The Impact of Jakarta Good Guide Service Quality Towards the Satisfaction of Jakarta Walking Tour Tourists

Deivy Zulyanti Nasution[1], Rina Fitriana[2], Opalma Siahaan[3]

[1]Sekolah Tinggi Pariwisata Trisakti
[2]Sekolah Tinggi Pariwisata Trisakti
[3] Sekolah Tinggi Pariwisata Trisakti

deivy@stptrisakti.ac.id, rinafitriana@stptrisakti.ac.id, opalmasiahaan@gmail.com

_____

Abstract: Jakarta Good Guide is the association of guides - tour guides who have received training and licenses from the DKI Jakarta Tourism Office. Jakarta Good Guide offers Jakarta walking tour product named walking tour to see the beauty of Jakarta such as culture, historical building and Jakarta's food. Jakarta good guide has approximately 21 routes and the visiting of domestic tourist always increases in every year. The purpose of the study was to determine the effect of service quality on the satisfaction of tourists in the Jakarta walking tour. The sample of this study were tourists who took the Jakarta walking tour (City center 2, China Town, Tourism Museum). This study used descriptive quantitative method to determine the relationship between service quality and tourist satisfaction. Data in the study were collected by using questionnaires, interviews, observation and literature studies used validity test, reliability test, descriptive test, correlation coefficient and determination, simple linear regression and t test hypothesis. The results of the study in the correlation coefficient between service quality and tourist satisfaction is equal to 0.754 with a significant level of 0.000 which means strong, then tourist satisfaction (Y) is influenced by service quality (X) in City center 2, China Town, Museum Tourism by 52% . Based on the hypothesis test t that the service quality variable has a significant effect on the satisfaction of tourists in the Jakarta walking tour.

Keywords: Service quality; tourist satisfaction; walking tour

---

1. Introduction

Tourism sector nowadays is a promising global business due to its tourists' movement and the ability of tour travels to encourage the world's economy growth (Hermantoro, 2011:17). UNWTO predicted that in 2020 there will be tourists' movement by the total expenditure as many as USD 2.000 ; it is estimated about 5 billions of expenditure on a daily basis (Hermantoro, 2011:17). The tourists' satisfaction is a necessary component for increasing the numbers of tourists. As cited in Newlands & Hooper (2016:308), "As Service are intangible, consumers tend to homogenize quality assessment criteria subjectively. Perceived service quality has been referred to as elusive".

Jakarta as the Capital of Indonesia is a metropolis city filled with skyscrapers, shopping centres, and tourism objects has the most museums in Indonesia. it is also a city that keeps the history of Indonesia Nation. In order to reserve history of the past times and to attract tourists' attention, the government tourism office organize trainings for tour guides that encourage understanding so that they can share the history appropriately and attractively to every tourist.

Jakarta Good Guide is a group of tour guides that have been trained and achieved license from the Government Tourism Office of Special Region of Capital (DKI) Jakarta. Jakarta Good Guide notices the potentials and opportunities that Jakarta possesses from tourism, culture, and culinary objects. Jakarta Good Guide does not set rates for its programs, or also known as "Pay as you wish". Even though the Walking Tour tourism has not yet been familiar by tourists, the tourists' visit increases each year.

Be Seen from the progress aspect, the number of tourists that join the Walking Tour program is fluctuated. The Walking Tour Program is actually in demand since it offers attractive tour programs, does not set particular rates, licensed tour guides, easy to access meeting point to begin the tour, and

is accessible by public transportation. The tourists who join the Walking Tour program increase each year. However, the increasing of the visitors has not been gone along with the services given by the Jakarta Good Guide in Walking Tour Program.

After administering a survey and an interview to the visitors who had joined the walking tour program, a finding revealed that some visitors were not satisfied with the service. Some of the reasons were the lack of tour guides who were fluent in languages other than Mandarin, English, and French, the absence of 24 hours customer service to help visitors decide the options in the desired Walking Tour Program, and the distance of The Walking Tour about 1,8 Kilometres with three hours of travel.

2. Literature Review
2.1 Tourism
In the Constitution of Indonesia Republic No. 10 Year 2009 concerning Tourism, it is stated that Tourism means all kinds of activities of tourism which is encouraged by various facilities and services provided by the society, entrepreneur, and the government. According to Inskeep (in Cahyana, et.al., 2011: 7), Special environmental features such as high mountains, unusual geological formations, cave, geysers, hot spring, waterfalls, and mild forms of volcanic activity are important attraction for both general sight-seeing and special interest tourist. Norval (In Mulyadi, 2009; 8) stated that The sum total of operation, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or region.

2.2 Tour Guides
According to the World Federation of Tour Guide Association, A tourist guide is a ; a person who guide visitors in the language of their choice and interprets the cultural and natural heritage of an area which person normally possesses an area-specific qualification usually issued and /or recognized by the appropriate authority. Prof. E. Amato from ILO, Guiding Technique, stated that "Tour Guide is a person employed either by the travellers, a travel agency or any others tourist organization, to inform, direct and advice the tourist organization, to inform, direct and advice the tourists before and during their short visits".

2.3 The Classification of Tour Guides
In the Article no 2, Chapter 2 of the Decree of the Minister of Tourism, Post, and Telecommunication, tour guides are classified as Early tour guides and Middle level tour guides. An early tour guide can promote to be a middle level tour guide after five years of active tour guiding. In practice, there are various tour guides which are distinguished by their expertise, and the site and tour object in which they are working.

2.4 The Definition of Tourists
According to UN-WTO (United Nations of World Tourism Organization), as cited by Pitana & Diarta (2010:36), a tourist visits other country with various purposes rather than to work in an activity which is funded by the visited country.

2.5 Service Purchasing
Levit and Tjiptono (2006) noticed that the more sophisticated technology in a generic product gets, the more the selling depends on the quality and the availability of customers service. Product selling is usually in accordance with the service awarding. This is supported by Lupiyoadi and Hamdani (2006) who stated that the cost for getting the new consumers is five times more expensive than that for maintaining the consumers.

2.6 Theories on the Service Quality
2.6.1 Service Characteristics and Definition of Service
Berry in Yazid (2005) stated that "Service is intangible deeds (action, procedures, activities), process, and work". Various research and literature of the management and service marketing revealed that service has four characteristics that distinguish goods and services which is called IHIP

Paradigm (Intangibility, Heterogeneity, Inseparability, and Perishability) (Lovelock and Gummeson in Tjiptono, 2004).
1. Intangibility means that a service is an action, experience, process, performance, and attempt. Therefore, service is unseen, invisible, unscented, unheard, and untouchable until it is purchased and consumed.
2. Inseparability means that a service is commonly on sale before it is produced and consumed at the same time and place.
3. Variability/heterogeneity means that a service is a non-standardized output. This means that there are various forms, qualities, and types depending on who, when, and where the service is produced.
4. Perishability means that a service is not long-lasted and cannot be stored.
5. Lack of Ownership means the basic difference between goods and services. When purchasing services, customers might only have one personal access to the services for certain periods.

Definition of Service
According to Lovelock (2007:172) service is: An act or performance offered by one party to the other parties and An economy activity that creates value and gives benefits to the customers at certain time as a result of change obtained by the customers.

2.6.3 The Quality of Service
The quality of service is defined as how far is the difference between the reality and the customers' expectation of the service they obtain. Crosby in Tjiptono (2012) stated that "quality is free" means that the cost to produce quality products is far more affordable than the consequence of the company's failure in fulfilling the quality standard. Kotler (Alma, 2007:286) explained that the service quality is the way a company works in providing simultaneous quality improvement towards the products and services. To measure the quality of services, SERVQUAL (Service Quality) was developed which cover five dimension of quality of services according to Zeithami (2004), as follow:
1. Reliability is the ability to provide promised, accurate, and satisfying services as soon as possible.
2. Responsiveness is the motivation to provide assistance to the customers and provide services responsively.
3. Assurance includes the knowledge, competency, politeness, and trustworthiness possessed by the staffs, free of harms, risks, and doubts.
4. Empathy covers the convenience in establishing relationship, good communication, personal empathy, and understanding of the customers' individual needs.
5. Tangibles includes physical facilities, equipment for employees, and communication devices.

2.7 Customers' Satisfaction
2.7.1 Definition of Customers' Satisfaction
In linguistics, the word *satisfaction* comes from a Latin word *satis* that means enough and *facere* that means conduct or produce. Satisfaction is defined as providing consumers' need as expected. Kotler and Keller (2009:138-139) revealed that satisfaction is the happy or disappointed feelings that come from the comparison between what impacted of a product and its expectation. Lovelock and Wright (2007:102) stated that satisfaction is the emotional condition after purchasing.
Wilkie in Tjiptono (2005:24) defined satisfaction as emotional reaction on the evaluation towards the consuming experience of a service. According to Tse & Wilton (in Tjiptono, 2008:169), the visitors' satisfaction means "the customers' response towards the perception evaluation upon the difference between the expectation before purchasing and the product actual result as perceived after using or consuming that product.

2.7.2 Factors Influencing the Customers' Satisfaction
According to Wilkie (2007), there are five elements in customers' satisfaction, as follow:
a) Expectations

The customers' expectation towards a good or service is formed before he purchases the good or service. When purchasing, a customer expects what they obtain matches their expectations, desire, and belief. Gasperz (2002) stated that the factors affecting the customers' perception and expectation are the needs, past time experience, and marketing communication.

b) Performance

Performance means the customers' experience of the actual goods and services when being used without getting affected with their expectations.

c) Comparison

Comparison is carried out by comparing the performance of goods and services before purchase and the perception of the actual performance of the goods and services. The customers will be satisfied when the expectation before purchase is appropriate or even beyond their perception towards the products' actual performance.

d) Confirmation / disconfirmation

The customers' expectation is affected by their experience of using the services which is different from other people's experiences. Confirmation occurs when the expectation is appropriate with the products' actual performance. Disconfirmation occurs when expectation is different with the product's actual performance.

e) Discrepancy

Discrepancy indicates the difference between the performance level and expectation. Negative disconfirmations means the actual performance is under the expectation level. An extensive discrepancy causes high level of dissatisfaction. Otherwise, positive disconfirmation means the actual performance is above the expectation level.

3. Research Methods and Analysis Unit

The present study was conducted by employing quantitative method, which means that the study was carried out to find answers of the problems or general descriptions of a phenomenon which are based on theories, assumptions, or conditions that need to be answered through a research (Iskandar, 2009).

3.1 Variables and Measuring Scale

A variable is an attribute or feature or value of someone, an object, or an activity with certain variations which is determined by the researcher to be studied and concluded (Sugiyono, 2007). The Independent variable in the present study is the quality of services given by Jakarta Good Guide (X) and the dependent variable is the satisfaction of the customers who take part in Jakarta Walking Tour (Y).

Nominal scale is used to measure the variables of sex demography and kinds of occupation. The interval scale is used to measure the age demography variable and the frequency of visit. The study also used Likert Scale to measure one's or a group's attitudes and opinion towards the social phenomenon being measured.

3.2 Procedures of Sample and Population Collection

The sample collection in the present study, as follow:

1. Population

According to Widianto (2012), population is a group of subjects or objects which are generated from the result of the research. In the current study, the population are the entire customers who have taken part in Jakarta Walking Tour Program.

2. Sample

According to Sugiyono (2011), sample is a part of total and characteristics that belong to that population. The sample collection technique in the present study was Simple Random Sampling, that means that the samples were chosen randomly without regarding strata in the population (Sugiyono, 2012). The method for determining the sample measurement was Slovin Method with mistake tolerance of 10 % of the total customers of 5.373 population in a year. Thus, the collected sample were as many as 99.5 or 100 respondents.

3.3 Data Collection and Analysis Method

The data collection method employed in the present study was a questionnaire, that means a data collection method by establishing a list of written questions to obtain the necessary information, literature, and documents.

The analysis of the study used SPSS Program (Statistical Package for Social Science) for Windows.

3.3.1 Validity Test

According to Sugiyono (2004), valid means that the instrument could be used to measure the subject that will be measured. To find out the level of validity of an instrument, the formulation of Product Moment developed by Pearson is used: If the r count > r table, the questionnaire is valid. Otherwise, if the r count < r table, the questionnaire is not valid.

3.3.2 Reliability Test

Sugiyono (2004) stated that reliability test is used to measure the research variable consistency. A variable is reliable if it provides coefficient value Alpha more than 0,60.

3.3.3 Interval

In the present study, the biggest data was 5, the smallest data was 1, and the number of class was 5. Therefore, $P = (5 − 1) / 5$, $P = 0,8$.

3.3.4 Correlation Coefficient

The analysis of correlation coefficient was used to find out the level of relationship between the two variables. The coefficient value according to Sugiyono (2008) was around -1 up to +1.

3.3.5 Simple Linear Regression

According to Ramdani (2012) regression means the analysis conducted when the relationship of the two variables was causal or functional relationship.

4. Findings and Discussion

4.1 Respondents' Demography

Visitors taking part in Jakarta Walking Tour were male as many as 43 % and female as many as 57 %.

Visitors taking part in the Jakarta Walking Tour ranging from 16 years old up to 25 years old were the biggest respondents that was 57 persons (57 %). The visitors of age ranging from 26 up to 35 years old were 35 persons (35%), and those of age 36 up to 45 years old were 8 persons (8%).

Based on the result on the table and diagram above, it can be noticed that the visitors of Jakarta Walking Tour were mostly unmarried (66 persons, 66 %). The respondents who were married were as many as 34 persons (34 %).

The visitors taking part in Walking Tour who worked as private employees were as many as 45 persons (45%) which were the most respondents. The second sequence consisted of the respondents who worked as civil servants as many as 31 persons (31%). The third sequence were those who were students as many as 15 persons (15%). The fourth sequence consisted of entrepreneurs as many as 9 persons (9%).

As many as 68 persons (68 %) were the visitors taking part in Walking Tour for the first time. The second sequence were the visitors who have taken part in Walking Tour twice up to three times as many as 25 persons (25 %). The third sequence were those who have taken part in the walking tour more than four times (7 persons, 7%).

4.1.2 Result of the Validity Test

The result of the validity test by using SPSS data analysis proved that the entire statements on the questionnaire of the present study had the r count which were more than those on the r table. Thus, it can be concluded that the entire statements on the questionnaire of the total of 30 questions were Valid.

4.1.3 Result of Reliability Test

Cronbach's Alpha as many as 0,878 (variable of the quality of Services) and 0,799 (Variable of the customers' satisfaction) indicated that the measurement that was used in the data collection was reliable.

Table 1. Distribution of the Frequency of Service Quality Variable

INDICATORS	SCALE					MEAN
	STB	TB	KB	B	SB	
Reliability						
Provide appropriate and on time service during Tour	0	0	1	50	49	4.48
Provide convenience to register for Walking Tour	0	0	1	35	64	4.63
Tour Guides were reliable in solving problems occur during Tour	0	0	2	59	39	4.37
Average						**4.49**
Responsiveness						
Promptness in responding to problems and complaints from the participants of Walking Tour	0	0	9	67	24	4.15
Professional in providing services	0	0	2	47	51	4.49
Tour Guides' responsiveness in dealing with problems such as rain, demonstration, and so on.	0	0	19	46	35	4,16
Average						**4.27**
Assurance						
Tour Guides possess the license and wide knowledge	0	0	9	28	63	4.54
Assurance of security and trustworthiness towards the provided services, such as route, tour guides.	0	0	8	60	32	4.20
Tour guides were polite during Tour	0	0	3	19	78	4.75
Average						**4.50**
Emphaty						
Your Convenience in communicating with the Jakarta Good Guide party	0	0	3	43	54	4.51
Tour guides' concern of the visitors' needs	0	0	1	64	35	4.34
Tour guides remember your name appropriately during tour.	0	8	46	46	0	3.38
Average						**4.08**

INDICATORS	SCALE					MEAN
	STB	TB	KB	B	SB	
Tangibles						
Tour Guides' appearance was neat and attractive	0	0	16	65	19	4.03
Modern equipment used by tour guides during tour, such as speaker and pointer	0	5	23	46	26	3.93
Attractive route to visit	0	0	16	35	49	4.33
Average						**4.10**

Based on the table above, the highest average was on the question number 9, as many as 4,75, by question that tour guides were polite during the tour. The lowest average was on the question number 13 as many as 3,38, by question that tour guides remember your name appropriately during the tour.

The variable of the quality of services got the highest answer, which was on the sub-variable of assurance, with the average of 4.50. the lowest value was on the sub variable of empathy with the average of 4,08.

Based on the table above, on the sub-variable of assurance, there were three questions in which the highest average was on the question number 12 with value of 4,75 (agree/ good).

On the second sub-variable, reliability, there were three questions in which the highest average was on the question number 2 with the value of 4,63 (agree/god) and the lowest average question was on number 3 with the value of 4,37 (agree/good).

On the third sub-variable, responsiveness, there were three questions in which the highest average was on the question number 5 with the value of 4,49 (agree/good) and the lowest question was on question number 4 with the value of 4,15 (agree/good).

The fourth sub-variable was tangibles. There were three questions in which the highest average was on the question number 15 with value of 4,33 (agree/good) and the lowest question was on number 14 with the value of 3,93 (agree/good).

On the Fifth sub-variable, there were three questions in which the highest average was on question number 10 with the value of 4,51 (agree/good) and the lowest question was on number 12 with the value of 3,38 (not good).

It can be concluded that the quality of services provided by the Jakarta Good Guide was good since there were assurance of security for every visitors, the tour guides' responsiveness in dealing with problems occurring during tour, and the tour guides' concerns and knowledge of the tourism object.

Table 2. Distribution of Frequency of the Variable of the Customers' Satisfaction

INDICATORS	SCALE					MEAN
	STB	TB	KB	B	SB	
Expectations						
The Service that you obtained was in accordance with your expectation	0	0	0	40	60	4.60
Route and destination that you visited was in accordance with your expectation	0	0	22	36	42	4.20
The condition and the beautiful destination of the tourism object during tour	0	0	22	52	26	4,04
Average						**4.28**

INDICATORS	SCALE					MEAN
	STB	TB	KB	B	SB	
Performance						
Tour Guides used easy to understand language when explaining about a destination	0	0	3	58	39	4.36
Tour Guides were able to answer questions from visitors properly	0	0	4	62	34	4.30
Tour guides provide the best answers to every question	0	0	12	50	38	4,26
Average						**4.31**
Comparison						
The experience was proportionate with the cost	0	0	1	56	43	4.42
Jargon "Pay as you wish " was proportionate with the given services	0	0	0	57	43	4.43
Jakarta good guide was the comparison before joining other walking tour in Jakarta	0	0	5	52	43	4.40
Average						**4.42**
Confirmation / disconfirmation						
You are satisfied and happy with the services you obtain during the walking tour	0	0	0	49	51	4.50
You are satisfied with the route offered by Jakarta Good Guide	0	0	0	50	50	4.50
This Walking Tour is beneficial for you to add insight about the history and culture of the Special Region of Jakarta	0	0	9	13	78	4.69
Average						**4.56**
Discrepancy						
The route was pedestrian friendly	0	0	11	48	41	4.30
Your assessment towards the last experience with the Jakarta Good Guide	0	0	2	59	39	4.40
Secure and convenient tourism object for visitors	0	0	13	58	29	4.16
Average						**4.29**

Based on the table above, the highest average was on the question number 13 with the value of 4,69 stating that the walking tour is beneficial to add insight about the history and culture of the

Special Region of Jakarta. The lowest average was on the question number 3 with the value of 4,04 stating that The condition and the beautiful destination of the tourism object during tour.

The variable of customers' satisfaction which obtained the highest answer was the sub-variable of confirmation/disconfirmation with the average value of 4,56, and the lowest was the variable of discrepancy with the value of 4,28.

Based on the table above, on the sub-variable confirmation/disconfirmation, there were three questions in which the highest average value was on the question number 12 with the value of 4,69 (agree/good) and the lowest question was on number 10 with the value of 4,50 (agree/good).

The second sub-variable was comparison, in which there were three questions in which the highest average was on the question number 8 with the value of 4,43 (agree/good) and the lowest question was on number 9 with the value of 4,40 (agree/good).

The third sub-variable was performance, in which there were three questions in which the highest average was on question number 14 with the value of 4,36 (agree/good) and the lowest question was on number 6 with the value of 4,26 (agree/good).

The fourth sub-variable was expectations, in which there were three questions in which the highest average was on question number 1 with the value of 4,60 (agree/good) and the lowest question was on number 3 with the value of 4,04 (agree/good).

The fifth sub-variable was discrepancy, which there were three questions in which the highest average was on question number 10 with the value of 4,40 (agree/good) and the lowest question was on number 15 with the value of 4,16 (agree/good).

It can be concluded that the satisfaction of the customers towards Jakarta Good Guide was categorized as good since the walking tour routes offered were various. It can be seen from the level of conformity of the tour guides' performance and the walking tour options as expected by the visitors.

4.1.4 Result of the Correlation Coefficient and Determination Test

The relationship between the services towards the customers' satisfaction in the present study was as many as 0,754 with the significant level 0,000 which means strong. Since level 0,000 means less than 0,50, thus it can be stated that H0 was accepted and Ha was rejected, which means that there was a strong and significant relationship between the quality of services and the customers' satisfaction.

R Square indicated the value of 0,519, which means that the customers' satisfaction (Y) was affected by the quality of services (X) as many as 52%. The rest, as many as 48%, was affected by other variable which was not included in the study.

4.1.5 Result of Simple Linear Regression Test

Based on the SPSS analysis, it can be found that the regression formula was concluded as follow. **Y = 26.358 + 0.609X**, in which α means the constant as many as 26.358. This means that if the quality of services (X) = 0, the Customers' satisfaction (Y) was positive with the value of 26.358. Whereas *b* is the regression coefficient as many as 0,609 which means that if the quality of services (X) improves 1, the Customers' satisfaction (Y) improves 0,609. Besides, it was found that the t count was 10.277 which means that the quality of services affected the desire of the visitors to take part in Jakarta *walking tour*.

5. Conclusion and Suggestion
5.1. Conclusion

1. From the result of the data analysis of the quality of services (X), the mean value was 4,29, which means "good". This means that the provided quality of services was good, indicated by the highest indicator stating that tour guides were polite and friendly during tour with the mean value 4,47. The lowest average value was on the question stating that tour guides remember your name properly during tour, with the mean value 3,38.
2. From the data analysis of the visitors' satisfaction (X), the mean value was 4,37, which means "good". The visitors were satisfied with the quality of services provided by the Jakarta Good Guide with the highest indicator stating that the walking tour is beneficial to add insight of the

history and culture with the mean value 4,69. The lowest average was on the question stating that the beautiful destination/tourism object during tour with the value of 4,04.

3. The quality of services improved the visitors' satisfaction taking part in Jakarta Walking Tour. The correlation coefficient between the quality of services provided by Jakarta Good Guide was 0,754 with the significant level of 0,000, which means that the relationship was strong.

4. The impact of the quality of services variable towards the visitors' satisfaction variable indicated the determination coefficient as many as 52% and the rest, 48% was affected by other variable which was not included in the study.

5. The formulation of regression obtained from the data analysis showed the regression coefficient value as many as 0,609. This showed that if the quality of services (X) improves 1, the Customers' satisfaction (Y) improves 0,609. Besides, it was found that the t count was 10.277 which means that the quality of services affected the desire of the visitors to take part in Jakarta *walking tour*.

5.2 Suggestion

From the present study, there were some suggestions, as follow.

1. On the result of the quality of services (X), the lowest value was the statement that tour guides remember your name properly during tour. The writer suggests that Jakarta Good Guide provides paid hat souvenirs to enable every tour guide remember the visitors taking part of walking tour and help the past visitors acknowledge their tour groups.

2. On the result of the visitors' satisfaction (Y), the lowest value was the statement of the destination condition. The writer suggests that Jakarta Good Guide conduct licensing coordination so that Jakarta Good Guide can stop for a while in front of the houses that possess histories. Jakarta Good Guide needs to check the condition of the destination so that they can choose destinations that have accessibility, amenity, and attraction that are visitors friendly.

3. There is a relationship between the quality of services and the visitors' satisfaction to improve the visitors' visits. One of the elements that needs to be improved is the empathy. The writer suggests that tour guides can acknowledge this situation when visitors get exhausted due to hot weather, and the condition of pavements in Jakarta which are not pedestrian friendly nowadays.

References

Book

Ismayanti., Pengantar Pariwisata. Jakarta: PT. Gramedia Widisarana, 2010

Kotler, Philip & Kevin Lane Keller., Marketing Management, 13th Edition. Jakarta: Erlangga, 2009

Kotler, Keller., Marketing Management 1 12th Edition. Jakarta : PT Indeks

Kusumasitta., "Relevansi Dimensi Kualitas Pelayanan dan Kepuasan Pelanggan Bagi Pengunjung Museum di Taman Mini Indonesia Indah". Jurnal Manajemen dan Pemasaran Jasa. No.1. Vol (7). 158 – 163, 2014

Lupiyoadi, Rambat., Manajemen Pemasaran Jasa. Jakarta : PT. Salemba Empat, 2001

Sugiyono., Memahami Penelitian Kualitatif. Bandung: Alfabeta, 2014

Sugiyono., Metode Penelitian Kuantitatif, Kualitatif, dan Research and Development, Bandung: Alfabeta, 2008

Tjiptono, Fandy., Strategi Pemasaran, Edisi Kedua, Cetakan Ketujuh, Yogyakarta: Andi, 2009

Tjiptono, Fandy & Gregorius Chandra. 2011. Service, Quality & Satisfaction Edisi Tiga. Yogyakarta: Andi

Wilkie, William L. 1994. Consumer Behavior. New York: Third Edition, John Wiley & Sons Inc.

Republic of Indonesia Legislation (Act) No 10 year (2009) on Tourism

Yoeti, Oka. 2010 Pengantar Ilmu Pariwisata Edisi Revisi. Bandung: Publisher: Angkasa

Online :

https://jakartagoodguide.wordpress.com/ Retrieved 19 February 2019 at 21:00 WIB

http://www.cosmopolitan.co.id/article/read/6/2018/14293/15-museum- menarik-di-jakarta-yang-wajib-kamu-kunjungi Retrieved 04 April 2019 at 23:00 WIB