

Table Of Content

THESIS VALIDATION FORM	iii
STATEMENT OF ORIGINALITY	iv
MOTTO.....	v
DEDICATION	vi
ACKNOWLEDGMENTS.....	vii
Table of Content.....	viii
List of Table	xi
List of Figures	xii
ABSTRACT	xiii
 INTRODUCTION.....	 1
1.1 Introduction	1
1.2 Proble Formulation.....	3
1.3 Research Goal	3
1.4 Research Benefit	3
1.5 Literary Review.....	4
1.6 Theoretical Basis	6
1.7 Research Method and Data Collection.....	10
1.8 Writing Layout	16
 CHAPTER II.....	 17
General Discription of Jogja Good Guide.....	17
2.1 History of Jogja Good Guide	17
2.2 Vision and Mission	21
2.3. Organizational Framework of Jogja Good Guide	23
2.3.1 Standard Operational Procedure	25

2.3.2	Human Resource Management	27
2.3.3	Strategic-Marketing Planning	29
2.3.4	Evaluation and Management.....	31
2.4	Malioboro Walking Tour Route.....	32
2.4 .1	Tugu Railway Station.....	34
2.4 .2	Inna Garuda Hotel.....	34
2.4 .3	Jogja Library Center.....	36
2.4 .4	Juliana Drug Store.....	37
2.4.5	DRPD Yogyakarta (Loge De Mataram)	39
2.4.6	Malioboro Mall	40
2.4.7	Kimia Farma Building	41
2.4.8	Kepatihan	43
2.4.9	Kampung Ketandan.....	44
2.4.10	Bringharjo Tradition Market.....	46
2.4.11	Margomulyo Church	48
2.4.12	Gedung Agung (Presidential Palace)	49
2.4.13	Vredeburg Fort Museum	51
2.4.14	Monument Serangan Umum 11 Maret.....	53
CHAPTER III.....		55
Research Findings and Discussion : International Tourist Perception Analysis Results After Participate Malioboro Guided Walking Tour		55
3.1	Identification of Attributes Dimension	57
3.2	Identification of Interval Class.....	58
3.3	Respondent Profile	59
3.3.1	Based on Sex	59
3.3.2	Based on Age	60
3.3.3	Based on Nationality Origin	62

3.3.4	Based on Educational Background	62
3.3.5	Based on Occupational Background	62
3.3.6	Based on Monthly Income	63
3.5	Assessment of Gap Service Attribute	64
3.5.1	Tangible	65
3.5.2	Reability	68
3.5.3	Responsiveness	71
3.5.4	Assurance	74
3.5.5	Empathy	78
CHAPTER IV		82
CONCLUSION AND SUGGESTIONS		82
4.1	Conclusion	82
4.2	Suggestions	84
Bibliography.....		85
ATTACHMENTS		87

List of Table

Table 3.1 Interval Class Chart.....	50
Table 3.2 Sex of Participants	51
Table 3.3 Participant Group of Ages.....	52
Table 3.4 Participant Nationality of Origin.....	53
Table 3.5 Participant Educational Background.....	54
Table 3.6 Participant Occupational Background	55
Table 3.7 Participant Monthly Income.....	56
Table 3.8 Tangible Scoring Valuation	58
Table 3.9 Reability Scoring Valution.....	61
Table 3.10 Responsiveness Scoring Valuation	65
Table 3.11 Assurance Scroing Valuation.....	68
Table 3.12 Empathy Scoring Valuation	72

List of Figures

Figure 2.1	Jogja Good Guide Organisation Chart	22
Figure 2.2	Map of Jogja Good Guide's Malioboro Walking Tour	24
Figure 2.3	Front of Tugu Railway Station	25
Figure 2.4	Front Lobby Inna Garuda Hotel	27
Figure 2.5	Jogja Library Center	29
Figure 2.6	Front of Indomaret Point Malioboro Ex Juliana Drug Store	30
Figure 2.7	DPRD Yogyakarta Heritage Building	31
Figure 2.8	Front Building of Malioboro Mall.....	33
Figure 2.9	Kimia Farma Apotek Ex Rathkamp Apotheek.....	34
Figure 2.10	Front of Kepatihan Complex	35
Figure 2.11	Gate of Kampoeng Ketandan.....	37
Figure 2.12	Front of Bringharjo Traditional Market.....	38
Figure 2.13	Front of Margomulyo Church.....	40
Figure 2.14	Front Garden of Gedung Agung	42
Figure 2.15.	Front Gate of Vredeburch Fort Museum	44
Figure 2.16	Front of Monument Serangan 1 Maret	46