

CULTURAL INSTITUTION CUSTOMERS' SATISFACTION WITH THE SERVICES PROVIDED

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Abstract. Libraries are the oldest institutions providing information to the public. The public library is becoming a provider of cultural services to communities, a center of attraction for information and education, able to combine the latest technologies and intellectual services. The library service is a result of library activities, meeting the information needs of library users, performing and using library equipment and premises. The aim of the research is to determine the satisfaction of the users of Gabrielė Petkevičaitė-Bitė Public Library in the County with the provided services and to determine possibilities for library services improvement. The staff of the institution strives to ensure good quality of services, the research participants consider this institution as attractive, open to the community, where everyone can study, improve, spend their free time meaningfully and freely communicate in the library space.

The research has direct practical benefits for the library, as the obtained results show the current situation, allow to emphasize the strengths and weaknesses of the library's activities, and can serve in the preparation of recommendations for the improvement of services and more efficient activities. Summarizing the results of the research, it can be stated that to attract as many user groups as possible to the library, both: traditional and electronic services are used.

Keywords: globalization, cultural institution, customers' satisfaction, service provider.

INTRODUCTION

Globalization is defined as constant changes in society and precipitant information and communication spread during technological development period. This has changed library customers' satisfaction with provided services: the need for information increased library and librarians' functions changed.

In our society library stays as most important or even the only one non-commercial space which is used by most of the part of society joining various people. These cultural institutions help to overcome social exclusion, provide opportunities for people from different social, cultural and ethnic groups to meet, communicate and participate in events and art projects. The attitude or view formed by the user about the quality of the provided services is determined by the compliance of the content of the service with the expectations. Trust in the service provider is the most important factor determining consumer satisfaction with services.

METHODOLOGY

The object of the research – the satisfaction of library users with the provided services. *Goal of the research* – to determine the current satisfaction of the customers of the cultural institution with the provided services. *The type of research* is descriptive, and in order to achieve it, the following *research tasks* were formed: 1. To find out the opinion of customers about the services provided by cultural institutions and the quality of services. 2. To summarize the results of the research and foresee the possibilities of their use in the cultural institutions (library) services quality improvement. *Research methods:* analysis of documents and other informational sources, questionnaire survey, content analysis. The duration of the research is 1,5 months. The survey method was chosen for the collection of primary data. The sample was formed using convenient selection; the estimated number of questionnaires was 400. The data of properly completed (383) questionnaires was summarized in the tables in Microsoft Excel and displayed graphically. After systematization of the data, the obtained results were presented in the research report.

The research sample size was calculated by selecting the 95% probability and the 5% error probability. The questionnaire was designed providing respondents participating in the study with possibilities to answer the questions of the questionnaire and to choose from enough answer options.

INSTITUTIONAL MODERNIZATION OF THE LIBRARY

A feature of modern postmodern society is the preference for change over eternal permanence. An innovative library must analyze the environment, look for ways to realize itself in a rapidly changing world.

Implementation of new strategies, vision creation must consider prevailing needs, visitor expectations, and focus on the information paradigm (i.e., creating computer classrooms, interacting with the Internet users, etc.). The paradigmatic transformations of society in recent years caused by technological advances have not destroyed the role and traditions of libraries but provided greater opportunities to contribute to the social education of society. In postmodern society traditional libraries are turning into virtual, digital, electronic, hybrid, complex, and more. Such libraries become into a knowledge institution consisting of knowledge resources, infrastructure, social capital (Janiūnienė, 2001).

The library in Lithuania is an institution helping to relax from the life routine, abundance of opinions, and social division. Knowledge and culture are found and disseminated in a cultural institution, and therefore this institution is necessary for the society. The base for the successful functioning of every institution in society is the ability to provide members of society with a value that could not be provided by competing institutions. Competitive institutional position in society is understood as meeting and responding the needs, rather than constructing and encouraging. By purposefully representing the interests of society, more attention is paid to building and maintaining long-term relationships with customers, focusing on constant interaction with members of the community or individual groups.

The library service is the result of library activities meeting the information needs of library users; it is any service created during library activities and using the information resources, library equipment, premises and specialist competences available in the library (Juchnevič, 2016). Today's library user has every opportunity to choose the cultural product that best suits his needs – an exhibition, a book presentation, a meeting with a famous artist or participation in an educational event. All customers – oriented services require more or less of his own involvement in the service development processes. To create higher value for the user and based on the segmentation of user value preferences, the library needs to find out how users perceive that value, find out expectations, and conduct ongoing customer satisfaction surveys.

DEVELOPMENT OF THE PUBLIC LIBRARY FUNCTIONS

The public library is the result of democratization. Their development began in the 19th century, when the library became an initiator of innovation and change, a provider of cultural services to communities, a center of attraction for information and education (Pupelienė, 2007). Change is becoming a universal and inevitable phenomenon, one of the features of modern society, so in this context library not understanding changes in the environment lose institutional power and eventually find themselves on the periphery of knowledge flows. At present libraries around the World are rapidly focusing on services and their quality and customer satisfaction. This is becoming one of the main driving forces for improving the quality of library services (Rutkauskienė, 2009). The library as an institution includes many functions. It „compiles, researches, promotes, and provides readers with books and other literary documents“ (Dictionary of International Terms, 2007, p. 100). Library staff not only needs to have a good understanding of the needs of visitors, but also promote the intellectual-cultural environment in their institution (Galiniene, Dainius, 2010).

The library remains the most important, and perhaps the only non-commercial space in our society used by most society members. Customer of the library – a person who has visited the library, regardless of the purpose of his / her visit (to pick up or return a printout, to receive information, to participate in an event organized by the library, etc.). This means that the supply of library services and environment must meet various needs. As the level of education of the society rises, library customers demand more qualified services, and to withstand competition and other challenges of modern society, more attention is paid to the quality of services.

Service quality in the library is usually associated with the quality of work performed, speed and accuracy of service, users' expectations, satisfaction, opinions, service methods (Kulikauskienė, 2019). Libraries help to overcome social exclusion by providing opportunities for people from different social, cultural and ethnic groups to meet, interact in the library and participate in events and art projects.

According to Petraitytė (2013), libraries in their activities combine the main forms: traditional expectations about comprehensive fundraising and direct provision of customers with printed literature and modern new technologies. Library services are divided into 3 closely related groups: traditional, digital and public spaces (community center) services. „Digital libraries are created – assembled and managed – by user groups (also for their own needs), and their functional possibilities meet the information needs of those groups and the peculiarities of its use“ (Pupelienė, 2007, p. 23).

Zakarevičius (2012) states that library services are exceptional, because they provide organized access to intellectual records, no matter where they are: whether in physical or digital space. Therefore, to provide quality services, it is necessary to consider the identification of customer needs and preferences, a favorable environment, and the employment of qualified staff.

RESULTS/DISCUSSION

The analysis of the survey data revealed that the percentage of users who use and visit the public library services very intensively is relatively low. 14,62 percent of respondents indicated that they visit the library at least once a week. User responses are related to library resources and content.

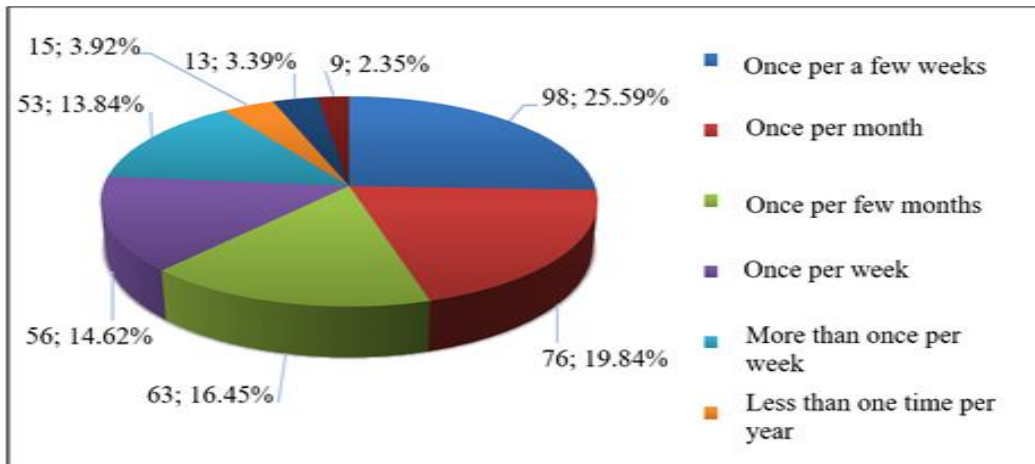


Fig. 1. Frequency of library customers' visit

Future research suggests measuring the frequency of visits from an open consumer perspective, rather than simply framing responses into intervals. It is gratifying that the visitors of this library are not disappointed, because they are satisfied with the work of the team, but they have expressed many aspects for improvement in the services and appearance of the staff.

The library (2 fig.) uses both traditional and electronic services with the aim of attracting as many different user groups as possible. By providing electronic services the library becomes available to the user in a suitable place to get acquainted with the news of the library, to express an opinion about the services and events.

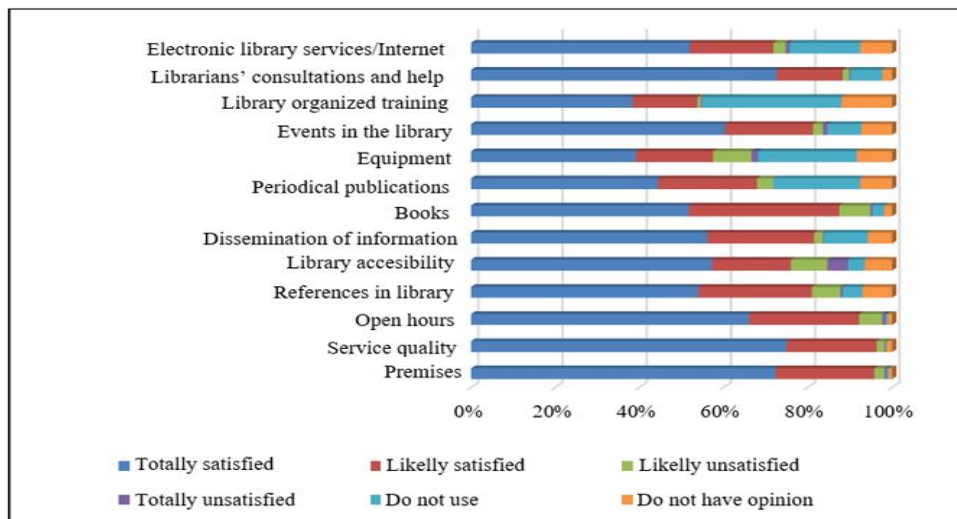


Fig.2. Evaluation of library services

The team of the institution strives to ensure good quality of services. The successful work of the team depends on many factors: the quality of services, various means of advertising and communication, user-friendliness, internal communication of the organization, etc. For the library work improvement customers offer to renew the book fund, renovate the institution, organize more interesting events, change

computer hardware. It can be assumed that the library staff will take into account the opinions of customers and will try to increase the number of visitors and meet the needs of all members of society.

In an open question respondents had the opportunity to reveal their expectations and needs. The answers were processed by the content analysis method of qualitative research.

Table 1

Strengths of the library (customer attitudes)

Category	Subcategory	Statement frequencies <i>n</i> =383	Confirming statements*
Cultural institution evaluation	Service level	198	„I am glad that we have such a high-level library in our city! Excellent manuscript funds, book collections. Wishing good and interesting works for the whole great team of book sisters and brothers! “
			„Thank You for the good service! “
			„I have a very good opinion of the library and recommend it to acquaintances “.
	A hearth of culture	3	„I am retired, and I have a hard time finding a book on the lowest shelf. I always have to ask for help, and I always get it“.
			„G. Petkevičaitė-Bitė library is probably the brightest cultural center in Panevėžys. Thank you for your work “.
	Team	113	„Biggest hearth of culture. The most beautiful library in Lithuania “.
„Thank you very much for a great job. You are an example of a library!“.			
„Wonderful staff and cozy environment. You create a festive mood. Thanks again for the free news and journey in the world of books. Good luck to your whole team“.			
			„Wonderful team, interesting events, pleasant environment!!! “.

The participants of the research consider this institution to be an attractive space open to the community, where every visitor can learn, improve, spend their free time meaningfully and communicate freely. According to the participants of the study, it is necessary for the library to remain an information center taking care of the collections of books and magazines and not seeking to identify with the cultural center. The library staff is also given a lot of attention, because staff is not only a service specialist, but also an initiator of various activities.

CONCLUSIONS

1. The results show that library visitors are satisfied with the work of the library team, the current environment and the services provided. It was quite difficult for the respondents to criticize the work of the public library, as it was assessed very positively, as the benefits of the provided services were seen as unquestionable. However, library visitors emphasized that they often lack information about the library's activities on the library's website.

2. The attitude of the customers of the cultural institution is modern, therefore the young people especially emphasized the need for a more active connection of the Facebook social network to the publicity strategy of the library activities. In order to remain attractive, libraries should not neglect the informational-educational aspects, book collections should be constantly replenished and updated, the care should be taken of technological base and its updating, the premises should be adapted to create a comfortable environment.

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