

# Analyzing the Effect of Prime Services Provided by Hajj And Umrah Organizing Section at the Ministry of Religion Office in Pariaman Municipality on Prospective Hajj Pilgrim's Satisfaction

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## Abstract

*This study aims to disclose how the prime services provided by the Hajj and Umrah Organizing Section of Ministry of Religion in Pariaman Municipality affects the satisfaction of prospective pilgrims. This study offered quantitative data. The sample was taken using quota sampling. The research used primary data collected from respondents by distributing 93 questionnaires. The data were analyzed using simple linear regression, classical assumption test, and hypothesis test assisted by SPSS 20 application. Based on the significance value of  $<0.01$  or  $X 0.000 < 0.01$  for the relationship between the prime service variable (X) and the pilgrim's satisfaction (Y),  $H_0$  was rejected and  $H_a$  was accepted. This indicated that prime service (x) was associated with pilgrim's satisfaction (y). Based on this research's findings, it could be inferred that the quality services provided by the Ministry of Religion in Pariaman Municipality influenced the prospective pilgrim's satisfaction. Thus, it is recommended that the Hajj and Umrah Organizing Section keeps on improving their service quality to ensure that prospective pilgrims remain satisfied.*

**Keyword:** Prime Service, Pilgrim's Satisfaction

## Abstrak

Studi ini fokus untuk menganalisis bagaimana pengaruh pelayanan prima yang diberikan oleh Bagian Penyelenggaraan Haji dan Umrah Kementerian Agama Kota Pariaman terhadap tingkat kepuasan yang dialami oleh calon jamaah. Data dalam bentuk kuantitatif disediakan oleh penelitian ini. Metodologi yang digunakan untuk pengambilan sampel disebut strategi quota sampling. Informasi yang digunakan adalah data primer yang dikumpulkan dari responden melalui pemberian kuesioner sebanyak 93 orang. Teknik analisis yang digunakan adalah Uji Asumsi Klasik, Regresi Linier Sederhana, dan Uji Hipotesis. Program SPSS 20 digunakan untuk melakukan analisis data yang dikumpulkan untuk penelitian ini. Berdasarkan nilai signifikansi  $<0,01$  atau  $X 0,000 < 0,01$  untuk hubungan antara variabel pelayanan prima (X) dengan kepuasan jamaah haji (Y), maka  $H_0$  ditolak dan  $H_a$  diterima, yang menunjukkan adanya hubungan antara variabel pelayanan prima (x) dan kepuasan jamaah (y). Berdasarkan temuan penelitian ini, dapat ditarik kesimpulan bahwa tingkat pelayanan yang diberikan Kementerian Agama di Kota Pariaman berdampak pada tingkat kepuasan yang dialami oleh calon jamaah haji. Berdasarkan temuan penelitian ini, seksi penyelenggara haji dan umrah harus terus berupaya meningkatkan kualitas pelayanan agar calon jamaah haji puas.

**Kata Kunci:** Pelayanan Prima, Kepuasan Jamaah

## Introduction

Hajj is the mandatory obligation in Islam that a Muslim must perform at least once in their lifetime if they have the financial and physical abilities to do so, as well as the ability to ensure their own safety during the travel and the hajj procedure process (Ahmad Kartono, 2016). In specific reference to Law No. 13 Year 2008, various activities during hajj shall be done to provide facilitation, service, and protection (Kasmir, 2005).

Our preliminary research found that the number of prospective pilgrims registering between 2017 and 2021 fluctuated as the direct result of the coronavirus disease 2019 (COVID-19) outbreak as shown in Table 1 below.

**Table 1.**

Number of Prospective Hajj Pilgrims Registering with Ministry of Religion in Pariaman Municipality in 2017-2021

No	Year	Number of Pilgrims	Increase/Decrease	
			Number	%
1	2017	316	-	-
2	2018	358	42	13.29
3	2019	401	43	12.01
4	2020	201	-200	49.87
5	2021	103	-98	48.75

Source: Ministry of Religion in Pariaman Municipality, 2022

Table 1 shows that the number of prospective hajj pilgrim registration in Pariaman Municipality from 2017 through 2021 fluctuated. Considering this fluctuation in prospective hajj pilgrim registration in Pariaman Municipality, the Hajj and Umrah Organizing Section of Ministry of Religion Office in Pariaman Municipality was left with no choice but to provide the best possible services to the prospective hajj pilgrims. However, it was found that some hajj and umrah services were less optimal, as can be seen from how information on hajj was delivered and how the services were provided less satisfactorily during the hajj rites.

Based on the researcher's preliminary observation on the number of transactions in the Hajj and Umrah Organizing Section at the Ministry of Religion Office in Pariaman Municipality, it was evident that they lacked an adequate number of employees or staff in the service provision department. This was because the hajj and umrah services at the Ministry of Religion Office in Pariaman Municipality had been assigned to a separate building with low number of employees. Furthermore, this limited number of employees was worsened by the fact that each of them had already had their own responsibilities as can be seen in Table 2:

**Table 2.**

Data on Number of Employees of Hajj and Umrah Organizing Section at Ministry of Religion Office in Pariaman Municipality

<b>No</b>	<b>Position</b>	<b>Number of Employee</b>
1	Chief of Hajj and Umrah Organizing Section	1
2	Hajj Document Preparation	1
3	Umrah Recommendation Document Preparation	1
4	Data Processing	1
5	Hajj Registration and Cancellation Document Preparation	1

Source: Ministry of Religion Office in Pariaman Municipality

Table 2 shows that the Ministry of Religion Pariaman Municipality had 5 employees with their own duties. With only 5 employees in the Hajj and Umrah Organizing Section and no employees specifically assigned for customer services, it was inevitable that the services provided in the service department was less optimal since each employee had their own duties.

Based on the discussed problems, this research aims to discover the influence of prime services provided by the Hajj and Umrah Organizing Section on prospective hajj pilgrims' satisfaction at Ministry of Religion Office in Pariaman Municipality.

Customer service in general sense refers to every work plan or directed to present satisfaction to customers. Meanwhile, prime service means the best services provided by a business to fulfill customers' expectation and demand both internally and externally (Kasmir, 2005). Thus, it is highly crucial that prime services give satisfaction to customers and help build their trust to the company. Furthermore, prime services are the ones that serve wholeheartedly where attempts are made to serve with skills, attitudes, appearance, attention, actions, and responsibility from the employees (Eko Subandi & Hendrawan Prasetyo, 2019).

Considering the direct effects of extraordinary services on customers' happiness, a number of studies have previously been conducted to investigate into the satisfaction of pilgrim's satisfaction with the quality of services provided (Handini Khaerunnisa, 2014). Ability, talent, appearance, attention, actions, and responsibility are constituent parts of the notion of prime service. Furthermore, providing experts to guide hajj pilgrims and hajj orientation materials are the two services that can be given to the pilgrims to improve the quality of hajj orientation thoroughly (Puspita Lestari, 2016).

## Literature Review

Customer service refers to any design planned or intended to give luck to customers, while a good service refers to the best service presented by a company to satisfy customers' expectation and request both inside and outside the organization (Kasmir, 2005). Hence, it is important that prime service gives customers satisfied feeling and help build their trust to the company. Moreover, prime services are the ones that serve wholeheartedly where attempts are made to serve with skills, attitudes, appearance, attention, actions, and responsibility from the employees (Eko Subandi & Hendrawan Prasetyo, 2019).

To realize it, a good relationship with customers is needed. Therefore, customers are the key to success service since service can establish customer relationship, i.e., interaction between employees and those beyond the company. Service excellence aims to provide a good and pleasant service to customers or society in general and provide a focused customer service (Freddy Rangkuti, 2017).

The indicators of prime service include service time turnaround, service time punctuality or timeliness, kindness or friendliness shown to customers, and responsibility in processing the clients' complaints. Those include the number of active officers and supporting facilities, amount of information available, and additional direction or recommendation (Rahmayanty, 2015).

The amount of customer sentiment that follows a comparison between what is obtained and what is expected by customers is known as customer satisfaction. It is highly likely for an individual to be a long-term client when they are satisfied with the value provided by a product or service (Meithia Indasari, 2019).

According to Valarie Zeithaml, there are two dimensions to assess customer satisfaction. The first dimension is the desired service, i.e., the level of service anticipated to be received. The second one is a guideline on what customers believe can and should they do. The level of a good or service performance that customers are willing to accept as adequate is called adequate service level. This is the lower limit of acceptable performance expectation range (Daryanto, 2014).

According to Yuliarini and Riyasa, the indications that can be used to assess customer satisfaction are the adequacy of service quality with the expectation level and the few complaints that have been submitted (Januari Efendi Panjaitan, 2016).

The satisfaction that Muslims hold is referred to as *qana'ah* in Islamic economy. The Islamic satisfaction concept refers to a mental and physical satisfaction at the same time. Motivating Muslim customers to take adequate actions is the goal of Islamic satisfaction concept.

In Surah Ali Imran: 159, it is explained that all Muslims are taught to behave politely and help serve clients or society in such a way that people are happy with the services provided to the society.

فَبِمَا رَحْمَةٍ مِنَ اللَّهِ لِنْتَ لَهُمْ ۖ وَلَوْ كُنْتَ فَظًّا غَلِيظَ الْقَلْبِ لَانْفَضُّوا مِنْ حَوْلِكَ فَاعْفُ عَنْهُمْ وَاسْتَغْفِرْ لَهُمْ وَشَاوِرْهُمْ فِي الْأَمْرِ ۚ فَإِذَا عَزَمْتَ فَتَوَكَّلْ عَلَى اللَّهِ ۚ إِنَّ اللَّهَ يُحِبُّ الْمُتَوَكِّلِينَ

Meaning: “By an act of mercy from God, you [Prophet] were gentle in your dealings with them. Had you been harsh, or hard-hearted, they would have dispersed and left you. So, pardon them and ask forgiveness for them. Consult with them about matters. Then, when you have decided on a course of action, put your trust in God. Verily God loves those who put their trust in Him.” (Surah Ali Imran: 159).

As shown in Surah Ali Imran: 159 above, it is clear that to achieve the customer satisfaction goal, one needs to behave well to their customers and pay attention to the community’s needs to achieve the community’s satisfaction and to be better significantly in the future.

Businesses can assess and monitor customer satisfaction using one of four different methods. This is the mentality of customer-oriented group, that should present the greatest opportunity for customers to communicate their recommendations, comments, and complaints. Some media that could be used include suggestion boxes which can be placed in main locations, arranging review sheets that can be completed or sent, and providing a dedicated telephone line (customer service). Another medium involves employing some people to act as customers (*ghost shopping*) who would buy either the company’s products or its competitors’ products (Meithia Indasari, 2019).

To study and analyze businesses and their competitors on how they respond to customer inquiries and how they deal with customers’ complaints, companies call their customers who have stopped buying from or who have died. Organization must be able to study further the factors causing this event if they choose to use this strategy. Therefore, the information is highly valuable for businesses to apply additional policies, aiming to enhance customers’ happiness and retain the existing customers.

Since prime service directly affects customers’ happiness, many studies have explored the effects of prime service on pilgrims’ satisfaction (Handini Khaerunnisa, 2014). Ability, attitude, appearance, attention, action, and responsibility determine how prime a service is. To improve the hajj orientation, the hajj pilgrims can have a professional hajj guideline and hajj guidance materials (Puspita Lestari, 2016).

Previous research has found that a regression relation can be made to investigate the relationship between prime service and satisfaction of prospective hajj pilgrims.

In this research, the satisfaction level that the prospective hajj pilgrims perceive will be used as the dependent variable, and “prime service” will be used as the independent variable for the purpose of the research. Based on the descriptions presented earlier, the following hypotheses were made:

HO : The prime service provided by the Hajj and Umrah Organizing Section at Ministry of Religion Office in Pariaman Municipality has no effect on prospective hajj pilgrims’ satisfaction.

HI : The prime service provided by the Hajj and Umrah Organizing Section at Ministry of Religion Office in Pariaman Municipality has an effect on prospective hajj pilgrims’ satisfaction.

### **Research Methods**

This quantitative research was conducted using quota sampling strategy and questionnaire distribution. When using quantitative approach, a study would most likely focus on explanation (explanatory). The research location referred to where the research was conducted. This study was carried out at the Integrated Hajj and Umrah Organizing Section of Pariaman Municipality which was located in Kampung Baru in Central Pariaman District, Pariaman Municipality. The primary and secondary data were combined and the data were collected from mostly primary sources. The data collected through survey, experiment, and observation were some examples of primary data (Sugiono, 2017). The secondary data, on the other hand, referred to the source of data that did not directly provide data for the data collector and might include other parties or documentation. The primary data could be found in Sugiono, 2017 (Nurjanah, 2022). The researcher collected the data from the population consisting of hajj pilgrims who had registered to be hajj with the Ministry of Religion Office in Pariaman Municipality between 2017 and 2021, making a total of 1,379 pilgrims.

Considering this, the sample size could be calculated using Slovin’s formula. The Slovin’s formula was:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n : sample size

N : population size

$e$  : margin of error (tolerance to sampling error)

tolerated sample (1%, 5%, 10 %).

$$n = 1,379$$

$$1 + 1,379 (0.1)^2$$

$$n = 1,379$$

$$14.79$$

$$n = 93.23 = 93 \text{ pilgrims}$$

Based on the result above, the number of respondents or samples that must be collected was 93 pilgrims. The sample in this research was taken using the so-called quota sampling.

The research aspects provided, among other things, knowledge on how to measure the variables or some kinds of indication in variable measurement. The current research had two components: independent variable, symbolized with X (which represented great services), and dependent variable, symbolized with Y (which was the satisfaction level of prospective hajj pilgrims) (Y). The operating definitions of these variables are presented in Table 3.

**Table 3.**

Operating Definitions of Variables

<b>Variable</b>	<b>Definition</b>	<b>Indicator</b>	<b>Reference</b>
Prime service	Prime service meets the development of client's demands consistently and accurately.	Speed of service delivery Accuracy of services Friendliness and politeness Responsible handling of customer's problems Number of serving officers and supporting facilities. Availability of information and guidelines or other instructions.	Rahmayanty, 2015
Pilgrim's Satisfaction	Maximizing pilgrim's satisfaction by offering high-quality services.	The service quality that matches rge expectation level. No complaint was made or received.	Januardi Efendi Panjaitan, 2016

Based on Table 3 above, information or clues on how to measure the variables was obtained. Some tests, including simple linear regression, classic assumption test, and hypothesis testing were carried out to get a grasp of this research.

## Result and Discussion

Table 4 shows the characteristics of respondents, including their sexes, age, education level, occupation, and registration year.

**Table 4.**  
Respondent's Characteristics

<b>Sex</b>	<b>Number of Respondent</b>	<b>Percentage (100%)</b>
Male	43	46.2 %
Female	50	53.8 %
<b>Total</b>	<b>93</b>	<b>100%</b>
<b>Age</b>		
17-25 years old	10	10.8 %
26-35 years old	22	23.6 %
36-45 years old	47	50.54 %
>55 years old	14	15.06 %
<b>Total</b>	<b>93</b>	<b>100 %</b>
<b>Education</b>		
Primary Schools	0	0
Junior High School	0	0
Senior High School	12	13.00
DIPLOMA	21	22.60
Bachelor's Degree	51	54.73
Master's Degree	9	09.67
Doctorate Degree	0	0
<b>Total</b>	<b>93</b>	<b>100%</b>
<b>Occupation</b>		
Farmers	3	03.22 %
Self-employed	25	26.89 %
Private Employees	15	16.13 %
Housewives	5	05.38 %
Civil Servants	40	43.01 %
State-Owned Enterprise Employees	0	0
Army/Police	0	0
Merchant	5	05.37 %
<b>Total</b>	<b>93</b>	<b>100%</b>
<b>Registration Year</b>		
2017	3	03.22
2018	20	21.51
2019	41	44.08
2020	11	11.82
2021	10	10.77
2022	8	08.60
<b>Total</b>	<b>93</b>	<b>100%</b>

Source: Processed primary data, 2023

From Table 4, it can be seen that 50 or 53% of respondents registered for the hajj pilgrimage were women. For age category, 47 or 50.54% of the respondents were 36-



45 years old. Regarding their education, 51 or 54.73% of the respondents held bachelor's degree. For their occupation, 40 or 43.01% of the respondents were civil servants. Finally, most (44.08%) of the respondents registered for the hajj pilgrimage in 2019.

### Descriptive Analysis of Variables

Table 5 below shows the respondents' response in the independent and dependent variables used in this research based on the distributed questionnaire.

**Table 5**

Result of Descriptive Analysis of Variables

Variable	N	Min	Max	Mean	Std. Deviation
Pilgrim's Service (X)	93	54	90	77.10	10.112
Hajj Pilgrim's Satisfaction (Y)	93	22	34	29.10	2.432

*Source: Processed primary data, 2023*

As can be seen in Table 5, it can be said that the prime service (X) variable showed a minimum value of 54 and a maximum value of 90 based on the processed data, which included 93 respondents. On average, the service was considered at 77.10 with a standard deviation of 10.112. The pilgrim's satisfaction variable (Y) had a range of possible values, with the lowest being 22 and the highest being 34. This variable had a mean of 29,10, with a standard deviation of 2.432. It was clear that the standard deviation and the deviation from the average were lower than the mean value. This means that the data followed the normal distribution.

### Validity Test

Validity means the level of accuracy between the data in the research items and the researcher's ability to describe it robustly. Therefore, the valid data were those that were consistent with the data provided by the researcher and the data within the research items themselves (Agung Abdul Rasul, 2010).

The right measurement procedure in the instrument test established the study result reliability. The r statistic value should be compared with the r table value to figure out whether or not the difference was significant using SPSS 20 for Windows. If the r statistic was greater than the table, it meant that the difference was significant

and the instrument was considered valid. Otherwise, the difference was insignificant and the instrument was considered in valid.

**Table 6.**

Validity Test Result

Variable	Item	R Statistic	R Table	Note
		Corrected Item	93	
		Total Correlations	0.01	
Prime service	X.1	968	0.238	Valid
	X.2	624	0.238	Valid
	X.3	888	0.238	Valid
	X.4	907	0.238	Valid
	X.5	809	0.238	Valid
	X.6	681	0.238	Valid
	X.7	849	0.238	Valid
	X.8	763	0.238	Valid
	X.9	872	0.238	Valid
	X.10	760	0.238	Valid
	X.11	648	0.238	Valid
	X.12	838	0.238	Valid
	X.13	847	0.238	Valid
	X.14	882	0.238	Valid
	X.15	806	0.238	Valid
	X.16	813	0.238	Valid
	X.17	951	0.238	Valid
	Pilgrim's satisfaction (Y)	X.18	876	0.238
Y.1		762	0.238	Valid
Y.2		595	0.238	Valid
Y.3		330	0.238	Valid
Y.4		478	0.238	Valid
Y.5		416	0.238	Valid
Y.6		687	0.238	Valid
Y.7	526	0.238	Valid	

An item is said to be valid if the  $r$  statistic  $>$   $r$  table. Upon running the SPSS testing, it was found that all items'  $r$  statistics  $>$  their  $r$  tables. Therefore, it could be said that all indicators or items in the questionnaires were valid.

### Reliability Test

The consistency and stability of data leads to the definition of reliability test. Quantitatively speaking, a set of data are considered reliable if two or more researchers working on the objects result in the same data or in case of a group of data, when divided into two, explains the data that have no difference. However,

reliable data are not necessarily valid for reliability test used to measure the coefficient and Cronbach's Alpha.

The distribution table (r table) for alpha 0.01 with a degree of freedom (dk=n-2) to determine whether the correlation coefficient had a statistically significant value or not. According to Nunnally (1994), as cited by Alghazali, the reliable status of an instrument can be determined by deciding whether or not the Cronbach alpha value was greater than 0.60. This was the criterion to assess the reliability test.

**Table 7.**

Result of Reliability Test Calculation

Variable	Number of items	Cronbach's Alpha	Note
Prime service (X)	18	.969	Reliable
Pilgrim's satisfaction (Y)	7	.645	Reliable

Source: Processed primary data, 2023

The result of reliability test calculation can be seen in Table 7 above. Using SPSS 20 program, it was found that the reliability of good service (x) scored 969 and the pilgrim's satisfaction (Y) scored 645. Since the Cronbach's Alpha for all variables was greater than 0.6, it was demonstrated that the data were reliable.

### Normality Test

This test was helpful to discover whether each variable followed the normal distribution or otherwise. The statistical test known as Kolmogorov-Smirnov test was performed to consider whether or not the data followed a normal distribution. When looking at the data distribution (dots) on a graphical diagonal axis or by seeing the residual histogram, someone could determine whether the residue had a normal distribution or not based on whether had a significant value more than 0.01 or not (Lijan Poltak Sinambela, 2014).

**Table 8.**

Normality Test

	N	Normal Parameters		KS (Kalmogorov Smirnov)Z	Asymp.Sig (2 Tailed)
		Mean	Std. Deviation		
Unstandardized Residual	93	0.0000000	1.56974877	779	579

Source: Processed primary data, 2023.

As shown in Table 8, the significant value of 0.579 was obtained. Thus, it could be said that the data were distributed normally since the resulting significant value was greater than 0.01 (1%).

### Autocorrelation Test

The autocorrelation test aims to find out whether or not there are any correlation between residuals (members) in a certain set of observations within a certain time. The Durbin-Watson test was used in this research. The factors considered were the same as in Wiratna Sujawerni (2015).

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.764 <sup>a</sup>	.583	.579	1.578	1.872

Source: Processed primary data, 2023.

Therefore, it was found that the DW score was 1.872, and as a result, it could be concluded that the regression model used did not include autocorrelation issues.

### Heteroscedasticity Test

Heteroscedasticity refers to a situation where the regression model finds that the residual variants are not consistent for all data. The heteroscedasticity test was conducted to find whether or not there is a difference between one review and another that may have been missed. When it is possible to draw parallelism between one residual of observation and other strains, we call it as homoscedasticity. The regression model that meets these characteristics is considered the model that has these conditions (Achmad Sani Supriyanto, 2013).

**Picture 1.**

Result of Heteroscedasticity Test



Picture 1. shows that the data generated by SPSS after being applied. This finding showed that the plots were scattered on the upper and lower parts, or around the

null, and that the data plots were not only gathered on the upper or lower parts. In addition, the distribution of data plots could not model a wavy pattern, then narrow and spread once again, and the plot distribution could not increase. These should not occur. Thus, it could be concluded that the heteroscedasticity model could be used in a scientific study.

### Simple Linear Regression Test

The secondary data were used to be investigated using differential statistics, aiming to look into the sample data to be used as a whole population. To build a correlation between the independent and dependent variables, a simple linear regression model was used. Below is the explanation of the basic linear regression model:

$$Y = a + bX$$

Where:

Y = Pilgrim's satisfaction

a = Constantt

b = Regression coefficient

X = Prime service

**Table 10.**

Result of Simple Linear Regression Test

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	B		
Constant	14.935	1.265		11.805	0.000
Prime service	184	0.16	0.764	11.288	0.000

Source: Processed primary data, 2023.

Table 10. shows that the simple linear regression output had 14.935 constant and the regression coefficient for the variable representing the prime service was 0.184 with a positive sign. Based on the basic linear regression equation, it could be explained as follows: the constant value was 14.935, showing that if the prime service variable (X) was constant, the dependent variable pilgrim's satisfaction (Y) value was 14.935%.

### F Test

F test was used to measure the effect of independent factors on the dependent variable simultaneously. The hypotheses used for F test were:

$H_0 : = 0$  where the independent variable (Prime service) has no influence on the dependent variable (Pilgrim's satisfaction) simultaneously.

$H_a : \neq 0$  where the independent variable (Prime service) has an influence on the dependent variable (Pilgrim's satisfaction) simultaneously). At 1% significance, below are the test criteria used: (Jonathan Sarwono, 2006).

**Table 11.**

F Test Result

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	317.431	1	317.431	127.421	.000
	Residual	226.698	91	2.491		
	Total	544.129	92			
df value: 1 df2 value: 93-1= 92 Thus, the $f_{table}$ was obtained at 3.945						

Source: Processed primary data, 2022.

Based on Table 12 above, it was found that the significance value was  $<0.01$  or  $X 0.000 < 0.01$ . Therefore, it could be concluded that  $H_0$  was rejected and  $H_a$  was accepted. This means that prime service (x) affected pilgrim's satisfaction (y).

### T-test

T-test was used to determine whether or not the independent factors affected the dependent variable independently. T-test was used to discover to what extent the independent factors in this research made contribution to the explanation of the dependent variable.

The firmness criteria for t-test were as follows: If the probability is significantly less than 0.01, then the null hypothesis is rejected. The failed hypothesis states that the independent factors do not substantially affect the dependent variable. If the probability is greater than or equal to 0.01, then the hypothesis is accepted. The fact that the hypothesis cannot be denied shows that the independent variable significantly affects the dependent variable (Lijan Poltak Sinambela, 2014).

**Table 12.**

T-test Result

Variable	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	B		
Constant	14.935	1.265		11.805	0.000
Prime service (X)	.184	.016	.764	11.288	0.000
Df: 93-1= 92 With sig. rate 1 % (0.01)					

Then, the $t_{table}$ value of 2.367 was obtained
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Source: Processed primary data, 2023

It was found that the significance value was  $<0.01$  or prime service (x)  $0.000 < 0.01$ , therefore it could be concluded that  $H_0$  was rejected and  $H_a$  was accepted, meaning that prime service (x) influenced pilgrim's satisfaction (y)

## R2 Determination Coefficient Test

The determination test, abbreviated as  $R^2$ , is a number that signifies or determines the contribution made by one or more variable X (independent) on variable Y (dependent).  $R^2$  can be calculated using the following formula:  $R^2 \times 100\%$  (Lijan Poltak Sinambela, 2014).

Where:

$R^2$  = Determination Coefficient

$R$  = Multiple Correlation Coefficient Square.

**Table 13.**

Result of Determination Coefficient Test

R	R Square	Adjusted Square	R	Std. Error of the estimate
0.764 <sup>a</sup>	0.583	.579		1.57835

Source: Processed primary data, 2023

Thus, the R Square value was found at 0.583. This means that the effect of prime service (x) on pilgrim's satisfaction (y) was 58.3%.

## Findings

Prime services are the best services offered by companies to meet the customers' expectation and demand inside and outside the organization. Additionally, a prime customer service is an attempt to allow customers to continuously benefit from the products or services provided.

In this research, the researcher tested the influence of excellent services on the pilgrim's satisfaction. Initially, a questionnaire involving 93 respondents was used to collect the data to prove the hypothesis. Upon the data collection, SPSS was used to analyze the data. Since the independent variables were more than one, the analysis approach used was the simple linear regression. This research was used to predict or calculate the excellent service variable (X) that influenced the pilgrims' happiness (Y).

$Y = 14.935 + 0.184 X$  was the basic linear regression value obtained from the functional equation based on the research conducted using SPSS. From the equation, it could be seen that the regression coefficient for prime service variable (X)

had a positive sign, indicating a positive correlation between the prime service variable (X) and the pilgrim's satisfaction (Y).

Meanwhile, based on the hypothesis on the good service's (X) effect on pilgrim's satisfaction (Y), the following statements could be said: the constant value of 14.935 indicated that if all factors related to the good service (X) were constant, then the value of the dependent variable pilgrim's satisfaction (Y) would also be constant at 14.935%. The regression coefficient of prime service was 0.184. If the prime service variable (X) improved by one unit, then, the pilgrim's satisfaction (Y) would increase by 0.184%. The findings showed that the good service variable (X) significantly affected the dependent variable pilgrim's satisfaction (Y). The prime service had a regression coefficient of 0.184, in which the pilgrim's satisfaction was significantly affected by the main independent variable, namely prime service (X) and pilgrim's satisfaction (Y).

To meet the hajj pilgrim's satisfaction while serving them, the hajj and umrah organizing section at the Ministry of Religion Office in Pariaman Municipality should present their best services to the prospective hajj pilgrims. This research result was consistent with Handini Kaerunnisa whose research entitled the Effect of Prime Service on Customer Satisfaction, who concluded that there was a direct relation between Service Excellence and customer satisfaction.

Therefore, an improvement in the service excellence would lead to an improved customer satisfaction. When the services were delivered as per the protocol, a customer satisfaction with a significance rate of  $<0.05$  or  $X \ 0.000 < 0.05$  would be obtained. Hence, it could be demonstrated that such a service affected customer satisfaction.

## **Conclusion**

Based on the analysis and findings of this research, it could be concluded that prime services are attempts to retain customers in such a way that they keep on using the products or services offered. Prime service had a beneficial and significant impact on the pilgrims' satisfaction. Considering the observed phenomena and the huge interest of prospective hajj pilgrims to register for the pilgrimage in Pariaman Municipality, it is important for the hajj and umrah organizing section at the Ministry of Religion Office in Pariaman Municipality to present the best possible services to these prospective hajj pilgrims to meet their satisfaction. It is recommended for the Hajj and Umrah Organizing Section at the Ministry of Religion Office in Pariaman Municipality to improve the services to be provided to the prospective hajj pilgrims,



including better comprehension of the registration procedure and better explanation on how to deal with the prospective hajj pilgrims' complaints. These two will undoubtedly have a significant impact on the prospective hajj pilgrims' satisfaction. In addition, further researchers are suggested to extend or add the study objects, by including other factors that affect the service quality.

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