

THE INFLUENCE OF SERVICE QUALITY ON THE SATISFACTION OF UMRAH PILGRIMS IN SHAFWAH HOLIDAYS SOUTH TANGERANG

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Abstract.

This research was conducted at Shafwah Holidays South Tangerang, especially on the effect of service quality on the satisfaction of Umrah pilgrims. Umrah is a visit to Baitullah to perform tawaf, sa'i, and shave in order to hope for the pleasure of Allah SWT. or also called Little Hajj. Service quality is a dynamic state that is closely related to products, services, human resources, as well as processes and environments that can at least meet or exceed the quality that customers expect. Consumer or customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance of the estimated results (products) against the expected performance or results. Customer satisfaction can also be achieved with good and satisfactory service quality. In order to get a satisfactory assessment from customers or good service quality, there are five main dimensions or indicators that need to be considered, namely: (1) Reliability, (2) Assurance, (3) Tangible, (4) Empathy, and (5) Responsiveness. The method used in this study is a quantitative method with data collection techniques through filling out questionnaires by several Umrah pilgrims.

Keywords: Customer Satisfaction, Service Quality

1. Introduction

According to World Population in 2021 on CNBC Indonesia, Indonesia is the country with the first largest Muslim population in the world with more than 230 million people embracing Islam with a percentage of 86.7 percent of the total population.

According to the Ministry of Religious Affairs of the Republic of Indonesia (2023), since it was first opened on January 8, 2022 until the end of 2022 the organization of Umrah worship trips recorded as many as 1,006,306 pilgrims from Indonesia. Meanwhile, in 2023 until February 20, there were already 230,289 pilgrims who performed Umrah.

The development of the number of Umrah pilgrims motivated the emergence of entrepreneurs in the field of Umrah travel agent services. Umrah travel agents are businesses engaged in services that aim to achieve prosperity and also provide satisfaction for pilgrims from departure to return to Indonesia. Umrah worship has now become the desire of many Muslims in the world including Indonesia and every year pilgrims from Indonesia are increasingly interested in leaving for the Holy Land. This can make a great opportunity to do business in an Islamic manner.

The more Umrah travel agents, the more pilgrims will want to leave for the Temple. With this research, the author wants to know how much influence the quality of service has on the satisfaction of Umrah pilgrims provided by the company, whether the performance provided is in accordance with service indicators and customer satisfaction. The author chose this research because at the time before the research was conducted there had been complaints from pilgrims about the performance of the quality of service provided by the company. Satisfaction will occur when the quality of service has met and exceeded the expectations, wants and

needs of a customer. This level of satisfaction can be a plus point for travel agent service providers, especially at Shafwah Holidays, which have been chosen by pilgrims so as to increase loyalty to pilgrims.

Customer satisfaction is very crucial for a company that is active in the field of service providers such as Umrah travel agents, until now the business competition conditions are even tighter. One of the advantages for companies in running a business is the reward of long-term customer satisfaction. So the longer the customer satisfaction, the greater the possibility of profit that will be obtained by a company. According to Widodo in Wedarini (2012: 28) states that a person who returns to buy or use a service, and will tell others about his good experience using his service can be said to be a satisfied customer.

Customer satisfaction is the main indicator in standardizing a facility and as a measure of the quality of service provided by the company. Providing the best service also occurs when the company is able to maintain or improve the quality of service provided to customers.

In general, this research aims to Knowing the description of service quality and satisfaction of Umrah pilgrims Shafwah Holidays in South Tangerang and Knowing the effect of service quality on the satisfaction of Umrah pilgrims at Shafwah Holidays South Tangerang.

Satisfaction is the level of a person's feelings after comparing the performance or results he feels with expectations. So the level of satisfaction is a function of the difference between perceived performance and expectations, if expectations then someone will be disappointed. (Oliver 2019). Satisfaction is a response to the evaluation of perceived discrepancies between prior expectations or other performance norms and the actual performance of the product or service felt after its use. (Utomo dan Riswanto, 2016).

Satisfaction in service also affects consumer desires in the future. Based on Irawan (2008) that customer satisfaction indicators include 3 (three) parts, namely:

- a. Overall satisfaction, namely someone will feel satisfied if the work or service provided can be completed properly and the results are not disappointing.
- b. Recommending to other parties, namely someone who is satisfied with the service provided, will share the experience with relatives, family, or friends.
experience to relatives, family, or others if the performance of the service provider is very good and satisfying.
- c. Returning to use the service, namely if the experience gained by someone is satisfactory, of course someone will return to using the product or service from the company.

Service as an action that is stated or done to please or benefit the buyer with the aim of creating a good name and increasing the quality of sales and revenue (H.N Casson Rangkuti, 2017). The measurement of service quality in this study refers to the perspective of customers where they expect the best service from the service provider. Based on the opinion of Tjiptono (2014), service quality measures affect customer satisfaction, contained in the SERVQUAL model which is based on service quality and is designed to measure customer expectations and perceptions, to measure customer expectations and perceptions. Tjiptono suggests 5 (five) dimensions or main indicators of assessment of customer service, including:

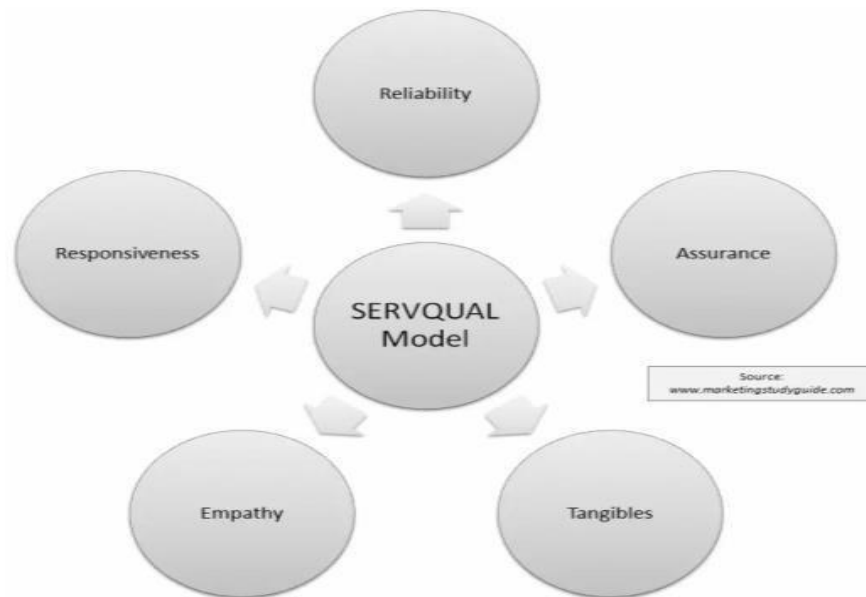


Figure 1. Servqual Model, Service Quality

Source: Tjiptono, 2014

- Reliability, namely the conformity between expectations and acceptance of the ability to carry out the promised services precisely and reliably.
- Assurance, namely the match between expectations and acceptance of knowledge and ability to generate trust and confidence.
- Tangible, namely the match between expectations and acceptance of physical appearance, equipment, accommodation, services provided, facilities, personnel, and communication media.
- Empathy, namely the match between expectations and acceptance of the conditions for caring, giving the best attention to customers.
- Responsiveness, namely the match between expectations and acceptance of the ability to help customers and provide fast service.

2. Method

The research method used is quantitative descriptive method. Descriptive quantitative is a research method that describes and explains the independent variables to analyze their effect on the dependent variable. Quantitative research emphasizes its analysis of numerical data processed by statistical methods. With quantitative methods, the significance of the relationship between variables will be obtained.

The research instrument used was a questionnaire sheet. The questionnaire in this study was compiled based on indicators of the research variables. The indicator is poured into a question in the form of a questionnaire and distributed to respondents. The questionnaire is

given in the form of a Likert scale so that respondents can directly choose the answer that matches the experience of being an Umrah pilgrim at Shafwah Holidays South Tangerang.

The population in this study is Umrah pilgrims at Shafwah Holidays South Tangerang which was held from January 05 to May 7, 2023 with a total of 300 Umrah pilgrims.

Table 1. Periode Umrah pilgrims Januari – Mei 2023

Bulan	Jumlah Jamaah Umrah
Januari	85 Orang
Februari	70 Orang
Maret	35 Orang
April	45 Orang
Mei	65 Orang
Total	300 Otang

Equations

The sample size is the number of samples to be taken from a population. Because the population is known, the sample of this study uses the Slovin formula:

$$n = \frac{N}{1 + Ne^2}$$

Description:

n = Sample size or number of respondents N = Population size

e = Percentage of allowance for the accuracy of sampling errors that can still be tolerated;

e = 0.1 (10%).

3. Result and Discussion

Shafwah Holidays was established in 2010 and is part of the Shafwah Group of companies engaged in Halal or Muslim Tour, Umrah and Hajj services. Shafwah Holidays has a sharia concept in travel activities for travelers from Indonesia to all over the world. Shafwah holidays is the brand name of 3 (three) companies engaged in travel, namely PT Permata Shafwah Travel, PT Shafwah Global Utama, and PT Aprilya Dharma Wisata.



Figure 2. Shafwah Holiday Logo



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Table 2. Description of Service Quality Variable

Item	Respondent's Response										Average
	SS		S		CS		TS		STS		
	F	%	F	%	F	%	F	%	F	%	
X (1). Tour Leader service during Umrah trip very professional	11	18%	46	76%	3	6%	0	0%	0	0%	4.13
X (2). Muthowwif's service during the trip was very professional.	11	18%	48	80%	1	2%	0	0%	0	0%	4.16
Average Reliability Indicator											4.14
X (3). The quality of the food provided is very good	11	18%	47	78%	2	4%	0	0%	0	0%	4.15
X (4). The hotel used during Umrah was very good, comfortable, and strategic	17	28%	41	68%	2	4%	0	0%	0	0%	4.25
Average Assurance Indicator											4.2
X (5). Transportation services provided are suitable for operation	15	25%	43	71%	2	4%	0	0%	0	0%	4.21
X (6). Umrah packages offered are very affordable	13	20%	46	74%	3	6%	0	0%	0	0%	4.16
Average Tangible Indicator											4.18
X (7). Shafwah Holidays cares about the comfort of Umrah pilgrims	11	18%	48	80%	1	2%	0	0%	0	0%	4.18
X (8). Tour Leaders and Muthowwif communicate well with Umrah pilgrims to provide quality service.quality service	10	17%	49	81%	1	2%	0	0%	0	0%	4.15
Average Emphaty Indicator											4.16
X (9). The quality of service provided by Shafwah Holidays is very good	11	18%	48	80%	1	2%	0	0%	0	0%	4.16
X (10). Shafwah Holidays cares with the wishes of Umrah pilgrims	11	18%	48	80%	1	2%	0	0%	0	0%	4.16
Average Responsiveness Indicator											4.16

Source: Primer Data, 2023



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Tabel 3. Description of Pilgrims Satisfaction Variable

Item	Respondent's Response										Average
	SS		S		CS		TS		STS		
	F	%	F	%	F	%	F	%	F	%	
Y (1). The products and services we provide are in accordance with the expectations of Umrah pilgrims	15	25%	44	73%	1	2%	0	0%	0	0%	4.23
Y (2). I am satisfied with the quality of service provided by Shafwah Holidays	14	24%	45	74%	1	2%	0	0%	0	0%	4.21
Average Overall Customer Satisfaction Indicator											4.22
Y (3). I would recommend Shafwah Holidays' umrah products to family and relatives	14	24%	44	73%	2	3%	0	0%	0	0%	4.2
Y (4). Scale of Umrah pilgrims will recommend Shafwah Holidays Umrah products to other parties	15	25%	42	70%	3	5%	0	0%	0	0%	4.2
Average Indicator of Recommending to Others											4.2
Y (5). I am interested in returning to use Umrah services from Shafwah Holidays	16	26%	43	72%	1	2%	0	0%	0	0%	4.25
Y (6). Scale of Umrah pilgrims will return to use the services of Shafwah Holidays	17	28%	42	70%	1	2%	0	0%	0	0%	4.26
Average Return to Use Indicator											4.25

The results of this study indicate that there is an effect of service quality on the satisfaction of Umrah pilgrims at Shafwah Holidays South Tangerang. This also shows that the better the quality of service the company provides, the higher the level of congregation satisfaction and

this can make pilgrims reuse Umrah travel services at Shafwah Holidays. The effect of service quality on the satisfaction of Umrah pilgrims is also very important for the development and assessment of the company because so that companies can always develop and improve the performance or services they provide to customers. With a positive assessment of the congregation regarding the quality of service that the company has provided, the company can more easily associate or find prospective Umrah pilgrims to be able to perform Umrah worship together with the Umrah travel agent Shafwah Holidays.

It can also be seen from the results of previous research entitled, “The Effect of Service Quality on Pilgrims' Satisfaction at PT. Almeerah Plaza Tour & Travel” (Ardhi, Amy A., 2020) which states that service quality affects the satisfaction of pilgrims in carrying out Umrah worship at PT. Almeerah Plaza Tour & Travel, because with the satisfaction of pilgrims, it will further enhance the good image of travel. As well as previous research entitled, “The Effect of Service Quality and Trust on the Satisfaction of Umrah Pilgrims of PT. Sela Express Tour and Travel Pekanbaru” (Ramadhanty, DS., 2021), namely regarding the simultaneous positive influence on the satisfaction of Umrah pilgrims at PT. Sela Express Tour and Travel Pekanbaru with an f-table value ($24.842 > 3.19$) and a significance value of $0.000 < 0.05$.

4. Conclusion

Based on the analysis of the results and discussion that has been obtained, the researcher can draw conclusions from the research that has been conducted regarding the Effect of Service Quality on Umrah Pilgrims' Satisfaction at Shafwah Holidays South Tangerang.

- (1) The quality of service provided by the company is an important part of the running of the Umrah travel business at Shafwah Holidays because by providing services to Umrah pilgrims optimally and efficiently, it can increase the trust and confidence of prospective Umrah pilgrims and can provide satisfaction that can be repeated in using Umrah travel services with Shafwah Holidays.
- (2) Service quality is declared to have an effect on the satisfaction of Umrah pilgrims, this can be seen from the significance value which is declared valid and the congregation is satisfied with the quality of service provided by Shafwah Holidays. With a positive assessment or satisfaction value from the congregation regarding the quality of service that the company has provided, it is easier for the company to get prospective Umrah pilgrims to be able to perform Umrah worship together with the Umrah travel agent Shafwah Holidays.

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