

INTISARI

Walking tour merupakan suatu model pariwisata baru yang sedang berkembang dan mulai ramai diminati wisatawan Indonesia belakangan ini. Salah satu komunitas *walking tour* di Yogyakarta adalah Jogja Walking Tour. Penelitian ini bertujuan untuk mengkaji hubungan kualitas pelayanan pemandu *walking tour* dan tingkat kepuasan wisatawan terhadap keinginan menggunakan kembali layanan Jogja Walking Tour. Kualitas pelayanan pemandu *walking tour* menjadi penting disebabkan dapat membawa dampak jangka panjang dalam membentuk kepuasan wisatawan yang berujung pada loyalitas wisatawan. Penelitian ini menggunakan teori kualitas pemandu oleh Mitchel (2005) dengan lima variabel, yaitu *appearance*, *setting the stage*, *presenting their community and theirselves to the visitor*, *leave notes behind*, dan *non-verbal communication*, yang kemudian digabungkan dengan lima variabel SERVQUAL oleh Parasuraman dan kawan-kawan (1988). Metode yang digunakan adalah metode deskriptif kuantitatif dan pengumpulan data dilakukan menggunakan kuesioner yang disebar kepada 184 wisatawan yang pernah menggunakan layanan Jogja Walking Tour minimal satu kali. Hasil penelitian yang didapatkan yaitu terdapat korelasi positif yang signifikan dengan kategori sangat tinggi antara ketiga variabel dan nilai koefisien korelasi 0,700.

Kata kunci: *Walking Tour*, Pemandu, SERVQUAL, Keinginan Menggunakan Kembali, Tingkat Kepuasan Wisatawan

ABSTRACT

Walking tour is a new tourism model that is developing and has recently started to be popular with Indonesian tourists. One of the walking tour communities in Yogyakarta is Jogja Walking Tour. This study aims to examine the relationship between the quality of walking tour guide services and the level of tourist satisfaction with the intention to reuse Jogja Walking Tour services. The quality of walking tour guide services is important because it can have a long-term impact on shaping tourist satisfaction which leads to tourist loyalty. This study uses the theory of guide quality by Mitchel (2005) with five variables, namely appearance, setting the stage, presenting their community and themselves to the visitor, leaving notes behind, and non-verbal communication, which are then combined with five SERVQUAL variables by Parasuraman et al. (1988). The method used is a quantitative descriptive method and data collection was carried out using a questionnaire distributed to 184 tourists who had used Jogja Walking Tour services at least once. The results of the study obtained were that there was a significant positive correlation with a very high category between the three variables and a correlation coefficient value of 0.700.

Keywords: Walking Tour, Guide, SERVQUAL, Reuse Intention, Tourist Satisfaction