ANALYZING FACTORS INFLUENCING THE VISITORS’ SATISFACTION OF REGIONAL ARCHIVE AND LIBRARY OFFICE OF KEBUMEN REGENCY ADMINISTRATION

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ABSTRACT

The Regional Archive and Library Office of Kebumen Regency Administration as the public service provider in the field of library is obliged to provide the quality services to its users. However, there are still some people complaining and dissatisfied to the services of the library division. This indicates that the Regional Archive and Library Office of Kebumen Regency Administration needs to know the needs of its visitors in order to improve its services. This research is intended to know what factors influencing the visitors’ satisfaction of the Regional Archive and Library Office of Kebumen Regency Administration.

This research applies the descriptive type of research by comparing the average values and deviation standard of the respondents’ perception upon each variable. It is also an inferential analysis applying the factor analysis by grouping the factors having the same correlation, by applying the survey method. The research variables consist of 20 indicators based on the dimension of service quality.

The results of descriptive analysis of the respondents reveal that the aforesaid twenty variables have given the influence to satisfaction of the library visitors. Whereas the results of inferential analysis indicate 4 factors influencing the visitors’ satisfaction with the most dominant factor established by the variables of ‘the library officers dressing up neatly and politely’, ‘the clear and systematic service procedure’ and ‘ability and skill of officers in performing their works’.

Keywords: Factor Analysis, Library, Satisfaction.