

## **DATA STORAGE SKILLS AND SERVICE DELIVERY IN TELEVISION STATIONS IN RIVERS STATE**

**Eke Josephine Onyeri**

**Ph.D Student, Department of Office and Information Management  
Ignatius Ajuru University of Education, Rumuolumeni, Port Harcourt, Rivers  
State, Nigeria**

### **ABSTRACT**

*This study examined the relationship between data storage skills and service delivery in the television stations in Port Harcourt. The study adopted the cross-sectional survey design. The study population consisted of 274 secretaries from the selected television stations in Port Harcourt. A sample size of 163 staff was drawn. One hundred and sixty-three (163) copies of the questionnaire were personally administered to the respondents out of which one hundred and forty-seven (147) representing 96% were found valid for analysis. All items on the questionnaire had a Cronbach Alpha threshold of 0.7 and above in the reliability test. Descriptive statistics was used for univariate data analysis while the bivariate analysis was carried out using the spearman's rank order correlation coefficient at a 0.05 level of significance. The partial correlation coefficient computed with the aid of statistical package for social sciences (SPSS) was used for multivariate analysis. The bivariate analysis results showed a significant relationship between data storage skill and service delivery. This study concluded that significant relationship exists between data storage skills and service delivery in the television stations in Port Harcourt. It further concluded that technology significantly moderated the relationship between information system skills and employee performance. It recommended that: Data distribution skill is an essential skill in organization as it is information that is delivered to end-users. Every employee in organization need to be acquainted with this basic skill as it will aid proper dissemination of information and communications within the organization.*

**Key Words: Data Storage, Service Delivery, Performance, Television Station**

### **INTRODUCTION**

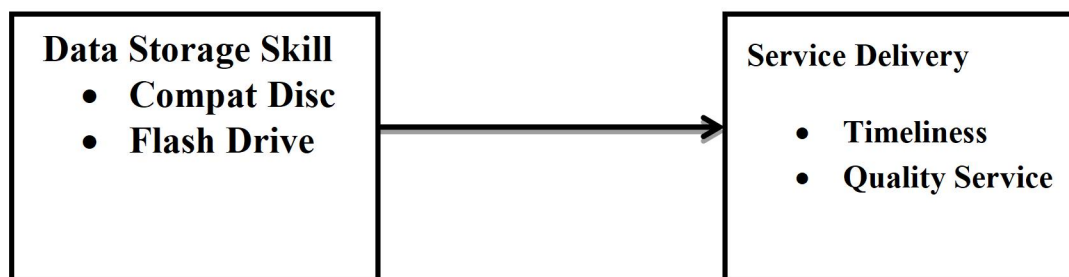
All over the world today, it is data and/or information stored overtime that is being used or interpreted in businesses and organizations. Data storage as an information system skill is a collective method and technology system that captures and retains digital information (Alter, 2008). Storage is a 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**

<b>S/N</b>	<b>Television Stations</b>	<b>Population (Secretaries)</b>	<b>Sample size</b>
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
	<b>Total</b>	<b>274</b>	<b>163</b>

#### **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
	Correlation	.614**	.892**
Excellent service delivery	Correlation	.364**	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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