

DATA STORAGE SKILL AND SERVICE DELIVERY OF OFFICE MANAGER IN ORGANISATION

Eke, Josephine Onyeri, Ph.D

Department of Office and Information Management

Ignatius Ajuru University of Education, Rumuolumeni, Port Harcourt, Rivers State, Nigeria

ABSTRACT

The evidence of data storage within the workplace has a substantial influence on employee service delivery within television stations in Port Harcourt. It is recommended that every department in the organization focus more on the challenges which employees encounter on the job as regards to using information technology tools and make sincere attempts to support them as this will drive performance. Data storage skill is very important in organizations as it is required to keep classified information intact. Organizations need to adopt workplace policies that would require every employee to be computer literate and emphasize on its importance within the workplace.

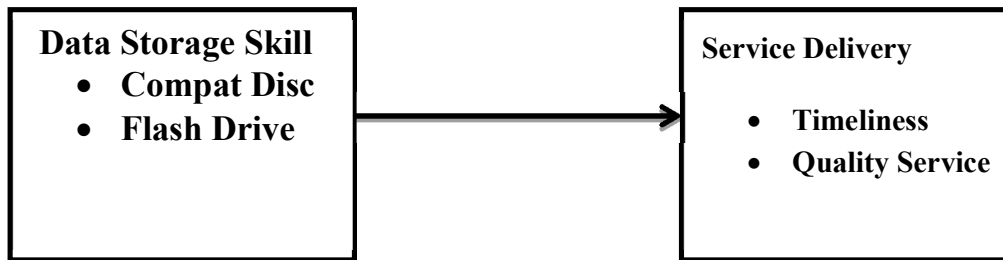
Keywords: Data Storage Skill, Service Delivery, Office Manager, Organisation

INTRODUCTION

All over the world today, it is data and/or information stored overtime that is being used or interpreted in businesses and organizations. Data storage as an information system skill is a collective method and technology system that captures and retains digital information (Alter, 2008). Storage is a key component of information system as consumers, organizations and businesses have come to rely on it to preserve information ranging from personal ones, discrete and/or classified ones to business-critical ones. Modern storage systems require enhanced capabilities to allow businesses and organizations to apply machine learning-enabled Artificial Intelligence (AI) to capture this data, analyze it and attain maximum output value from it (Alter, 2013). Data storage may include both hardware and software data generally and more specifically captured, managed and prioritized. This includes information in applications, databases, data warehouses, archiving, backup appliances and cloud storage. Data storage skills involve the use of data retaining devices to save data and/or information for future purposes (Lee, Trauth & Farwell, 1999). Stored data and/or information can be accessed over generations to come in storage devices like compact disc, flash drives, external hard drives, cloud storage and online databases etc. The skill required for proper data storage includes human capital development. Human capital development is a dimension of intellectual capital development that involves the development of the raw talent or intellect of individuals to carry out activities (Lee, Trauth & Farwell, 1999).

Service to a client or customer can be referred to as excellent when the quality of service surpasses their expectations. This is the extent to which a service meets the customer's needs and expectations (Ponsignon, Smart & Maull, 2011). Excellent service is when customers' experiences and expectations are surpassed and they feel that they have received an unexpected level of care and an unimaginable extra support or service in organizations (Sousa & Voss, 2006). Excellent service delivery is the motto of basically every devoted organization as it leaves customers with a perception that communicates excellence and satisfaction. Excellent service delivery is a measure of employee performance in organizations. This is because employees are the key assets of organization and where they are committed, engaged and motivated in organizations, they in turn deliver top-notch services to their clients and customers. The key indicators of excellent service delivery are:

Operational Conceptual Framework



Data Storage Skill

Data storage refers to the use of recording media to retain data using computers or other devices. The most prevalent forms of data storage are file storage, block storage and object storage depending on the purposes. File storage means that is stored in files and folders which is commonly found on hard drives and means that the files look exactly the same to the hard drive as they do to the user. Block storage means that data is stored in evenly sized blocks. Although more expensive and complex and less scalable, block storage is ideal for data that is frequently accessed and edited.

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Service Delivery

Quality of service is important for the transport of traffic with special requirements. In particular, developers have introduced voice over IP technology to allow computer networks become as useful as telephone networks for audio conversations as well as supporting new applications with even stricter network performance requirements.

According to (Garvin, 1984) for a competitive advantage product quality is an important issue: Garvin further stated that customer satisfaction, service quality and loyalty are the most important factors for retention, profitability and productivity of businesses. Service quality contribution is the most important factor to examine the outcome of the customer expected and perceived service attributes of any business, whether manufacturing, service or retail firms quality of service is of great importance to both customers and companies (Sidin, 2001) opined that service quality is the understanding of the customers and meet their needs accordingly by managing service and delivery to satisfy customer (Caruana, 2002) said service quality is the comparison between what the customers expect and the perception of the service they received. It is how a customer receives the service at the end of the day. The perception of service quality has both positive and negative effects on the attitude of consumers.

METHODOLOGY

The research adopted the cross-sectional survey method to gather adequate data from the staff of television stations in Port Harcourt. Population of the Study is 274 employees of five television station in Port Harcourt. Taro Yemene was used to draw a sample size of 163 employees.

Sample Size for the Study

S/N	Television Stations	Population (Secretaries)	Sample size
1.	Nigerian Television Authority	63	37
2.	Rivers State Television	58	35
3.	Silver Bird Television	48	29
4.	African Independent Television	54	32
5.	Wozobia Max Television	51	30
Total		274	163

Sources: Researcher (2021)

The Questionnaire was the major instrument for data collection while Spearman rank order correlation coefficient statistical tool was used to test for the research hypotheses

Results**Table 1 Test for hypothesi**

			Data storage skill	Excellent service delivery
Data storage skill	Correlation	1	.364**	
	Sig. (2-tailed)		.000	
	N	147	147	
Excellent service delivery	Correlation	.614**	.892**	1
	Sig. (2-tailed)	.000		
	N	147	147	

Source: Survey data, 2021

The association between data storage skill and Service Delivery: The tests for the association between data storage skill and excellent service delivery shows there exists strong significant outcomes in which data storage skill and excellent service delivery (correlation = .364; and $P < 0.05$) also reveals level of significant association. That there is a significant relationship between data storage skill and input-output of employees in television stations in Port Harcourt.

CONCLUSIONS

The evidence of data storage within the workplace has a substantial influence on employee service delivery within television stations in Port Harcourt.

RECOMMENDATIONS

The recommendations for this study are proposed in line with the findings and conclusions for the study. They are stated as follows:

- i. It is recommended that every department in the organization focus more on the challenges which employees encounter on the job as regards to using information technology tools and make sincere attempts to support them as this will drive performance.
- ii. Data storage skill is very important in organizations as it is required to keep classified information intact.

- iii. Organizations need to adopt workplace policies that would require every employee to be computer literate and emphasize on its importance within the workplace.
- iv. Workers at all levels should be trained on information technology for effective job performances and information delivery.

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