the service of libraries in universities, which also has two important indicators. First of all, the service quality of libraries in universities has a great relationship with the librarians who work in the libraries. Their attitudes and behaviors will directly affect the service quality of libraries. At the same time, the quality of service depends on the speed of searching various documents, the collection situation and the needs of users. Every unilateral factor will cause problems in the quality of libraries. At present, most libraries in universities have abundant collection of books, but the service attitude of library staff is not serious, refusing to search for the required literature for consumers patiently, resulting in a serious impact on the quality of the library.

2.3 Analysis of the Service Quality Management of Libraries in Universities

First of all, the idea of quality of service management was first proposed in the business environment and has been very well developed. The idea of total quality management was originally proposed to effectively meet the needs of users for the economic level. Therefore, it is necessary to make sufficient market research on the entire market environment, research and design products, strictly control the quality of each step within the enterprise, and effectively improve the quality of each link as a whole system. Since the reform and opening up, China has increased the implementation of total quality management in the commercial sector, effectively promoting the

development of the commercial service industry. Nowadays, total quality management has become the management core of the service industry, and it has always been around improving the quality of services^[4]. The service product is not a single one. It is the result of comprehensive synthesis of all links, and is created by all kinds of workers. As long as there is a problem in one of the links, the quality of service will be seriously affected. Therefore, service quality management must be comprehensive and complete. In the past, library services in university were divided into “first-line and second-line” for staff. The first line refers to those who directly have service relationships with users, and is the main responsibility for the quality of the service; the second line refers to those who indirectly have a service relationship with the user, and they are less responsible for the quality of the service, but their service quality still affects the quality of the service. The quality management of library service in university has been trying to optimize the quality of service, and try to eliminate the difference between “first line” and “second line”. It is required that it should be service to everyone in the service of library in university, and everyone is responsible for service quality. In the service quality management of the entire university library, all departments are required to cooperate with each other and regard the entire service quality management model as a complete system to meet the requirements of all the teachers and students of the school for the library.

3. Research on the Purpose of Service Quality Management Library of in University

3.1 To Believe in the Principle of Quality First Firmly

Libraries in universities should always believe that quality is the core content of service quality management. Only by believing in the principle of quality first firmly can the development of libraries in universities keep pace with the development of the times and survive^[5]. Nowadays, for the sake of certain development, university libraries must satisfy the needs of users, gain the trust of consumers, and always believe in the principle of quality first. Among them, leadership plays a leading role. Library leaders should take the lead in putting quality and safety in the first place. Teachers and staff should be aware of the importance of service quality, and should be trained accordingly to achieve all the quality as the service center, and constantly establish a good image of the library and obtain the recognition of users. This is a new management idea, which not only requires the concept of quality to run through the process of management, but also clarifies that quality and efficiency is the important content of library work evaluation. The quality management model of libraries in universities is fundamentally different from the previous management model. The latter is evaluated by the size of the collection and the number of retrieval topics. The former is constantly optimized and the quality is used as the evaluation criterion to promote the continuous improvement of library service quality.

3.2 To Adhere to the Principle of User First

Users have always been a key factor in the development of the service industry. If we gain the trust of users, the service industry will be able to achieve good development. The service of university libraries is the same as the general service, which requires users to be supreme. Library staff often contact with users, and must do a good job in the relationship with users. There has been a service in the process of communicating with users and helping them, and the service exists with users at the same time. Once users leave the library, they no longer need the help of library staff, and then the service ends^[6]. Therefore, the relationship between university libraries and users is close, and users play an important role in libraries. In the quality management model of libraries in universities, the highest goal is to meet the needs of users, which is more practical, and the effect is to gain more users' trust to promote the development of libraries. The key problem is how to meet the needs of users. Libraries must develop service management around users, and consider the needs of users as a whole to meet the needs of users as far as possible.

3.3 To Establish Scientific and Reasonable Quality Evaluation System

The library service quality management model must establish a scientific and reasonable quality evaluation system to ensure that the service quality management can operate normally and truly serve the users. When establishing a scientific and reasonable evaluation method, it must first be set

up from the perspective of the library user. The user must have a clear understanding of the service quality of the library, so as to achieve an objective evaluation. There are many specific operation methods, and the more commonly used is user questionnaires, that is, the library staff have developed a variety of questionnaires according to the comprehensive of library, which are filled out by users and analyzed by specialized personnel to understand users' needs for libraries in all aspects. According to the feedback from the questionnaire, the information is continuously improved, and the quality of the library service in university is continuously improved.

4. Conclusion

In summary, the service quality management model of library in university is an effective management method, which can improve the service quality of the library and promote the library to develop better. Because the actual situation of each library is different, it is necessary to improve and optimize the service continuously according to the actual situation of the local library, update the concept of library quality management, and implement the measures of library service quality management.

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