A Study on Strategies to Enhance Satisfaction with Archival Services in Higher Education Institutions

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Abstract: The widespread use of Internet technology has placed new demands on university archival services. By analysing the satisfaction of archival services in universities, we understand users' needs and evaluation of archival services, and explore strategies to improve the satisfaction of archival services. Through the questionnaire survey and data analysis, it was found that the overall satisfaction of users with archival services is high, but there are still some factors that need to be adjusted and improved so as to enhance the satisfaction of archival users. Accordingly, we propose strategies to improve the scope of archiving in a timely manner, strictly control the quality of archiving, optimize the service platform, simplify the procedures for using archives, strengthen service awareness, enhance service enthusiasm and strengthen service quality.

1. Introduction

With the advent of the information age and the advancement of digital management technology, the technology and means of archives management work have developed by leaps and bounds. In particular, the archival management and service work of universities, relying on the advanced concepts and innovative technical support of the universities, is at the forefront of the industry and is an indispensable and important part of China's archival career. With the continuous promotion of the rule of law in archives, the legal authority, widespread use and convenience of archives have been widely recognized by society, and archives have become an important cornerstone for building a society of integrity. In my university, for example, the decision making on important matters, the development of teaching and research, the promotion of teachers and staff, and the employment of students all require the support of a large number of archives. While the archival workload has increased significantly, the demand for archival services has also been rising. The combination of information technology updates and an expansive increase in archival demand has led to an increasing number of sub-divisions in university archival services. Stronger reliance on information technology, more diversified service methods and more personalised access needs have brought new challenges to the archival services of universities [1]. In order to better meet the diversified needs of university development and construction, teachers, students and staff as well as society, and to improve the efficiency and quality of archives management, research on archives service satisfaction is needed. By studying users' needs and satisfaction evaluation of archival services, we

can gain an in-depth understanding of users' needs, make up for archival shortcomings, optimize service processes and improve service quality, so as to better meet users' needs and improve archival service satisfaction. Taking Heilongjiang Bayi Agricultural Reclamation University as an example, this paper investigates the service satisfaction and archival service needs of archival users by means of questionnaires. Through analysis and discussion, the needs of archival users in colleges and universities are clarified, so as to propose optimisation strategies for improving archival services in colleges and universities, with a view to providing theoretical support for the improvement of archival work quality.

2. Questionnaire Design and Reliability Checks

2.1. Questionnaire Design

In this paper, a questionnaire containing three parts: basic information of users, demand for archival use and service evaluation was designed through the questionnaire star system, taking the people contained in the archival use register of the Archives Section of Heilongjiang Bayi Agricultural Reclamation University as the target group. A total of 130 questionnaires were distributed by e-mail, WeChat and QQ, of which 122 were valid, with an effective rate of 93.8%.

In the survey on satisfaction, this paper designed questions on three aspects including the content and quality of the collection resources, the functions of the archival service network platform and the quality of the staff, etc. The questions were designed using a five-point scale, with the degree of satisfaction being assigned a score of 1-5 from low to high at a time, and statistical analysis was conducted accordingly.

2.2. Reliability Checks of Questionnaire

The validity of the data is the basis for the statistical and analytical analysis of the questionnaire data. Before the statistical analysis of the questionnaire, the reliability and validity of the questionnaire were first analysed, where the reliability value was 0.991, which was greater than 0.8, and the questionnaire had high reliability, indicating that the quantitative data was answered reliably and accurately; the KMO value of the validity analysis resulted in 0.738>0.7, and the correspondence between the analysed questions and factors was consistent with the psychological expectations, indicating that the design of the quantitative data was reasonable and the validity of the questionnaire was good. The results of the reliability and validity analysis indicate that the questionnaire is of good quality. Therefore, this paper uses the questionnaire method and statistical analysis method to conduct the study. The data was analysed and processed through SPSS software to produce results such as users' service needs and evaluations.

3. Analysis of Factors Influencing Archive User Satisfaction

This paper analyses the satisfaction of archives users in terms of the content and quality of the collection resources, the functions of the archives service network platform and the quality of the staff respectively.

3.1. Content and Quality of Archival Resources in the Collection

Rich, high-quality archival resources are the basis of archival services and are fundamental to ensuring user satisfaction [2]. However, due to the fact that most of the collectors and organisers of archival resources in universities are part-time staff, the lack of importance attached to them by the

leaders, and the inconsistency between the scope of archived resources and the actual archived resources, the archival completeness of the collection is not high. As shown in Figure 1, the overall satisfaction of archival users is high, with the number of very satisfied, satisfied and very dissatisfied respondents accounting for 89.5%, 7.9% and 2.6% of the total number of respondents, in that order. The users with lower ratings in overall satisfaction were all those who did not check the required files. The data from the questionnaire shows that 5.3% of users did not find the files they needed and 2.6% gave low ratings to the content of the files due to small and unclear handwriting. This shows that the content and quality of the resources in the collection are the cornerstones of improving user satisfaction.
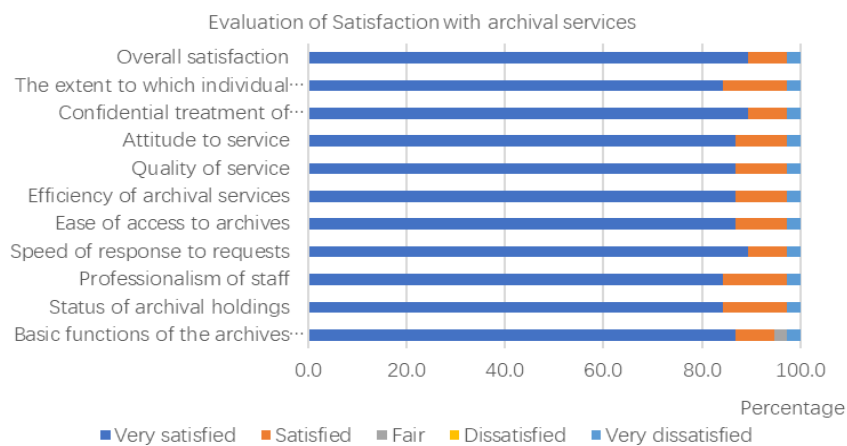

Figure 1: Evaluation of archives users' satisfaction with various elements of archives services

3.2. Evaluation of the Basic Functionality of the Archive Web Platform

With the increasing reliance on the Internet, archives department websites and online platforms have become the first choice for archives users to access search paths and archival information. The introduction of the archives' complete records on the websites and platforms, the guidance of the service guides on accessing archives, the ease of use of the various functions and the availability of other means of consultation are all relevant to the initial impressions of archives services [3]. According to the questionnaire survey (As shown in Figure 2), 60.5% of the respondents believe that the archives department's website needs to be adjusted and improved, which is the most prominent issue among all the items that need adjustment and improvement.
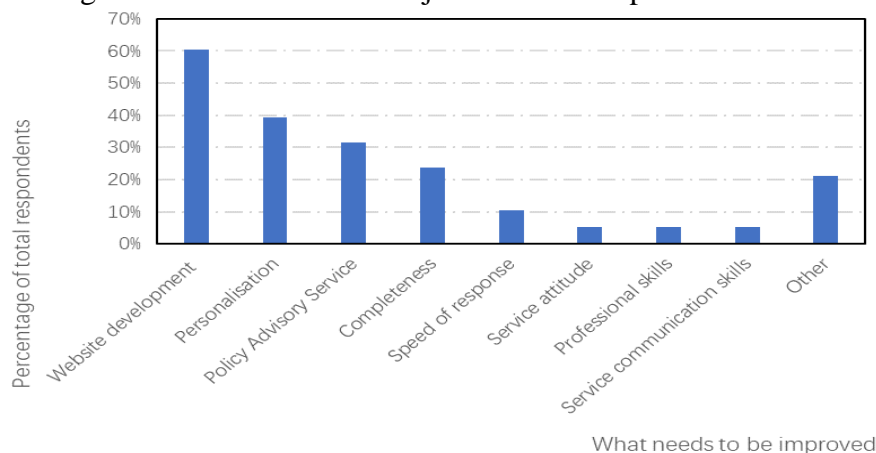

Figure 2: Archival services that archivists feel need improvement or adjustment

3.3. Requirements for Staff

Archival users reach access to archival resources by accepting the services of the staff. The service attitude, efficiency and business ability of archival staff all affect the satisfaction of archival users with the archival service work. Good communication skills and attitude, knowledge of archival resources and responsiveness to needs can greatly increase the satisfaction of users and improve their impression of the archives department [4]. The ability of archives staff to locate and deliver records as quickly as possible, in accordance with the law, and to meet the archival needs of users in an efficient and timely manner, also increases user satisfaction with the archival service. Tolerance for the operational competence of archives staff is relatively high compared to the attitude and communication skills of archives staff, the speed of service response to archival needs and the efficiency of work. According to the survey responses (As shown in Figure 2), 39.5% of users raised the need for personalised services, 10.6% felt that service attitude and communication were important, 13.2% felt that improvements were needed in the speed of archival service response, and only 5.3% suggested improvements in service skills.

3.4. Accessibility of Archival Services

With the increasing demand for archives in society, there are varying degrees of demand for archival consultation services, personalisation of services and digitisation. According to the survey (As shown in Figure 2), 39.5% of the respondents asked for personalised adjustment of archival services, 31.6% asked for archival-related consultation services, and individual users asked for digital self-help queries for convenience.

4. Suggestions for Improving the level of Archival Services in Universities

4.1. Strengthen the Construction of Archival Archiving Capacity

The basis of archives management in colleges and universities is to strengthen the construction of archival resources [5], which is directly related to the development of the archives of colleges and universities and is the foundation of the archives of colleges and universities. The ability to check archives is the most important factor for archives users to evaluate the overall effect of archives services. In the management of university archives, we should strengthen the construction of archival resources acquisition capacity, establish a perfect and scientific archival collection system, and implement a strict system of first and second examination before receiving archives, so as to ensure the integrity of archival components by checking the gaps and filling them in advance. A filing supervision system should be implemented for archives with important search and historical value. At the same time, the speed and quality of archiving cannot be improved without the cooperation of the filing department. The publicity of the leaders of the filing department should be strengthened to enhance the importance they attach to the archiving work, so as to improve the efficiency of the archiving work. Part-time archivists should be given business guidance, urging them to improve the scope of archiving in accordance with the business development situation, so as to avoid archiving omissions. In addition, the accuracy and security of archives management should be ensured to avoid loss and leakage of non-public records.

4.2. Reinforcing Service Awareness

Archival service staff in universities need to strengthen their service consciousness and provide quality services in terms of question answering, service attitude, communication and personalised

services. In their work, staff need to respond and answer questions raised by archive users in a timely manner; when handling various procedures for users, they should pay attention to communication skills and service attitudes to provide a more humane service environment for archive users. At the same time, in order to improve the quality of services, archives service staff in universities should maintain good communication with users, understand their needs and feedback, strengthen the contact with other service departments and establish a collaborative mechanism to ensure the consistency of services.

4.3. Improving the Professionalism of the Service

In modern university archives management, training for the professional capacity and service level construction and information awareness of archives staff has become increasingly important. In order to improve the business ability of archives staff, on the one hand, training in archives management knowledge should be strengthened to ensure that they can have a comprehensive understanding of archives management work, and on the other hand, the staff's understanding of various new technologies and network technologies should be strengthened, and these advanced technologies should be applied to archives management and services to improve the quality and efficiency of work, so as to enhance the modernisation of archives services in universities. The modernisation of university archives services [6]. By improving the modern archival service methods and skills, we can provide more professional and efficient archival services to the users of university archives and enhance the satisfaction of university archival services.

4.4. Strengthening the Application of Modern Advanced Science and Technology for Archival Services in Universities

With the integration of the Internet and big data technology into archives management, archival services relying on online service platforms and various social media have become increasingly diversified, and new requirements have been put forward for archival services. Firstly, there is a need to improve the existing archival service platforms to carry out archival publicity and strengthen archival services. Secondly, database construction of electronic documents should be strengthened. Convert existing paper archives into digital archives to achieve electronic management and use of documents for better storage and service to archival users. Thirdly, focus on discovering the content and methods of archival services suitable for online development, and provide users with more convenient and personalised archival services.

5. Conclusion

This paper uses statistical analysis to explore the satisfaction of archival services in universities and draws the following conclusions: firstly, the overall satisfaction of users with archival services is high, but there is still room for improvement. Secondly, the content and quality of archival resources have the greatest impact on the satisfaction of archival users and need to be improved by constantly increasing the archiving rate, completeness rate and archival quality. Thirdly, strengthening the service awareness of archives staff and enhancing communication with archives users is an effective way to improve service satisfaction. Finally, through the application of advanced technology, the efficiency of archival services can be improved and the personalised needs of the answers can be met.

Acknowledgements

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