

ABSTRACT

Perpusda provinsi DIY (Yogyakarta Province Public Library) has tried to provide service to fulfill the need of library visitors; however, there is still some complaint / weakness in providing service to the people using library. Complaint handling gives opportunity to change the visitors' unsatisfaction into visitors' satisfaction in using library. Effective complaint handling process starts to be identified along with the determination of sources causing visitor's unsatisfaction and complaint.

This study was conducted in **Perpusda provinsi DIY** with the purposes: (1) to know the service scope (service level) of **Perpusda provinsi DIY**, (2) to know whether service quality is curretated lifs reliability, responsiveness, assurance, empathy, and tangible towards **Perpusda provinsi DIY** visitors' satisfaction, (3) to know which service quality dimension gives the most influence to the **Perpusda provinsi DIY** visitors' satisfaction, and (4) to know the level of visitors' satisfaction toward the **Perpusda provinsi DIY** service.

The numbers of respondents interview were 100 respondents. Sample were determined non-probability sampling, i.e. by purposive sampling. Analysis used in tesis research was descriptive qualitative-quantitative method, using Product Moment correlation and linier regression method stepwise.

The research concludes some findings; First, the service scope is large and well spread inside or outside the city (Sleman, Bantul, dan Kulon Progo regency). Second, partially, the reliability factor (X1), responsiveness factor (X2), assurance factor (X3), empathy factor (X4), and tangible factor (X5) significantly influence (real and positive) towards the **Perpusda provinsi DIY** visitors' satisfaction. Third, the service quality regarding empathy and assurance dimension all together significantly influence **Perpusda provinsi DIY** visitors' satisfaction. Fourth, the emphaty dimension is the service quality giving the most influence to the **Perpusda provinsi DIY** vistors' satisfaction. Fifth, the level of **Perpusda provinsi DIY** visitors' satisfaction in all service elements is in the level satisfaction category "not high enough" (moderate).

Technology development demands every individu to provide rapid and ready to us information, and this public library service in the future should consider these by developing digital library.

Key Words : public library, service scope, service quality, visitors' satisfaction