

(3)The impact coefficients of service spaces and service attitude to service image is 0.062 and 0.975 respectively, the service time on the service image coefficient is -4.339, indicating that optimize university library service hours,make readers greatest satisfaction is one of the vital strategies to improve the services image of the library.

3. Conclusion

From empirical study in 200 investigation data of 7 colleges and universities in Zhejiang Higher Education Park, we can conclude that the main factors leading to the service image is relatively low in the sense of service, service attitude and service time satisfaction. Thus, measures need to be taken to further enhance its service image.

First of all, strengthen the sense of service and innovate the service concept. In 21th Century, we ushered in the era of knowledge economy, the library staff must further clear objectives and guide ideology of library construction, strengthen the service consciousness, improve their own quality, do a good job in the new century library work.

Second, improve service attitude, specify service behavior. Librarians who communicate with readers every day, should provide them with books of intelligence information, then readers could search for what they need. So the librarians and readers should have good communication on information, ideas and emotion, reaching a goal to achieve mutual understanding, resolve conflicts friendship and cooperation, then the potential value of library materials could be further utilized.

Third, optimize service time and improve service efficiency. There are two aspects to optimize the library service time, One is the specific requirements on the service of University Library from the laws and regulations, and further improve the service standard of time to adapt the library services and education reform; The second one is the university library itself should further correct the library-running idea, strengthen the service consciousness and carefully study the law of demand of readers, to improve the level of management, the establishment of self-study room (extend the opening hours), maximum satisfy the needs of readers.

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