



TABLE OF CONTENT

FRONT COVER	i
INNER PAGE	ii
TITLE.....	iii
VALIDATION PAGE	iv
STATEMENT OF ORIGINALITY	v
MOTTO.....	vi
DEDICATION	vii
ACKNOWLEDGEMENT	viii
TABLE OF CONTENT	x
LIST OF TABLES	xiii
LIST OF FIGURES.....	xiv
GLOSSARY	xvi
ABSTRACT	xviii
INTISARI.....	xix
CHAPTER I: INTRODUCTION	1
1.1 Background	1
1.2 Problem Formulation	6
1.3 Research Objectives	6
1.4 Research Benefit	6
1.5 Literature Review	7
1.6 Theoretical Basis	12
1.7 Research Methodology	17
1.8 Writing Structure	21



CHAPTER II: GENERAL REVIEW OF TAMAN SARI ROYAL HERITAGE SPA YOGYAKARTA	23
2.1 History of Spa in Indonesia.....	23
2.1.1 Spa Treatment.....	25
2.2 Profile Taman Sari Royal Heritage Spa.....	28
2.2.1 Brief History of Taman Sari.....	28
2.3 Taman Sari Royal Heritage Spa's Location.....	30
2.4 Vision and Mission	31
2.5 Organizational Structure	31
2.6 Taman Sari Royal Heritage Spa Facilities	32
2.6.1 Spa Room	35
2.6.2 Slimming Room	39
2.6.3 Couple Room.....	40
2.6.4 Sauna Room	42
2.6.5 Swimming Pool	43
2.7 Taman Sari Royal Heritage Spa Products.....	44
2.7.1 Massage Cream	44
2.7.2 Shampoo.....	45
2.7.3 Nourishment Hair Treatment.....	46
2.7.4 Bust Mask Gel.....	47
2.7.5 Body Scrub.....	48
2.7.6 Essential Oils.....	49
2.7.7 Body Mask	50
2.8 Taman Sari Royal Heritage Spa's Treatment.....	51
2.9 Market Target.....	57



2.10 Visitors' Visit Level.....	58
CHAPTER III: THE ANALYSIS OF BRAND IMAGE DEVELOPMENT IN TAMAN SARI ROYAL HERITAGE SPA.....	59
3.1 Brand Image Development in Taman Sari Spa.....	59
3.1.1 Destination Awareness.....	60
3.1.2 Destination Image	62
3.1.3 Destination Quality	64
3.1.4 Destination Loyalty.....	68
3.2 The Implementation of Brand Image in Tourist Perception	71
3.2.1 Destination Awareness.....	71
3.2.2 Destination Image	75
3.2.3 Destination Quality	79
3.2.4 Destination Loyalty.....	83
CHAPTER IV: CONCLUSION	87
4.1 Conclusion.....	87
4.2 Recommendation.....	88
Bibliography.....	89
Interviewees	94