ASSESSING TOURIST SHOPPING SATISFACTION IN THE PASAR BERINHARJO, YOGYAKARTA, USING IMPORTANCE – PERFORMANCE ANALYSIS

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Abstract

Tourist’s shopping satisfaction is important to maintain customer’s loyalty. The aims of this research are to determine the level shopping satisfaction of domestic tourists in the Pasar Beringharjo and to identifying improvement priority in the Pasar Beringharjo using importance-performance analysis. This research was done by quantitative methods with a survey technique. This research was conducted in Pasar Beringharjo, Yogyakarta by using filled questionaries from 130 customers. Determination of the sample which used in this research were 1) tourists who do shopping at Pasar Beringharjo; 2) at least 18 years; 3) end user on purchased goods; 4) origin of tourist who shopping. The collected data in this research were primary data and using 20 indicators which were measured by likert scale. Data were analyzed by using a customer satisfaction index and importance-performance analysis. The results of the research survei showed that satisfaction index score was reached at 73.75 %. Tourist are satisfied with shopping in the Pasar Beringharjo but scores which below 100 % means that tourist satisfaction is not overall maximum. Indicators that showing a low performance but have a high importance and top priority to improvement. There are dominated by indicators that derived from physical variables such as lighting, motion area, facilities, and place arrangement. The next improvement priority is price variable, product and service.

Keywords: Pasar Beringharjo, Shopping Tourism, Tourist shopping satisfaction, Customer Satisfaction Index, Importance – Performance analysis, Yogyakarta, Indonesia.

Introduction

Shopping and tourism can not be separated. Shopping was a activities done by tourists when visiting a destination (Kinley et al., 2002). Yogyakarta as one of the main of tourist destinations with a nature, culture, and history as a major tourist attraction. Shopping has also become part of the tourism activity in the city. One of which a shopping tourist attractions in Yogyakarta is a traditional
market that directed into the tourist market (Asdhiana, 2014) and one of them is a Pasar Beringharjo. Pasar Beringharjo located in Malioboro area, and is the oldest building in the Kota Yogyakarta that was established from 1758 (Anonymous, 2014). Pasar Beringharjo located in Malioboro area and near with a Keraton Yogyakarta and Benteng Vredeburgh. Pasar Beringharjo wellknown as a tourist market because located in a tourist area.

Syaherman as a chairman of a market traders Kota Yogyakarta (see Asdhiana : 2014) said to make a Pasar Tradisional as a tourist market need a efforts to increased convenience for tourist shopping. Ekomadyo and Hidayatsyah (2012) have a issue about traditional markets which is a type and unit size store, space, wide of circulation path, zooning, accessibility and circulation system, lighting, public facilities, utility clean water, dirty water utilities, and waste. Those problem could cause uncomfortable for shopping tourist. Those issue also applies in Pasar Beringharjo.

Septriani (2014) said that Pasar Beringharjo is a have a bad condition about air and lighting. Air circulation in the Pasar Beringharjo not going very well, so its made condition inside Pasar Beringharjo so hot and make tourist uncomfortable for shopping. Pasar Beringharjo extremely underexposed and seemed rather dark. Other complaints also appear about service that is knowledge seller about product information. A seller, they do not give true information about the products they sell. This indicates that needs of tourist toward shopping in Pasar Beringharjo not yet fullfilment. Fullfilment the needs of tourists are very closely tied to the overall satisfaction of tourists shopping.

Shopping as an activity done by many tourists insist on the fulfillment of the needs or desires of tourists shopping to meet their satisfaction. Planners and stakeholder of tourism should be able to understand the needs of tourist in order to maintain its competitiveness as a shopping destination and maintain the image of the destination as a shopping area that still has an appeal and give the experience a unique shopping and leisure (Heung and Cheng, 2000).

Understanding and measuring tourist satisfaction is one of the most important aspects for the tourism industry because tourists who are satisfied tend to share their positive experiences for other travelers and they want to revisit at a destination or hotel (Barutcu et al, 2011). Mill and Morison (1985) states that the tourist satisfaction is an important aspect to the development of tourism and to maintain the existence of the tourist area. The satisfaction of tourists will be very closely tied to the reputation of the destination and resulted in goodwill back tourists. The satisfaction of tourists in the shop is also associated with advantages. Shopping center strategy to improve the satisfaction of tourist spending is able to provide revenue for the shopping center that tourists coming from bigger spending when shopping (Lehew and Wesley, 2007). Based on the above background, focus of this research problem is to assessing tourist satisfaction towards shopping in the Pasar Beringharjo. Assessment tourist satisfaction with tourist satisfaction index will give information about how satisfied tourists in the shop.

Therefore, the specific purposes of this research were to: 1) Knowing the level of tourist shopping satisfaction toward shopping in the Pasar Beringharjo, 2) to identifying improvement priority in the Pasar Beringharjo using importance-performance analysis.

**Literature Review**

**Pasar Beringharjo as a Tourist Attraction**

Robert (see Page and Hall : 2003) states that shopping potential to bring tourists, therefore need to develop an area that could attract tourists to do shopping activity. Inskeep (1991) states that shopping should be considered as an attraction in the tourism planning. Shopping mall or large department stores such as Bloomingdale's internationally famous in New York, Neiman Marcus in Dallas, and Harrod's in London attracts many tourists visit these towns. In addition to shopping centers, Inskeep (1991) adds that stores selling fashion products such as clothing and jewelry, arts and crafts typical store (in India and Thailand) to become the main attraction of tourists to come and
be a source of local revenue. Travelers also often spend a lot of money to buy souvenirs to take home.

Pasar Beringharjo became one of the attractions tourism shopping in Yogyakarta. Fandeli (2002) states that tourism is the embodiment of human creation, layout life, art and culture as well as history of the nation and the place or state of nature that has an attraction to tourists. Septriani, 2014 stating that the tourism function from Pasar Beringharjo as a location that provides the needs of tourists to buy souvenirs, gift, and other items which represent uniqueness of Yogyakarta.

Pasar Beringharjo not only offers trading activity but also have the local wisdom that is able to provide a special experience for tourists who visit there. Hsieh and Chang (2004) states than as a place to shop for daily needs or looking for souvenirs, traditional market is a gathering place that reflects local culture and customs. Tourist can gain experience local culture while visiting the traditional markets. Interacting with the local population while providing economic benefits to local residents.

**Tourist Shopping Satisfaction**

Tourist Shopping satisfaction can be interpreted as a subjective evaluation tourist toward shopping experience merchandise purchased during stay in the tourist destination. Tourists shopping experience plays big enough for tourists to assess satisfaction in shopping activity. Tourism shopping is a activity that involves a lot of things during the shopping activities were done. This activity leads to the tourist rather than the ordinary consumer. Tourist shopping satisfaction depends on the happiness and tourists experience when shopping. It is influenced by differences on expectations and experience acquired tourists about the store or the products they buy (Wong and Wan, 2013).

To determine the level of tourist shopping satisfaction, can be measured based on factors that will directly influence the tourist shopping satisfaction. Timothy (2005) stated in a shopping tourism there are elements which caused to the tourist shopping satisfaction itself. These elements can be derived from both internal and external factors. Internal factors are factors that come from tourist within itself includes demographic, psychographic, and personal needs of tourists. External factors are things that are owned by the destination, that is physical; product attributes; price; and service and management of shopping. Wong and Wan (2013) has been research about tourist shopping satisfaction in Makau. Based on this research known that tourist shopping satisfaction can be measured based on an merchandise value satisfaction, staff service quality, service product and environment satisfaction, along service differentiation satisfaction (Wong and Wan, 2013).

Heung and Cheng (2000), has been research in Hongkong and formulate four factors that affect the tourist shopping satisfaction are, tangible quality (physical quality); Staff Service Quality ; Product Value ; and Reliability Product. These four factors will be used as a reference to determine of the domestic tourist shopping satisfaction in the Pasar Beringharjo. These factors are empirically considered capable to affected tourist shopping satisfaction.

Physical factors *(tangible)*, using indicator are lighting and physical settings store, view *display*, accessibility, neatness and cleanliness of the store. Physic can also be attributed to the environment. Facilities in destinations such as security, transportation, location, cleanliness and scale or size *(scale)* gives enormous influence to satisfaction on a destination. Physical has a affected to tourists shopping satisfaction expressed by Logarta (1997); Chon, *et al* (2007); Lehew and Wesley (2007); Wong and Wan (2013) also Abrudan and Dabija (2014). Staff service quality factor, such as language skills, the attitude of the seller, the seller knowledge and honesty seller *(trustworthy of the seller)* affected to the tourists shopping satisfaction expressed by Heung and Cheng (2000); Wong and Law (2003); Lehew and Wesley (2007); Barutcu, *et al* (2011); and Wong and Wan (2013).

Price, indicate an affect on the tourist shopping satisfaction as stated by Heung and Cheng (2000); Wong and Law (2003); Delong,* et al* (2004); Lehew and Wesley (2007); Barutcu, *et al* (2011); and Wong and Wan (2013). Another Indicator is the prices of products, such as availability of price tags, the payment methods services, and so on. Product factor, such as Diversity of products,

Based on the theory that has been described above, it can be formulation theoretical framework as follows (Figure 1 – Theoretical framework):

**Figure 1 – Theoretical Framework**

Source: Author Analysis

**Methodology**

**Instrument**

Collecting data in this study using a questionnaire and a structured, it means that every question already has alternative answers provided by the Likert scale. The study questionnaire consisted of two parts, that is part of respondents profile and tourist statement. Tourist statement contains a level of importance and experience/performance (perceived performance) toward shopping in the Pasar Beringharjo. On the Importance section, assessment have a four choices checklist options which are very important (VI), Important (I), Not Important (NI), and Very unimportant (VUI). Assessment on the performance section also has four answer choices option, are Very Good (VG), Good (G), No Good (NG), Very No Good (VNg).

**Samples**

The total number of respondents 160 respondents and a questionnaire that can be used amounted to 130 questionnaires. Distributing questionnaire was conducted on 11 to March 27, 2015. focus area on distributing questionnaire spread in four different points. Those are at the...
entrance-exit Pasar Beringharjo Barat, Center for Culinary on the third Floor Pasar Beringharjo Barat, Rest Area on the second floor Pasar Beringharjo Barat also in Nol Kilometer Area. Sample selection criteria are 1) tourists who do shopping activity in the Pasar Beringharjo; 2) at least 18 years; 3) user (end user) on goods purchased; 4) origin of tourist who shopping (outside DIY).

Data Analysis

Validity and reliability tests conducted prior to the study. Validity and reliability aims to test whether the research instrument can be used in this study. Validity of the questionnaire was measured by using correlation product moment technique. The reliability test using Cronbach alpha technique. Both of them using software SPSS 21.

The analysis in this study, using a customer satisfaction index continued with the importance performance analysis. Customer satisfaction index is a data and information about level of public satisfaction derived from the results of quantitative and qualitative measurements over public opinion in obtaining the services of public service providers apparatus by comparing the expectations and needs (Kepmenpan: 2004). The level of overall tourist shopping satisfaction can be seen on the table below (Table 1. Criteria for Customer Satisfaction Index):

Table 1. Criteria for Customer Satisfaction Index

<table>
<thead>
<tr>
<th>The value of satisfaction index</th>
<th>Conversion Value of Satisfaction (%)</th>
<th>Value Index QUALITY</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.00 to 1.75</td>
<td>25 to 43.75</td>
<td>D</td>
<td>Very unsatisfied</td>
</tr>
<tr>
<td>1.76 to 2.50</td>
<td>43.76 to 62.50</td>
<td>C</td>
<td>Not satisfied</td>
</tr>
<tr>
<td>2.51 to 3.25</td>
<td>62.51 to 81.25</td>
<td>B</td>
<td>Satisfied</td>
</tr>
<tr>
<td>3.26 to 4.00</td>
<td>81.26 to 100</td>
<td>A</td>
<td>Very satisfied</td>
</tr>
</tbody>
</table>

Source: Kepmenpan (2004)

Importance - Performance Analysis is used to determine compatibility between importance which is a function of expectations and performance assessment of correspondence (Martila & James: 1977). IPA developed by Martilla and James (1977), which aims to measure the level of importance and performance will be describe in the quadrant analysis known as kartisius diagrams for explanation data. Importance-Performance Analysis will be mapped into four quadrant (Martilla dan James : 1977) which can be explained as follow:

1) Quadran A – Top priority (Concentrate These): load factors considered important by the customer, but in reality these factors have not been appropriate with expectations of customers.
2) Kuadran B – Maintain achievement (Keep Up The Good Work): load factors considered important and in reality these factors have been appropriate with expectations of customers. Customers already feel the high level of satisfaction. The variables into this quadrant must be maintained because all these variables makes a superior product or service in the presence of customers.
3) Kuadran C – Low Priority: factors that fall into this quadrant are considered less important by customers, and in reality performance is not too special.
4) Kuadran D – Possible Overkill: load factors are considered less important by customers, and felt too much.
Results and Discussion

Respondent Characteristic

A complete profile of respondents are shown in Table 2. Based on gender, female respondents dominate with 62.3% and 37.7% male respondents. Age group of respondents, those aged predominantly in the age range 18 to 27 years (66.9%), followed by ages 28 to 37 years (17.7%) and for the most senior age group or over age 58 years amounted to 2, 3% and an age group that is the least amount. By level of education, 51.5% dominated by respondents with S1 education level or above, 10% have a diploma of education level, and the remaining 38.5% have a secondary school education. Based on the region of origin, most tourists came from Central Java (25.4%), followed by DKI Jakarta (16.2%), and respondents coming from outside Java, such as Sumatra, Kalimantan, Sulawesi and Bali as much as 35.4%.

Based on occupation, two groups with the highest number of respondents is respondents with a private employee (36.2%) followed by students (32.3%). The third largest occupational groups are civil servants (16.9%). The majority of respondents came to Yogyakarta with recreational purposes (48.5%), with the aim of as much as 16.2% of shopping, visiting friends or family (12.3%). Reason shopping in the Pasar Beringharjo, as many as 33.8% of respondents answered because of low prices, 22.3% want to find entertainment with shopping, 18.5% due to the product being sold, 14.6% because there is bargaining process, curious about Pasar Beringharjo 9.2% and the other reason 1.5%. (see table 2 : Respondent Characteristic).

Table 2: Respondents Characteristic

<table>
<thead>
<tr>
<th>Variables</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sex</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>81</td>
<td>62.3</td>
</tr>
<tr>
<td>Male</td>
<td>49</td>
<td>37.7</td>
</tr>
<tr>
<td><strong>Age (years)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-27</td>
<td>87</td>
<td>66.9</td>
</tr>
<tr>
<td>28-37</td>
<td>23</td>
<td>17.7</td>
</tr>
<tr>
<td>38-47</td>
<td>9</td>
<td>6.9</td>
</tr>
<tr>
<td>48-57</td>
<td>8</td>
<td>6.2</td>
</tr>
<tr>
<td>58 +</td>
<td>3</td>
<td>2.3</td>
</tr>
<tr>
<td><strong>Primary Visit</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recreation</td>
<td>63</td>
<td>48.5</td>
</tr>
<tr>
<td>Shop</td>
<td>21</td>
<td>16.2</td>
</tr>
<tr>
<td>Learn affairs</td>
<td>19</td>
<td>14.6</td>
</tr>
<tr>
<td>Visiting friends or family</td>
<td>16</td>
<td>12.3</td>
</tr>
<tr>
<td>Employment matters</td>
<td>9</td>
<td>6.9</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>1.5</td>
</tr>
<tr>
<td><strong>Origin of tourist</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside Java</td>
<td>46</td>
<td>35.4</td>
</tr>
<tr>
<td>Central Java</td>
<td>33</td>
<td>25.4</td>
</tr>
<tr>
<td>DKI Jakarta</td>
<td>21</td>
<td>16.2</td>
</tr>
<tr>
<td>East Java</td>
<td>17</td>
<td>13.1</td>
</tr>
<tr>
<td>West Java</td>
<td>10</td>
<td>7.7</td>
</tr>
<tr>
<td>Banten</td>
<td>3</td>
<td>2.3</td>
</tr>
<tr>
<td><strong>Level Of Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>S1</td>
<td>64</td>
<td>49.2</td>
</tr>
<tr>
<td>High School</td>
<td>50</td>
<td>38.5</td>
</tr>
<tr>
<td>Diploma</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>S2</td>
<td>3</td>
<td>2.3</td>
</tr>
</tbody>
</table>
Work
Private Employees 47 36.2
Student 42 32.3
PNS 22 16.9
Teacher / Lecturer 9 6.9
Businessman 8 6.2
Other 2 1.6

Reasons to shop at Beringharjo
Cheap Price 44 33.8
Looking for entertainment with shopping 29 22.3
Uniquenesse of products 24 18.5
There bargaining process 19 14.6
Curious about Pasar Beringharjo 12 9.2
Other 2 1.5

Source: Primary Data (2015)

Validity and Reliability Instrument
At the significance level of 0.05%, value of the $r_{table} = \alpha$; n-2 then $30-3 = 28$ obtained $r$-Table of 0.374 (Priyatno: 2012). Item question declared valid if the $r$-value > 0.374. Based on validity test by comparing $r$-values and $r$-table with alpha of 0.05%. A results is $r$-value count every of question on part importance level, earned > 0.374 it can be interpreted that the question items for the level of importance assessment questionnaire declared valid. Validity test on each questions part level of performance assessment was also obtained > 0.374 and declared valid.

Reliability test conducted by using Cronbach alpha formula. Instrument obviously reliable if the reliability coefficient ($r_{11}$) > 0.6 (Siregar, 2013). Instrument on part level of importance assessment gain the results is 0.941. this score that means > 0.6 so the instrument reliable. Results value on level of performance assessment earn score 0.889. This score also > 0.6 (reliable).

Tourist Shopping Satisfaction Index
Tourist Shopping satisfaction index calculation get a score 2.95% (converse 73.75%). This value is in the range 2.51 – 3.25% (conversion 62.51 – 81.25%). Accordance classification of satisfaction index from Ministry PAN (2004), Tourist Shopping satisfaction in pasar Beringharjo, showed that tourists generally have been satisfied with the shopping. Overall tourist shopping 73.75% satisfied with the shopping experience in the Pasar Beringharjo. However this value is not reached maximized gained 100% so it is possible there are still performance that does not fullfillment the expectations of tourists. Importance-Performance Analysis (Matilla and James, 1970) is used to determine the level of performance that do not fulfillment the importance of tourists. The level of overall suitability to be in the range of 85.9%. The level of compatibility between the performance and the importance can be classified as follows (see table 3 - Classification Level of compatibility Tourist Shopping in the Pasar Beringharjo, Yogyakarta):

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http://www.igutourism.org/Lombok2015/, Creative Commons Copyright NC-BY-ND
Tabel 3. Classification Level of compatibility Tourist Shopping in the Pasar Beringharjo, Yogyakarta

<table>
<thead>
<tr>
<th>Interval (Persen)</th>
<th>Jumlah Indikator</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 70%</td>
<td>1</td>
</tr>
<tr>
<td>70% - &lt; 80%</td>
<td>2</td>
</tr>
<tr>
<td>80% - &lt; 90%</td>
<td>10</td>
</tr>
<tr>
<td>90% - &lt; 100%</td>
<td>7</td>
</tr>
<tr>
<td>&gt;100%</td>
<td>0</td>
</tr>
<tr>
<td>Jumlah</td>
<td>20</td>
</tr>
</tbody>
</table>

Source: Primary Data (2015)

Based on Table 3, there’s no indicators that achieve confirmation above 100 percent. Compatibility above 100 percent means that the performance achievement more than expected in this case can be expressed tourist very satisfied. Level Confirmance equal to 100 percent means what tourists expected in accordance with the perceived performance in this case can be expressed tourist that satisfied. The level of confirmity of less than 100 percent, meaning that the performance is still below the importance. It can be said that tourists are satisfied but there are still some things that need to be repaired. Confirmacy about importance and performance level toward shopping in the Pasar Beringharjo obtain results 85.9% can be interpreted that the performance level is still below the level of importance and there are still some things that need improvement. To view, which indicators that still need improvement can be seen by quadrant analysis.

**Quadrant Analysis**

In Figure 2 there are four quadrants that explain the position of the indicator is based on the importance and performance analysis (see figure 2: Importance - Performance Analysis Quadrant of tourist shopping satisfaction in Pasar Beringharjo).

1) A Quadrant (top priority)

Each indicator in this quadrant which need a top priority to improvement. The indicators are in this quadrant are considered have a high rate of importance but this performance is still low. The indicators into the quadrant A is lighting and air circulation (number 1), the neatness of the arrangement of merchandise (number 2), space (number 3), facilities (number 4), well serving from seller with friendly, courteous, and wholeheartedly (number 9). The indicators in this quadrant are largely derived from the physical variables.

2) B Quadrant (Keep up the good work)

The indicators into the quadrant B that means its performance should be maintained because its implementation was in appropriate with expectations from tourist. Indicator are located in this quadrant are the advantages possessed by Pasar Beringharjo that must be maintained. Indicators into the B quadrant there are seller communication skills (number 6), delivering information about goods (number 8), seriousness and attention sellers to buyers (number 10), ease the process of bargaining (number 11), quality of goods (number 18), and the uniqueness and distinctiveness of the product (number 20).
Figure 2: Importance - Performance Analysis Quadrant of tourist shopping satisfaction in Pasar Beringharjo

Source : Author (Primary Data 2015)

3) C quadrant (Low Priority)
Indicators are stand in this quadrant have a low level of importance and performance is also rated poorly by the respondent. Although respondent have a low level of importance to this indicator. This performance is still needs to be improved because it provides benefits for tourist. The indicators included in this quadrant are building style (number 5), price tag of goods (number 14), there is no price differentiation (number 15), the availability of products (number 17).

4) D Quadrant (possible overkill)
Indicator in this quadrant, have been felt less importance for tourist shopping. But, performance or implementation is going well and performance improvements still need to be improved to increase customer satisfaction. The indicators into the quadrant D is the interaction between sellers and buyers (number 7), the selling price of goods according to the quality obtained (number 12), a competitive price (number 13), the latest model (number 16), and the availability guarantee (number 19).

Based on the results from quadrant analysis it can be explained that variable which not yet fullfilment between expectation (importance) and experience (performance) is a physical variables. Four indicators of physical variables into A quadrant are number 1 (lighting and air circulation), number 2 (neatness arrangement of merchandise), number 3 (motion area), and number 4 (facility) there are indicator of physical variables. Respondents judged that the performance of these four indicators are still far below the expected level of importance by the respondent.
Conclusion

This study to determine level of satisfaction tourist shopping using a customer satisfaction index. Based on satisfaction index, obtain value is 73.75% that would mean tourist satisfied with shopping in the Pasar Beringharjo. This study also comparing between performance and importance in shopping at Pasar Beringharjo. 20 indicators divided into four variables used in the analysis of performance-importance. Based on this analysis, each indicator is divided into four quadrants. Quadrant A is a quadrant where each indicators need serious treatment there are five indicators in here. Quadrant B whose performance must be maintained, there are six indicators in here. Standing in Quadrant C there are four indicators. D quadrant there are five indicators.

Implications

Tourist have been satisfied towards shopping in the Pasar Beringharjo, however, to maintain and improve satisfaction of tourists shopping. Pasar Beringharjo should pay attention to the physical variables because these variables are considered important but the performance is not as expected tourists. Physical variables is a top priority that must be corrected by the manager Pasar Beringharjo. Other variables which have a had perform is a variable price, but lower the priority repair is a low rather than physical as it is considered less important by tourists. The next priority for improvement is a Variable services and products.

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