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## Research on Influencing Factors of Service Quality of Public Archives WeChat Official Account Platform Postprint

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### Abstract

[Purpose/Significance] From the perspective of user perception, this study constructs a model of influencing factors for the service quality of public archives' WeChat official account platforms, thereby laying a foundation for optimizing the service quality of public archives. [Method/Process] Through questionnaire surveys, a model of influencing factors for the service quality of public archives' WeChat official account platforms was constructed; SPSS software was utilized to conduct exploratory factor analysis for testing the hypothetical model, which was subsequently revised based on the results, followed by a discussion of the revised influencing factors model. [Results/Conclusion] From the user perception perspective, this study comprehensively and holistically analyzes the composition of influencing factors for public archives' service quality on the WeChat official account platform, primarily including five dimensions: service process and system operation, user characteristics and cost, internal features of archival content, external features of archival content, and public platform interface design, as well as 25 influencing factors such as service interactivity.

### Full Text

### Preamble

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### Research on Influencing Factors of Service Quality of Public Archives WeChat Public Platform

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## Abstract

**[Purpose/Significance]** From the perspective of user perception, this study constructs a model of influencing factors for service quality of public archives WeChat public platform, laying a foundation for optimizing public archives service quality. **[Method/Process]** Through questionnaire surveys, a model of influencing factors for public archives WeChat public platform service quality was constructed. Using SPSS software, exploratory factor analysis was employed to test the hypothetical model, which was then revised based on the results, and the modified influencing factors model was discussed. **[Result/Conclusion]** This paper comprehensively analyzes the composition of influencing factors for public archives service quality on WeChat public platform from the user perception perspective, identifying five primary dimensions—service process and system operation, user characteristics and costs, internal features of archival content, external features of archival content, and public platform interface design—along with 25 specific influencing factors such as service interactivity.

**Keywords:** public archives; WeChat public platform; archival services; service quality influencing factors

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According to the 39th “China Internet Network Development Status Report,” by December 2016, China’s mobile internet users reached 695 million, with the proportion of mobile internet usage continuing to rise. Survey data indicates that 79.6% of netizens most frequently use WeChat [1]. With the rapid development of mobile services across industries, public archives at all levels have followed this trend, leveraging WeChat public platforms to provide various types of archival services to users. However, alongside the rapid growth of public archives WeChat public platform services, a series of problems have emerged, including lack of planning in service function construction and uneven service quality. These issues are wide-ranging and vary in complexity, influenced by numerous factors, particularly from the user dimension. As users are the most direct perceivers and evaluators of service quality, exploring the various influencing factors of public archives WeChat public platform service quality from the user perception perspective and constructing a service quality influencing factors model for systematic analysis and interpretation will be of significant importance for optimizing public archives WeChat public platform service quality.

## 2 Literature Review

Through collection and analysis of relevant domestic and international literature, research on influencing factors of archives service quality has gradually developed toward the direction of “resource + media” collaborative and innovative services. Although research methods and techniques differ, the research objects have mainly focused on university archives, comprehensive archives, and

digital archives.

Foreign research on influencing factors of archives service quality is relatively limited. Existing research results primarily examine influencing factor indicators from the perspective of archival users, manifested in internal factors and external environmental factors. F.M. Hsu believes that factors affecting satisfaction with online community archive management in Taiwan mainly include channel richness, information transparency, information availability, brand image, and trust [2]. Y. Kim argues that influencing factors for archival information services based on social networks in mobile environments primarily stem from external environmental factors such as information environment security and stability, accessibility, ease of use, and information sharing [3]. K. Benstead et al. contend that social inclusion policies and standards for public institution services affect the service quality of public institutions, promoting service efficiency for social life in rural England to a certain extent [4].

Through literature analysis, it is found that domestic research on archives service quality influencing factors mainly involves two aspects: physical archives service influencing factors and non-physical archives service influencing factors. Physical archives service quality influencing factors primarily include collection development, user satisfaction, and service content. Liu Fudong [5] elaborated on influencing factors of archival service quality from perspectives including management systems, service mechanisms, collection resource development, and professional personnel and technology, proposing targeted optimization paths to lay a good foundation for achieving equalization of archival services. Wang Yue [6] summarized influencing factors for archival work as adequacy of collection resources, openness, comprehensive platform functionality, timely updates and feedback, and service philosophy. Xie Kaixuan [7] expounded on the current relationship between public archival awareness and archives service quality from the user perspective, identifying factors such as richness, comprehensiveness, archivists' service awareness and competence, service quality and quantity, service effectiveness, and public recognition as influencing factors. Deng Jun et al. [8] identified influencing factors for public archives service quality from the user perception perspective, categorizing them into six aspects: basic factors, resource integration and development, archival resource development service methods and processes, service team construction, and archival resource utilization.

Regarding archival service quality control, Li Zhonghua [9] categorized archivists' quality, characteristics of archival information resources, and feedback mechanisms as influencing factors from three aspects: pre-control, in-process control, and post-control, pointing out that archival opening services should be conducted under appropriate adjustment, control, constraints, and norms to improve service quality control and ensure sustainable service development. Zhan Xiaolin [10] proposed using corresponding control strategies to improve archival information resource service levels from subjective and objective perspectives, maximizing comprehensive benefits of archival information

resources and promoting archival work development. She categorized archives service environment, facilities, and resources as objective influencing factors, and service personnel and user feedback as subjective influencing factors.

Non-physical archives service quality influencing factors concentrate on mobile archives service quality and archives website service quality. Zhang Qiannan [11] used literature surveys to explore the advantages of WeChat in archival information services, summarizing that current WeChat public account service methods mainly include query-based services, registered user-based services, location-based services (LBS), and proactive push services. Zheng Lu [12] categorized political, economic, cultural, technological, and geographical factors as macro factors, and information resource richness, service personnel quality, content integration, archival information confidentiality, information authenticity, and personalized push services as micro factors influencing service quality. Zhang Bo [13] proposed that a “user-centered” service model constructed with service personnel, service objects, service content, and service strategies is a key factor determining service quality, capable of promoting in-depth development of archival information service theory and facilitating efficient user services. Sun Yanli [14] categorized network environment, service philosophy, and regulatory standards as macro factors influencing network service quality, and information technology, information professionals, information resources, service methods, and user demand as micro factors, analyzing influencing factors for China’s archival information network services from both macro and micro perspectives. Regarding user service models, Wang Tingting [15] analyzed specific indicators affecting archives service quality from four aspects: service resources, service methods, service model construction principles, and functions, manifested in information resource richness, personalized information customization and push services, real-time interactive services, characteristic service resources, personalized information retrieval, personalized service quality evaluation and feedback, and information navigation. Xue Chen [16] analyzed mobile archives service systems from perspectives of archival resources, service personnel, archival users, technical support, and standards and norms, constructing a segmented service model for archives based on different user groups to optimize and rationally allocate archival resources, provide personalized services, and promote archives service efficiency.

Existing research lacks direct studies on influencing factors of archives service quality on WeChat public platforms. With the development of social media, archives services have become increasingly integrated with WeChat public platforms. Currently, 164 archives (bureaus) nationwide have opened WeChat public accounts, distributed across 25 provinces, municipalities, and autonomous regions. Public archives are a key cornerstone of social development, and archives WeChat public accounts also lay the foundation for public services based on their various functions. Therefore, studying influencing factors of public archives WeChat public platform service quality is essential. This paper takes public archives WeChat public platform as the research object, constructs a service quality influencing factors model, and systematically studies the factors influenc-

ing public archives WeChat public platform service quality to targeted improve public archives service quality in the social media environment.

### **3 Extraction of Influencing Factors for Public Archives WeChat Public Platform Service Quality**

#### **3.1 Initial Acquisition of Influencing Factors**

To ensure comprehensiveness and authority in acquiring influencing factor indicators, this study primarily compiled indicators mentioned in existing research results, combined with characteristics of public archives WeChat public platforms, to design service quality influencing factor indicators suitable for public archives WeChat public platform features. Combined with expert interviews, 27 influencing factors for public archives WeChat public platform service quality were initially selected, coded, and defined, as shown in Table 1 .

#### **3.2 Refinement of Influencing Factors**

Based on the 27 influencing factors in Table 1, relevant questions were designed. Questionnaires were created using Questionnaire Star and distributed on WeChat and QQ platforms. A total of 129 questionnaires were collected, with 110 valid questionnaires after screening, yielding an 85% validity rate. Through open-ended questions in the questionnaire, additional influencing factors for public archives WeChat public platform service quality that were not included but considered important by archival users were collected. Through analysis of open-ended question responses, several factors essentially identical to questionnaire content were removed, resulting in two new influencing factors: richness of archival content and service distinctiveness. The refined influencing factors are shown in Table 2 .

The refined influencing factors fully reflect users' perception of public archives WeChat public platform service quality, demonstrating that public archives WeChat public platform is influenced to a certain extent by the 29 influencing factors in Table 2, laying a foundation for constructing the influencing factors model for public archives WeChat public platform.

### **4 Public Archives WeChat Public Platform Influencing Factors**

#### **4.1 Hypothetical Model Proposal**

Based on user perception and emotional experience, through actual survey data, according to the hypothetical model of public archives WeChat public platform service quality influencing factors, the 29 observed variables were divided into four dimensions: archival resource quality, archival WeChat public platform service process and form, user personality and demand, and archival WeChat public platform quality, constructing a hypothetical model of public archives

service quality influencing factors, as shown in Figure 1 [Figure 1: see original paper].

This model indicates that from users' perception, all four dimensions influence public archives WeChat public platform service quality. Among them, content usefulness, content authenticity and reliability, content extensiveness, content interestingness, content novelty, content richness, content uniqueness, form uniqueness, and form novelty belong to the first dimension. Service fees, service proactivity, service timeliness, service function completeness, service process simplicity, service effectiveness, service appropriateness, service interactivity, service innovation, and service personnel quality belong to the second dimension. User archival awareness, user knowledge background, user demand and expectation, and user habits and preferences belong to the third dimension. Platform security, platform stability, interface friendliness, interface aesthetics, and interface simplicity belong to the fourth dimension.

This model is primarily based on literature analysis and the first round of questionnaire surveys, thus requiring further data testing for validation.

## 4.2 Data Collection and Descriptive Statistical Analysis

**4.2.1 Data Collection** Based on Table 2, a final questionnaire was formed to collect data for testing the hypothetical model. The questionnaire mainly included two parts: the first part covered basic information about respondents; the second part surveyed influencing factors of public archives WeChat public platform service quality based on user perception. Observed variables used a 5-point Likert scale, where "1" indicated no influence, "2" indicated minor influence, "3" indicated moderate influence, "4" indicated major influence, and "5" indicated very major influence. Questionnaires were designed using Questionnaire Star and distributed on WeChat and QQ platforms. A total of 319 questionnaires were collected, with 258 valid questionnaires, achieving an 81% validity rate, which met the predetermined sample size.

**4.2.2 Sample Characteristics Descriptive Analysis** For the 258 valid questionnaires collected, respondent characteristics were analyzed, as shown in Table 3 .

The basic characteristics of respondents mainly included five aspects: gender, age, education level, occupation, and frequency of using public archives WeChat public platform services. Through statistical analysis of sample data, among the 258 valid questionnaires, the male-to-female ratio was 38.8% to 61.2%, indicating a certain gender gap among respondents. In terms of age distribution, the combined proportion of respondents aged 18-30 and 31-40 reached 91.5%, which is basically consistent with the age distribution of internet users reported in the 39th "China Internet Network Development Status Report" (hereinafter referred to as the "Internet Report") released by CNNIC in January 2017, where the 20-39 age group had the highest proportion. This indicates that the age structure

of research subjects is representative and meets research expectations. The education level of respondents was primarily undergraduate and graduate, accounting for 85.7% of the total, indicating that archival users have relatively good knowledge backgrounds and information literacy. Respondents' occupations were dominated by students (52.7%), with proportions of enterprise/company employees, party and government workers, full-time archivists, and part-time archivists being relatively similar. It is evident that questionnaire respondents were comprehensive, and distributing questionnaires online eliminated geographical restrictions, making archival questionnaire respondents more extensive and presenting diversified characteristics, better demonstrating different user perceptions of various influencing factor indicators of archives WeChat public platform service quality. In terms of usage frequency, the combined proportion of users who frequently use, occasionally use, and rarely use the platform reached 79%, indicating that users' evaluations of public archives WeChat public platform service quality influencing factors were primarily based on actual usage experience and user perception, meeting research expectations.

**4.2.3 Descriptive Analysis of Observed Variables** The collected valid questionnaire data were analyzed using SPSS 19.0 for descriptive statistics, calculating the mean and standard deviation of each observed variable, with results shown in Table 4. The mean values of observed variables were used to determine the degree of recognition among archival users regarding each variable's influence on public archives WeChat public platform service quality, while standard deviations were used to determine the consistency of recognition among different archival users regarding influencing factors. A larger standard deviation indicates greater fluctuation among different archival users about the degree of influence of observed variables and higher inconsistency. Typically, when the standard deviation is less than 1, consistency is considered high with small fluctuations.

As shown in Table 4, the minimum mean value of the 29 observed variables was 3.30, with all other mean values greater than 3.30 and closer to 4, indicating that archival users had relatively high recognition of the extracted influencing factors. From the perspective of standard deviations of observed variables, six observed variables had standard deviations greater than 1: "archival content usefulness," "archival content interestingness," "archival content uniqueness," "service fees," "service effectiveness," and "public platform security." Although these six observed variables had standard deviation values greater than 1, and based on the user perception perspective, different users had certain fluctuations in their recognition, this was still acceptable. The standard deviations of the remaining observed variables were all less than 1, indicating relatively consistent recognition among archival users regarding the extracted influencing factors. Therefore, the extraction of these influencing factors was relatively reasonable.

### 4.3 Data Analysis and Testing

This study employed exploratory factor analysis to conduct mathematical analysis and testing of the hypothetical model of public archives WeChat public platform service quality influencing factors shown in Figure 1, revising it based on test results to obtain a set of influencing factors more consistent with actual user perception.

**4.3.1 Reliability Analysis** Using IBM SPSS 19.0 software, Cronbach's  $\alpha$  coefficient was used to test the reliability and validity of the questionnaire, with results shown in Table 5 .

As shown in Table 5 , the Cronbach's  $\alpha$  coefficient for the entire scale was 0.938, greater than 0.7, indicating high reliability of the questionnaire and enabling further analysis of the influencing factors hypothetical model.

**4.3.2 Suitability Measurement for Factor Analysis** Using IBM SPSS 19.0 software, Kaiser-Meyer-Olkin (KMO) sampling adequacy measure and Bartlett's sphericity test were employed to test sample data suitability for factor analysis, with results shown in Table 6 .

The test results shown in Table 6 indicate that the KMO test value for sampling adequacy was 0.920, greater than 0.5, and the Bartlett's sphericity test value  $p$  was less than 0.001, reaching the significance level, indicating that the survey sample data was suitable for factor analysis.

**4.3.3 Principal Component Analysis** In factor analysis, this study primarily adopted principal component algorithm and varimax rotation method to extract factors. According to the common factor extraction criterion, data were truncated with eigenvalues greater than 1 as the standard. A total of five common factors were extracted, with cumulative variance explanation reaching 60.836%, as shown in Table 7 , which can adequately represent original variable information.

In the factor loading matrix obtained through varimax rotation, four variables had loading coefficients less than 0.5 on the five common factors and were deleted. Based on the rotated component matrix, common factors were determined, and the results of exploratory factor analysis of observed indicator variables were obtained, as shown in Table 8 .

Factor analysis of sample data yielded the rotated component matrix shown in Table 8 . It is evident that the original 29 variables corresponding to four dimensions have become five dimensions, with variables included in each dimension differing from the initial classification hypothetical model, indicating that the original classification criteria were not validated and required revision.

#### 4.4 Model Revision

As shown in Table 8, some factor loading results differed from the hypothetical model, requiring reclassification and renaming of the five common factors to determine influencing factors of archival service quality.

According to the rotated component matrix, common factor 1 included 11 variables, primarily encompassing all influencing factor indicators in the service process of the hypothetical model (service personnel quality factor loading was less than 0.5 and thus deleted) and security and stability of the archival WeChat public platform. This differed somewhat from the hypothetical model, but these variables reflect services provided to users through the archival WeChat public platform, revealing that service process and system operation have the greatest impact on users' archival services. Therefore, factor 1 was named "Service Process and System Operation."

Variables loaded onto factor 2 totaled five, covering all indicators of user characteristics in the hypothetical model as well as service fees. Although differing from the hypothetical model, these variables are based on the user perception perspective, explaining differences in importance of influencing factor indicators among different users. Therefore, factor 2 was named "User Characteristics and Expenses."

Variables loaded onto factor 3 totaled three, mainly including archival content authenticity and reliability, archival content usefulness, and archival content extensiveness. Archival content extensiveness explains the broad coverage of content provided by archives, such as scientific and technical archives, historical archives, art archives, and military archives. All three reveal the internal structure of archival content, leading to naming factor 3 "Internal Features of Archival Content."

Variables loaded onto factor 4 totaled three, including archival content interestingness, archival content novelty, and archival content uniqueness. These three explain the impact on archival WeChat public platform service quality from external dimensions of archival content, leading to naming factor 4 "External Features of Archival Content." Although factors 3 and 4 encompass all indicators of archival resource quality in the hypothetical model (archival form novelty and archival form diversity loading coefficients were less than 0.5 and thus deleted), from the user perception perspective, people believe that internal features of archival content have greater impact on archival service quality.

Variables loaded onto factor 5 totaled three, differing somewhat from the hypothetical model, mainly covering friendliness, simplicity, and aesthetics of archival WeChat public platform interface design, leading to naming factor 5 "Public Platform Interface Design." Based on the above analysis and revised classification criteria, five major influencing factors of archival service quality were finally obtained, with the system model shown in Figure 2 [Figure 2: see original paper].

As shown in Figure 2 [Figure 2: see original paper], the public archives WeChat public platform service quality influencing factors model is mainly divided into five dimensions, each reflected by multiple observed variables. Subsequently, reliability and validity tests were conducted on the revised five dimensions, with results shown in Table 9 .

The analysis results show that  $\alpha$  coefficients were all above 0.7, indicating high consistency and stability among observed variables within each dimension and good reliability. Additionally, the KMO values for the three dimensions of “Internal Features of Archival Content,” “External Features of Archival Content,” and “Public Platform Interface Design” were all close to 0.7, indicating that the observed variables in these three dimensions adequately reflect factor characteristics. The KMO values for the remaining two dimensions were both greater than 0.7, also adequately reflecting factor characteristics. Through rotation of observed variables, the cumulative contribution rate reached 60.836%, indicating adequate representation of original variable information. Through the above analysis, it can be concluded that the revised influencing factor system model has high rationality.

## Conclusion

Based on the user perception perspective, this study constructed a public archives WeChat public platform service quality influencing factors model through actual data investigation and analysis, comprehensively and objectively analyzing and discussing relevant factors influencing public archives service quality on WeChat public platform, reaching the following conclusions:

- (1) Among the many influencing factors of public archives WeChat public platform service quality, service process and system operation are the most important influencing factors perceived by users. The service process mainly includes influencing factors such as service interactivity, service timeliness, service innovation, service process simplicity, and distinctive services, among which service interactivity has the largest factor loading. This reflects that in the process of accepting services provided by public archives through WeChat platform, users value most the interactivity of services. System operation mainly includes platform security and platform stability, which are systematic guarantees for public archives to successfully provide archival services to users on WeChat public platform. According to factor analysis results, the security and stability of archival WeChat public platform system operation are also part of the most important factors influencing public archives service quality in user perception. This reflects users' high emphasis on system operation stability, system security, and user privacy security and confidentiality in the electronic environment when accepting archival services through public archives WeChat public platform.
- (2) User characteristics and service expenses constitute the second important

aspect influencing public archives WeChat public platform service quality. User characteristics mainly include four influencing factors: user archival awareness, professional background, habits and preferences, and demand and expectation. Exploratory factor analysis results indicate that users' own archival awareness, professional background, habits and preferences, and demand and expectation greatly influence their perception of public archives service quality on WeChat public platform. These subjective factors distinguish them from other important influencing factor indicators of WeChat public platform. Moreover, service expenses are also very important factors influencing users' perception of public archives service quality on WeChat public platform, reflecting archival users' sensitivity to charges for public archives services.

- (3) On WeChat public platform, internal features of archival content also influence users' perception of public archives service quality. They are the foundation of archival resource services, users' most basic essential requirements for archives, and core factors for realizing archival value. Internal features of archival content mainly include three influencing factors: archival content authenticity and reliability, usefulness, and extensiveness. Archival content authenticity and reliability are the foundation of users' perceived service quality and one of the essential characteristics of archives. Regardless of how times change, archival content authenticity and reliability remain important reasons for users to utilize archives. Archival content extensiveness can meet users' diversified information needs and is therefore also an important factor influencing public archives WeChat public platform service quality in user perception.
- (4) External features of archival content are another important factor influencing users' perception of public archives WeChat public platform service quality, mainly including three factors: archival content novelty, uniqueness, and interestingness. The factor loading for interestingness is 0.807, second only to archival content authenticity and reliability. Archival content interestingness can please archival users, enabling them to enjoy the archival utilization process, reflecting current archival users' demands for public archives services, and representing a very important factor influencing public archives service quality in user perception. Although factor loadings for archival content novelty and uniqueness are not as high as for interestingness, they still have certain influence in users' perception of public archives WeChat public platform service quality.
- (5) WeChat public platform interface design is also a factor influencing public archives WeChat public platform service quality in user perception, mainly including three factors: interface design friendliness, simplicity, and aesthetics. Factor analysis results indicate that these factors influence users' perceived public archives WeChat public platform service quality, although in terms of overall ranking of influence degree, they are relatively lower. However, each factor's factor loading is not low, indicating that in

user perception, the quality of public archives WeChat public platform interface design is also a non-negligible factor influencing service quality.

The public archives WeChat public platform service quality influencing factors model constructed in this paper explains users' perception of influencing factors for public archives service quality on WeChat public platform to a certain extent, providing quantitative description of this subjective perception and reflecting archival users' expectations and demands for public archives WeChat public platform archival services. In-depth analysis and discussion of these influencing factors will contribute to the construction and development of public archives WeChat public platform.

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## Author Contributions

Song Xueyan: Conceptualized the research, proposed the research framework, and wrote the paper;

Zhu Lixiang: Collected research materials and wrote the paper;

Fang Mengsha: Collected research materials;

Deng Jun: Conceptualized the research and revised the paper.

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## Research on Service Quality Influencing Factors of Public Archives on WeChat Public Platform

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**Abstract:** [Purpose/significance] From the perspective of user perception, this paper aims to build a public archives WeChat public platform service quality impact factor model for public archives to lay the foundation for service quality optimization. [Method/process] Constructing the influencing factors model of public service quality of public archives by using questionnaire survey, using the SPSS software, the hypothesis model was tested by the exploratory factor analysis method, the hypothesis model was modified according to the results, and the modified influencing factors model was discussed. [Result/conclusion] This paper analyzed the influencing factors of the service quality of the public archives on the public platform from the perspective of user perception, including five dimensions of the service process and system operation, user characteristics and expenses, internal features of archival content, external features of archival content, and public platform interface design, and twenty-five factors including service interaction and others.

**Keywords:** public archives; WeChat public platform; archives services; service quality influencing factors

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