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Strategies for Improving Readers' Satisfaction in University Libraries from an Economic Perspective

Yan Junting
Zhongyuan University of Technology, Zhengzhou, Henan, China

Abstract: In the context of increasingly rich information resources and continuous development of educational services, university libraries, as key platforms for knowledge dissemination and academic support, have their service levels directly affecting students' learning effects and thus the comprehensive education level of universities. In recent years, with the diversification of readers' demand structures and the increasing difficulty of resource allocation, readers' satisfaction has become an important factor in measuring the service level of university libraries. From an economic perspective, this paper discusses the influencing factors of readers' satisfaction in university libraries, explores how to improve resource utilization based on fine-grained management with efficiency as the guide, and achieve satisfaction improvement under the premise of cost control. Combined with the author's work experience, this paper provides practical optimization paths for university library managers, as well as theoretical support and strategic references for the high-quality allocation and sustainable development of university educational resources.

Keywords: Economic Perspective; University Library; Readers' Satisfaction

1. Introduction

University library is an important service institution in the current higher education system. On the one hand, it carries the function of knowledge transfer, and on the other hand, it plays an important role in students' learning and teachers' scientific research. It is true that at this stage, the university education mode is constantly transforming, and readers' expectations for library services are increasingly diversified and refined. The traditional service concept and evaluation criteria based on the number of collections cannot meet the needs of readers for information acquisition and personalized experience at this stage. Based on this, the study of reader satisfaction from the perspective of economics is not only the highlight of service results, but also the embodiment of library resource allocation and service cost control.

2. Influencing Factors of Readers' Satisfaction in University Libraries from an Economic Perspective

2.1 Rationality of Resource Allocation Efficiency and Investment Structure

The rationality of resource allocation and investment structure in libraries greatly affects readers' satisfaction. University libraries have limited funds and need to balance the allocation ratios of multiple projects such as paper books, electronic resources, database services, hardware equipment, and human input. If too much capital is invested in one aspect, such as excessive funds used for space environment construction, resulting in the neglect of database updates or electronic resources, it will affect the overall satisfaction of the library. Based on this, libraries need to continuously optimize the investment structure in combination with data usage and readers' needs to maximize the economic efficiency of resource allocation. By dynamically adjusting the resource procurement plan, strengthening cost-performance evaluation, and scientifically formulating procurement priorities, libraries can improve users' perceived value and service satisfaction without increasing the budget, so as to achieve the optimal allocation of limited resources.

2.2 Input-Output Ratio between Service Output and Readers' Satisfaction

University libraries are non-profit university service institutions, and the service effectiveness can be analyzed and measured

through the input-output ratio from an economic perspective. Libraries need to pay attention to the "marginal effect" of human, technical, and material inputs on the improvement of readers' satisfaction. Libraries can introduce a service evaluation system to compare the costs and user feedback of differentiated service projects, clarify which services bring higher satisfaction returns, and thus optimize the investment direction. For the situation where the investment in specific library services is too high but the satisfaction improvement is limited, it is necessary to solve the problems of "service redundancy" or "input misalignment". Conversely, if low-cost service inputs such as self-service borrowing and returning, mobile retrieval platforms, and real-time online question answering can significantly improve satisfaction, the promotion efforts should be increased. Scientific management of the input-output ratio not only helps to improve resource use efficiency but also promotes libraries to form a fine-grained management model and enhance sustainable development capabilities.

2.3 Implicit Costs and Sense of Gain for Readers Using Libraries

From an economic perspective, the "usage cost" for readers to use libraries includes not only monetary expenditure but also time, energy, and opportunity costs. If the seats in the library are tight or the borrowing procedures are cumbersome, the implicit costs for readers to use the library will be greatly increased, which will inevitably affect the overall satisfaction. In a fast-paced learning environment, readers are more able to choose efficient information acquisition methods. In addition, readers' "sense of gain" from library services is also closely related to their satisfaction. Libraries should pay attention to the usage behaviors of different groups, discover bottlenecks through data analysis, and reduce service thresholds and usage difficulties, such as optimizing the appointment mechanism, extending opening hours, and providing personalized recommendations. Only when the users' usage costs are minimized can the library services be truly "used" by readers, and the satisfaction will be significantly improved.

3. Strategies for Improving Readers' Satisfaction in University Libraries from an Economic Perspective

3.1 Optimizing Resource Allocation and Improving Resource Utilization

Resource allocation in the operation and management of university libraries is related to service efficiency and readers' satisfaction. However, due to the limited operation budget of libraries and the continuous changes in readers' needs, from an economic perspective, improving resource utilization is the primary countermeasure to improve readers' satisfaction. First, university libraries need to establish a resource allocation model based on usage data. Libraries can use big data technology to collect information such as borrowing records, database access frequencies, and popular literature search rankings, dynamically analyze the usage of various resources, and adjust the collection structure accordingly. For example, paper journals with low frequency of use can be considered for digital processing to free up space; professional databases with high frequency of use need to increase renewal and promotion efforts to ensure the sustainable availability of resources. The data-driven university library breaks the traditional experience decision-making model, which can effectively reduce resource waste, precisely meet readers' needs, and improve satisfaction. Second, optimizing the budget structure is also crucial. At present, many university libraries use funds for information construction and space transformation while ignoring the update of core resources, such as the subscription of authoritative databases and the diversity of book purchases, which may cause readers' sense of imbalance in service experience. Based on this, libraries need to shift from "focusing on things" to "focusing on needs", strengthen cost-benefit analysis, evaluate the use efficiency of inputs, ensure the fund allocation for high-frequency service projects and core resources, and improve the marginal benefit of investment. Third, strengthening interlibrary cooperation and resource sharing is still key. University libraries need to expand the scope of resources accessible to readers through alliance cooperation, resource mutual borrowing, co-constructing databases, etc., so as to achieve the maximization of resource coverage under limited economic investment. This not only saves the cost of a single library but also enhances the breadth and depth of services.

3.2 Improving the Retrieval System and Enhancing Service Efficiency

In the era of increasingly rich digital resources, the retrieval system of university libraries has become a key hub connecting readers and information, and its efficiency and intelligence level directly affect readers' acquisition experience and satisfaction. From an economic perspective, the optimization of the retrieval system is an important strategy to improve service output efficiency and reduce information acquisition costs. First, university libraries need to improve the system response speed and interface convenience. Many traditional retrieval systems have too complex interfaces and redundant results, and readers need to spend a lot of time to obtain effective information, which greatly increases the opportunity cost of readers' information acquisition. Based on this, libraries need to introduce modern search engine logic, reduce the use threshold of readers, and improve retrieval efficiency through functions such as fuzzy retrieval, intelligent completion, multi-dimensional filtering, and keyword association. At the same time, the simple and intuitive UI design and multi-terminal adaptation capabilities (such as mobile terminal retrieval and APP interfaces) can also significantly enhance the reader experience. Second, it is necessary to strengthen the construction of a one-stop retrieval platform. At present, the different resources in university libraries have the dilemma of decentralized management, and readers need to retrieve and compare from multiple systems, which greatly increases the time cost and learning cost. Based on this, a unified retrieval platform is built to integrate various resources into one entrance to achieve the goal of "one search box, access to all resources". This integration method not only improves service efficiency but also fundamentally optimizes the matching of information supply and demand. Third, introduce artificial intelligence and data mining technologies to build a personalized recommendation engine. Combined with readers' past retrieval history and borrowing preferences, actively recommend relevant resources to help readers discover useful information and improve information use efficiency. Especially for research-oriented readers, intelligent recommendation greatly improves research efficiency, thereby enhancing their sense of identity with library services. Optimizing the retrieval system from an economic perspective is not only a technological improvement but also the construction of information service efficiency. By improving the retrieval logic, integrating resource platforms, and introducing intelligent recommendation mechanisms, university libraries can significantly reduce readers' information acquisition costs, enhance service accuracy, and thus effectively improve readers' satisfaction.

3.3 Providing Personalized Services and Strengthening Reader Experience

In the current era where the user-oriented concept and "precise service" have gradually become the mainstream, providing personalized services for students is not only a service upgrade but also an important path for university libraries to achieve the maximization of economic value and the improvement of satisfaction. Based on personalized services, the "marginal utility" of unit services can be improved, and readers' "sense of gain" can be enhanced. By constructing a reader portrait model, libraries can push corresponding resources and services according to the differences in majors, interests, usage habits, etc., of different reader groups (such as undergraduates, postgraduates, teachers, international students). For example, teacher users pay more attention to cutting-edge database and research tool training, while freshmen need more information literacy training and borrowing guidance. In hierarchical and differentiated services, the minimization of costs can be achieved through precise service delivery. Secondly, improving the interactivity and sense of participation of the system can effectively improve satisfaction. Libraries set up reader feedback channels, demand collection activities, or customized service windows to encourage readers to express their personalized needs. Based on the "participatory service" mechanism, it is conducive to libraries forming a 良性 service cycle, which not only reduces the service error rate but also improves the use efficiency. Personalized services can be intelligently assisted by technological development. Use AI technology to design semantic analysis robots to provide readers with real-time consultation

and resource recommendations; or develop learning reports based on readers' behavior data to help them analyze reading time distribution, subject interest trends, etc. This "service + data" linkage model not only expands the service boundaries of libraries but also achieves efficient returns on technological investment.

4. Conclusion

In summary, in the context of continuous optimization of higher education resource allocation and continuous improvement of readers' needs, university libraries need to take the initiative to change their service concepts and transform from the previous role of resource providers to efficient and precise knowledge service platforms. Analysis from an economic perspective shows that readers' satisfaction depends not only on the richness of resources themselves but also on resource allocation efficiency, service process design, and personalized supply capabilities. By optimizing resource allocation, improving the efficiency of the retrieval system, and building a personalized service system, libraries can maximize service value under limited budgets and effectively improve the overall use experience of readers.

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