1 Introduction

A survey of new students taking part in library tour during 28/08/2014 to 04/09/2014 was conducted by the User Service Division (USD) of XJTLU Library.

Firstly, this report describes the aims and data collection process of this survey. The results of the questionnaire are then shown in the second part. The last section concludes this report.

1.1 Aims

The aims of this survey are as follows:

- To develop an in-depth understanding of student satisfaction with the library tour experience;
- To test the value of dimensions (e.g., aspects of the service experience such as communication style of service).

1.2 Data Collection

1.2.1 Questionnaires

As discussed, the questionnaires (refer to Appendix) were designed to collect information about student satisfaction level of the library tour. We have created 3-point scales
which are “very satisfaction”, “satisfaction”, “not satisfaction” to measure the students’ satisfaction level. We aimed to test the following aspects of students’ satisfaction:

- Communication level;
- Library staff’s level of knowledge;
- Presentation of the library facilities and services.

1.2.2 Sample

New undergraduate students were the target sample of the library tour. The total number of new undergraduate students is 2,249 for the academic year 2014/2015. It is estimated that there were around 1,400 of students taking part in the library tour during the period of 28/08/2014 to 04/09/2014.

1.2.3 Data Collection Process

Questionnaires were distributed to each student before the start of the library tour. The rate of valid response cannot be computed precisely as it does not accurately know how many students took part in the library tour and whether or not they actually returned the questionnaires to the library staff after the tour. However, as a reasonably rough approximation, the rate of valid response was set at around 45.3% (634 out of total estimated 1,400 attending students).

2 Results

The table in Fig. 2.1 is based on the results of library tour questionnaires. It shows the number of questions answered. Overall, most of the students were very satisfied with the library tour that the USD had organised.

<table>
<thead>
<tr>
<th></th>
<th>Q1: Did the tour meet your expectations?</th>
<th>Q2: Were you happy with the level of communication when you were informed of the tour?</th>
<th>Q3: Was your guide friendly and knowledgeable?</th>
<th>Q4: Were you happy with the presentation of the library facilities and services?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Satisfactory</td>
<td>524</td>
<td>539</td>
<td>573</td>
<td>564</td>
</tr>
<tr>
<td>Satisfactory</td>
<td>105</td>
<td>95</td>
<td>61</td>
<td>66</td>
</tr>
<tr>
<td>Not Satisfactory</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>634</td>
<td>634</td>
<td>634</td>
<td>634</td>
</tr>
</tbody>
</table>

Figure 2.1: Total number of valid answers of each question

The bar charts in Fig. 2.2 depicts three aspects of the library tour satisfaction. It can be clearly seen that only 1% of students were not satisfied with the presentation of library service and facilities and 1% of students considered the library not meeting their expectations.
Q1: Did the tour meet your expectations?
Q2: Were you happy with the level of communication when you were informed of the tour?
Q3: Was your guide friendly and knowledgeable?
Q4: Were you happy with the presentation of the library facilities and services?

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</tr>
</thead>
<tbody>
<tr>
<td>Very Satisfactory</td>
<td>83%</td>
<td>85%</td>
<td>90%</td>
<td>89%</td>
</tr>
<tr>
<td>Satisfactory</td>
<td>17%</td>
<td>15%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Not Satisfactory</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Figure 2.2: Percentage of student satisfaction

To calculate the mean satisfaction score, the points assigned to each category were summed all together and then divided by the overall number of the questionnaires. “Very satisfactory” is encoded as 2 points, “satisfactory” as 1 point and “not satisfactory” as 0 point. The graph below in Fig 2.3 shows the final results.

- That the library tour meets students’ expectation has achieved an average score of 1.82 out of 2;
- The communication level has achieved an average score of 1.85 out of 2;
- That the library staff were friendly and knowledgeable has achieved an average score of 1.90 out of 2;
• That the presentation of the library facilities and services were satisfied by the students has achieved an average score of 1.88 out of 2.

Figure 2.3: Satisfaction scores

It indicates that students are generally positive about the library staff’s level of knowledge. However, there is some scope for the overall quality of service to be further improved.

In addition to the satisfaction score calculated above, we have also analysed the comments that students wrote in the questionnaires. According to the graph below, for the future work, the library staff need to improve their work in the following aspects:

• To give a detailed explanations of self-printers and self-scanners to students when necessary;
• To develop library staff’s personal practical abilities in introducing and promoting the facilities and services in the library;
• To provide information and suggestions to relevant departments, institutes and learning centres about rational distribution of physical collections according to the students’ comments;
3 Conclusions

Meeting the students’ needs by offering useful resources and services can guarantee a successful academic experience. It is important that library staff do understand the students’ need by consistently engaging with them using different approaches when possible. In turn, students’ satisfaction is facilitated by the supportive facilities and services which meet their expectations for their studies.
4 Appendix

Library Tour Survey

1. Did the tour meet your expectations? *
   - Very Satisfactory
   - Satisfactory
   - Not Satisfactory

2. Were you happy with the level of communication when you were informed of the tour? *
   - Very Satisfactory
   - Satisfactory
   - Not Satisfactory

3. Was your guide friendly and knowledgeable? *
   - Very Satisfactory
   - Satisfactory
   - Not Satisfactory

4. Were you happy with the presentation of the library facilities and services? *
   - Very Satisfactory
   - Satisfactory
   - Not Satisfactory

5. Are you interested in the following training courses that the library will provide? (Chinese Papercutting) *
   - Definitely
   - Maybe
   - Definitely Not

6. Are you interested in the following training courses that the library will provide? (Chinese Chess) *
   - Definitely
   - Maybe
   - Definitely Not

7. Are you interested in the following training courses that the library will provide? (LaTex) *
   - Definitely
   - Maybe
   - Definitely Not

8. Other Comments

9. Your Email Address:

Figure 4.1: Library tour satisfaction questionnaire