

The Influence of Quality of Umrah Package Services on the Interest of Jama'ah to Register at PT Cordoba Berkah Mandiri

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Article History:

Received: 28 July 2023 || Accepted: 10 October 2023 || Published: 30 December 2023

Abstract

Although PT. Cordoba Berkah Mandiri has a license to operate legally, the products are not innovative and varied, and the information presented is not complete and detailed. This study aimed to determine and analyze how much influence the quality of Umrah service package services has on the congregation's interest in registering at PT Cordoba Berkah Mandiri. This research is a quantitative research that analyzes the relationship between variables by testing the hypothesis. The data collection technique was a questionnaire (questionnaire) with a sample of 91 people. The data analysis technique used is simple regression analysis, T-test, and coefficient of determination test (R²). The results of the regression analysis show that the service quality variable (X) has a positive and significant influence on the intention to register (Y) in choosing travel organizers for the Umrah pilgrimage as evidenced by the equation $Y = 12.315 + 0.459X$, meaning that before there is a service quality variable, the value of interest in registering amounted to 12.315 or 1231.5%, but after there was a service intensity variable, interest in registering increased by 0.459 or 45.9%. In terms of service quality, it also positively and significantly influenced interest in registering with travel organizers of the Umrah pilgrimage.

Keyword: *influence, service quality, umrah*

Abstrak

Penulisan skripsi ini dilatar belakangi dengan belum lamanya PT. Cordoba Berkah Mandiri mengantongi surat izin beroperasi secara legal, produk yang belum inovatif dan variatif, serta informasi yang disajikan belum lengkap dan rinci. Tujuan penelitian ini untuk mengetahui dan menganalisa seberapa besar pengaruh kualitas pelayanan paket ibadah umrah terhadap minat jama'ah untuk mendaftar di PT Cordoba Berkah Mandiri secara parsial. Penelitian ini merupakan penelitian kuantitatif yang melakukan analisis hubungan antar variabel dengan pengujian hipotesis. Teknik pengumpulan data berupa kuesioner (angket) dengan sampel sebanyak 91 orang. Teknik analisis data yang digunakan yaitu analisis regresi sederhana, uji T dan uji koefisien determinasi (R²). Hasil analisis regresi menunjukkan bahwa variabel kualitas pelayanan (X) dan memiliki pengaruh positif dan signifikan terhadap minat mendaftar (Y) dalam memilih travel penyelenggara perjalanan ibadah umrah yang dibuktikan dengan persamaan $Y = 12,315 + 0,459X$, artinya sebelum ada variabel kualitas pelayanan nilai minat mendaftar sebesar 12,315 atau 1231,5%, namun setelah terdapat variabel kualitas pelayanan minat mendaftar naik sebesar 0,459 atau 45,9%, Secara kualitas pelayanan juga mempunyai pengaruh positif dan signifikan terhadap minat mendaftar pada travel penyelenggara perjalanan ibadah umrah.

Kata Kunci: *pengaruh, kualitas pelayanan, umrah*

Introduction

According to Global Religious Future data, Indonesia has the largest Muslim population in the world. In 2010, 209.12 million Muslims lived there, about 87 percent of the country's population. The Indonesian Muslim population is then projected to reach 231.06 million in 2022. It influences Indonesia's increasing interest in Hajj and Umrah.

The spirit of worship, which is quite high, is another factor in increasing the interest of the Muslim population in Indonesia to carry out the Hajj and Umrah pilgrimages.

The increasing interest in performing the Umrah pilgrimage is growing in line with the development of the Indonesian economy, which has a large Muslim population. Surah Al-Baqarah verse 158, Word of Allah SWT: 3

إِنَّ الصَّفَا وَالْمَرْوَةَ مِنْ شَعَائِرِ اللَّهِ ۚ فَمَنْ حَجَّ النَّبِيَّ أَوْ اعْتَمَرَ فَلَا جُنَاحَ عَلَيْهِ أَنْ يَطَّوَّفَ بِهِمَا ۗ وَمَنْ تَطَوَّعَ خَيْرًا فَإِنَّ اللَّهَ شَاكِرٌ عَلِيمٌ ۙ

It means:

"Surely Shafaa and Marwa are part of the syi'ar of Allah. So whoever performs a pilgrimage to the House of Allah or performs Umrah, there is no sin for him to do sa'i between the two. Moreover, whoever does a good deed with a willing heart, surely Allah is Most Appreciative of good, All-Knowing."

Imam Nawawi mentions the law of umrah in his book al-Majmu Syarh Al Muhadzdzab khilafiyah. The opinion of the scholars regarding the law on Umrah is divided into four schools of thought: We have already mentioned that the Shafi'i school believes that Umrah is obligatory. Ibn Abbas, Ibn Umar, Jabir, and Imam Ahmad bin Hanbal, Umar's friend, agreed. Meanwhile, Imam Abu Hanifah and Imam Malik stated that Umrah is a sunnah and not obligatory.

Even though the law says it is sunnah, the Umrah pilgrimage is the dream of every Muslim in all corners of the world, especially Muslims in Indonesia. The love of Muslims, especially in Indonesia, for Islam, has an impact on a strong determination to become a guest of Allah SWT.

It is estimated that one million Indonesian Muslims will perform the Umrah pilgrimage to the Holy Land in 2018 due to the increasing interest of Indonesian Muslims in this practice. The long waiting period for Hajj, which can reach 10 to 20 years, must be kept from the high interest in Umrah. In fact, in some areas, the waiting period is even longer. As a result, Umrah has become an alternative for people who miss going to the Baitullah.

Umrah Travel, one of the agents that dispatches prospective Umrah pilgrims, clearly needs to be addressed because the people of Padang City are very interested

in performing the Umrah pilgrimage. The quality of service they provide prospective Umrah pilgrims is a sign that they must continue improving.

Based on current facts, the condition encourages entrepreneurs to be more interested in running a business related to Hajj and Umrah. However, all this must be connected to the government's role as the party in charge of monitoring. As a result, entrepreneurs set up service-based businesses, such as travel agencies such as Umrah Akbar (PT. Cordoba Berkah Mandiri), which has official permit number SK 127 of 2020 from the Indonesian Ministry of Religion, has fulfilled the requirements for implementing Umrah Travel (PPIU).

Since Muslims make up the majority of the population of Padang City, the travel industry is getting busier due to the ever-increasing demand for Umrah departures.

The number of travel business competitors in the city of Padang makes PT. Cordoba Berkah Mandiri must make quality Umrah packages for services. Good for attracting pilgrims to register at PT. Cordoba Blessings Mandiri has to compete with other travelers because there are many in Padang.

Table 1.1

Number of Congregation Registered at PT. Cordoba Blessings Independently
in Palupuk Tabing, Padang City:

No	Year	Amount	Percentage
1	2018	786	0,31%
2	2019	822	0,32%
3	2020	242	0,10%
4	2021	Covid	-
5	2022	678	0,27%
Total		2528	100%

In observation of pilgrims, there needs to be more responsiveness/responsiveness services provided by Operations because only one employee takes care of Operations and Administration of Umrah Registration. Moreover, prospective pilgrims who will register have to wait in line for the explanation given by the employee to the previous congregation, which makes the congregation long to wait and causes the congregation to lose interest in the services provided by PT. Cordoba Bekah Mandiri.

A business's top priority is to provide services to customers, especially businesses that provide services. It is an incentive for customers to use the business's services, allowing them to be satisfied. Service is what travel companies sell to customers, especially for Hajj and Umrah, whereas interest is the desire for the benefit of individual customers. In this case, a company that organizes Umrah worship activities and can assist pilgrims in carrying out their worship needs to provide the best service to Umrah pilgrims.

The Umrah worship package service provided to the congregation still needs to satisfy the congregation, one of which is that the Umrah service package only provides Umrah rituals once in the Umrah package. Aged 45 and over, which makes it difficult to memorize and understand the rituals of only one meeting, affecting the interest of prospective pilgrims to register or pilgrims who already lack interest for pilgrims to registering again,

Paying attention to these facts and realizing that prospective Umrah pilgrims need excellent service to attract their interest in PT Cordoba Berkah Mandiri Travel and the Umrah organizers' level of interest in the Jama'ah. The author's research on Cordoba Berkah Mandiri travel services aims to determine the level of interest and desire of pilgrims towards company offers. Travel company products are services because the company sells services in the form of products. In helping pilgrims register for Umrah, Cordoba Berkah Mandiri must provide excellent service. Therefore, the author wants to publish a scientific paper titled: *The Influence of Umrah Package Service Quality on Jama'ah Interests to Register at Pt. Independent Blessing Cordoba*

Literature Review

Theory from Khoirul Fajar (2019) Travel agency companies can improve the quality of service for pilgrims so that companies become better at increasing the quality and quantity of companies. From this explanation, the researcher determines the formulation of the problem, namely whether service quality affects the level of congregation satisfaction and which service dimensions have the greatest influence.

Theory from Febrianti Rosalina (2021): The digital revolution has encouraged the creation of a fast potential market for the industrial sector. One is PT Malika Wisata Utama's Hajj and Umrah pilgrimage, established in 2007. PT Malika Wisata Utama has extensive branding among the community, especially those living in

Tangerang. In addition, PT Malika Wisata Utama provides affordable package prices with appropriate facilities.

Theory from Fauzia Ramadania (2021) service quality on customer satisfaction of Umrah and Hajj pilgrims. Service quality is very strategic in PT. Silver Silk's efforts to achieve its goal, namely customer satisfaction. Therefore, PT. Silver Silk should improve the quality of employees by providing training on good service strategies with PT. Silver Silk providing the best service to pilgrims will result in PT. Silver Silk can compete with other Umrah and Hajj travel agency companies.

Companies should pay attention to the theory of Malik Ibrahim and Sitti Marijam Thawil (2019) in developing and maintaining product and service quality to increase customer satisfaction. Customer satisfaction is highly correlated with product quality, although the quality of service has yet to show the involvement of customer satisfaction. In this case, businesses must be able to improve service quality by re-evaluating constraints or continuing to improve to project a sense of customer satisfaction with the services they provide.

According to Akhmad Anwar Dani (2018), the Ministry of Religion has the role of regulator, PPIHU has the role of organizer, and the congregation has the role of consumers in organizing the Umrah worship in Surakarta City. There is a link between each problem. However, regulations that are still opaque are the most fundamental problem. This regulatory issue further complicates the implementation of the Umrah pilgrimage. As a result, it is very important to develop good guidelines for managing Umrah worship. Rules clarify the responsibility of each party responsible for the activity. Clear regulations governing the management and implementation of the Umrah pilgrimage at the city/regency level are expected to reduce the problems in Surakarta and other areas with similar conditions.

Theory from Desi Nurhabibah (2022): Religious tourism trips such as Umrah trips, also called "small pilgrimages," show an increasing trend from year to year. Due to this increase, travel agents are competing for pilgrims. Therefore, this research aims to ascertain the management strategies used by travel agents to recruit potential pilgrims, including the marketing mix (or marketing mix) and human resource management (HR). This research approach focuses on the case study of Alhijaz Tour Travel Bandar Lampung. This study's primary data sources (key informants) included the foundation's chairman, management, employees, pilgrims, and prospective Umrah pilgrims. Data collection techniques include observation, documentation, and interviews. Data analysis techniques include generating explanations and pattern matching. Based on research findings, Alhijaz

Tour Travel has implemented a human resource development strategy through recruitment patterns, needs analysis, job analysis, salaries and bonuses, career advancement, and working according to job descriptions. In strategic planning, long-term and short-term patterns are used. In addition, Alhijaz Tour Travel applies a combination of products, prices, locations, and promotions to attract prospective pilgrims.

Research Methods

The method used in this research is quantitative research, namely, the influence of the quality of Umrah service package services on the interest of pilgrims to register at PT. Independent Blessing Cordoba. Quantitative research uses information analysis in the form of numbers or numbers. Quantitative research is quantitative because information is in numbers, and analysis uses statistics.

The research location is the location or area where the research will be carried out in PT Cordoba Berkah Mandiri located in Indonesia, 25173, Garuda, Padang City, West Sumatra, Pelupuk Tabing, Parupuk Tabing, and Koto Tangah. This research will take place from August 2022 until completion.

Instruments in research using a Likert scale can be made as a checklist or multiple options. Respondents can also report levels of agreement or disagreement with issues or statements. This scale is proposed to consist of 5 points, which will be added to get an overview of the attitude. The following is an example of a questionnaire using a Likert scale:

Table 1.2
Likert Scale

Variabel	Indikator	No. Pertanyaan
Kualitas Pelayanan (X)	<ol style="list-style-type: none"> 1. Tangibility 2. Reliability 3. Responsiveness 4. Assurance 5. Empathy 	1-26
Pemahaman (Y)	<ol style="list-style-type: none"> 1. Faktor Internal 2. Faktor Eksternal 3. Dorongan Diri Sendiri 4. Motif Sosial 5. Faktor Emosional (keyakinan dalam mengambil keputusan) 	26-41

Observations were made with a group living near the PT Cordoba Berkah Mandiri office in this study. In terms of the amount and characteristics of the data, the sample is part of the population (Sugiyono, 2015). There are up to 91 respondents in this study. Calculate the number of samples in this study using the Slovin formula. One of the statistical formulas is the Slovin formula, especially in calculating data from surveys with relatively large populations.

The population is 2528 people, and the leniency level is 10%, so the number of samples is:

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

Keterangan:

n = jumlah sampel

N = ukuran populasi

e2 = kelonggaran pengambilan sampel (10% = 0,1)

Result and Discussion

Validity Test Results are the results of a questionnaire trial given to prospective pilgrims at PT. Cordoba Berkah Mandiri, with 91 respondents and a significance level of 5%, the total is 0.206. The following compares each statement item with a significance level of 5% used.

Table 1.3
Validity Test Results

Variabel	Pertanyaan	R Hitung	R Tabel	Keterangan
Kualitas Pelayanan (X)	X ₁	0,727	0.206	Valid
	X ₂	0,795	0.206	Valid
	X ₃	0,715	0.206	Valid
	X ₄	0,655	0.206	Valid
	X ₅	0,738	0.206	Valid
	X ₆	0,726	0.206	Valid
	X ₇	0,847	0.206	Valid
	X ₈	0,739	0.206	Valid
	X ₉	0,821	0.206	Valid
	X ₁₀	0,778	0.206	Valid
	X ₁₁	0,767	0.206	Valid
	X ₁₂	0,740	0.206	Valid
	X ₁₃	0,822	0.206	Valid
	X ₁₄	0,770	0.206	Valid
	X ₁₅	0,786	0.206	Valid
	X ₁₆	0,791	0.206	Valid
	X ₁₇	0,774	0.206	Valid
	X ₁₈	0,833	0.206	Valid

Because the r count is greater than the r table in this study, it is clear from Table 4.9 above that each independent and dependent variable statement is considered valid. As a result, 41 statement items on the variables in the research questionnaire affect pilgrims' interest in registering at PT and the quality of the Umrah service package. The validity of Cordoba Berkah Mandiri has been established, and additional research can be consulted.

SPSS 29.0 is used to perform reliability tests. The Cronbach Alpha method was used. If the Cronbach Alpha Coefficient of a variable is greater than 0.90 or 90%, it is considered reliable. The following table displays the results of these calculations:

Table 1.4
Reability Test Results

Variabel	Cronbach's Alpha	N Of Item	Keterangan
Kualitas Pelayanan (X)	0,970	26	Reliabel
Minat (Y)	0,942	15	Reliabel

Sumber: Data Primer diolah Tahun 2023(SPSS 29.0)

In this study, all Cronbach's Alpha values were greater than 0.90, as shown in the table above. So, each research instrument can be trusted.

Regression analysis is used to determine whether there is a correlation between variables and to show the direction of the relationship between the independent and dependent variables.

Table 1.5
Results of Simple Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.315	4.626		2.662	.009
	Kualitas Pelayanan(X)	.459	.041	.765	11.204	.000

a. Dependent Variable: Minat (Y)

Sumber: Data Primer diolah Tahun 2023(SPSS 29.0)

$$Y = 12.315 + 0.459X$$

The t-test can be used to determine whether the independent variable partially affects the dependent variable. The results of testing the influence of reputation variables and information quality on congregational decisions at PT are presented in the following table. Thanks to Mandiri Cordoba:

Table 1.6
Partial Test Results (t Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.315	4.626		2.662	.009
	Kualitas Pelayanan(X)	.459	.041	.765	11.204	.000

a. Dependent Variable: Minat (Y)

Sumber: Data Primer diolah Tahun 2023(SPSS 29.0)

The t value of the independent variable can be seen in Table 4.9. The Effect of Service Quality on Interest in Registration The tcount value in the table above shows 11.204 with a significance value 0.000. With a significance level of less than 0.05, this indicates that the t-count value is greater than the t-table value. After that H₀ is accepted, and H_a is rejected. It shows that the variable Quality of Service significantly influences interest in registering.

Test Results for the Coefficient of Determination (R²)

Table 1.7
Test Results for the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765 ^a	.585	.580	5.987

a. Predictors: (Constant), X (Kualitas Pelayanan)

Sumber: Data Primer diolah Tahun2023(SPSS 29.0)

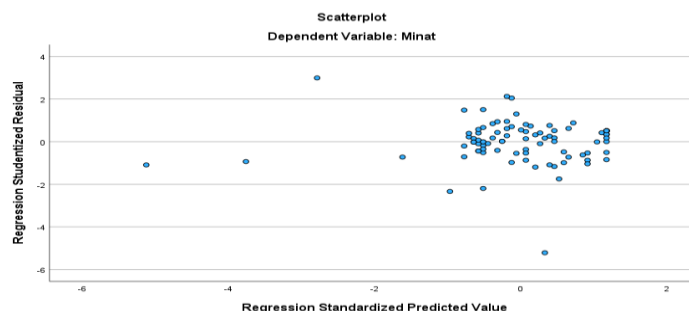
The coefficient of determination R Square is 0.585, as shown in the table above. It shows that the independent variable, X, has a 58.5 percent influence on the dependent variable, Y. Or, the variation in the independent variable model can explain 58.5 percent of the variation in the dependent variable. The remaining 41.5 percent is caused by other variables not included in this research model.

Heteroscedasticity Test Results

The heteroscedasticity test looks to see whether there is an unequal variance between the residual observations in the regression model.

Table 1.8

Scatterplot Heteroscedasticity Test Results



From Figure 4.11 above, there is no specific pattern, and the points spread above and below the number 0 on the Y axis. So, the regression model in this study has no heteroscedasticity problem. Statistical tests, however, are needed to guarantee better the accuracy of the results mentioned above. In this study, the Glejser test was used.

In the Glejser test, the regression model is said not to contain heteroscedasticity if the significance probability is > 0.05 . The results of the Glejser test are as follows:

Table 1.9

Glejser Method Heteroscedasticity Test Results

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1 (Constant)	8.687	3.346		2.596	.011	
Kualitas Pelayanan	-.042	.030	-.147	-1.402	.164	

a. Dependent Variable: RES2
 Sumber: Data Primer diolah Tahun 2023(SPSS 29.0)

The SPSS test results in the table above show that the significance value of all independent variables is > 0.05 . It shows that this study's independent variables did not have problems/heteroscedasticity.

Table 1.10
Autocorrelation Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.765 ^a	.585	.580	5.987	2.267

a. Predictors: (Constant), Kualitas Pelayanan

b. Dependent Variable: Minat

Sumber: Data Primer diolah Tabun 2023(SPSS 29.0)

Dari tabel di atas diketahui nilai Durbin Wattson adalah 2,267. Dengan jumlah sampel 91 dan jumlah variabel independen 1 ($k=1$). Maka nilai dL (batas bawah) adalah 1.6366 dan nilai dU (batas atas) adalah 1.6810. Maka diketahui $dU < d < 4-dU$ atau $1.6366 < 2,267 < 2,319$. Sehingga dapat disimpulkan bahwa tidak terdapat autokorelasi.

Conclusion

From the results of research that has been done, the quality of service has a significant influence on the interest in registering prospective pilgrims in choosing a travel organizer for the Umrah pilgrimage at PT. Cordoba Berkah Mandiri, which is proven through the results of several tests

1. In the simple regression equation, $Y = 12.315 + 0.459X$, the constant (α) is 12.315, meaning that if there is no variable (X) then the interest in registering pilgrims is 12. However, the coefficient (β) on the service quality variable (X) is 0.459, meaning that if the service quality (X) increases by one unit, interest (Y) will increase by 0.459 or 4.59%.
2. Based on the partial test or t-test on the service quality variable (X) on the interest in registering pilgrims (Y), it produces an output of t-count 11,204 > t-table 1.986, with a significant value of 0.009 < 0.000. Then H_a is rejected, and H_0 is accepted, meaning that service quality (X) significantly influences the interest in registering pilgrims (Y).
3. The output results from the coefficient of determination test (R^2), where R Square (coefficient of determination) is 0.585. It shows that the variation of the independent variable used in the model can explain 58.5% of the dependent variable, and the effect of the independent variable (X) on the dependent variable (Y) is 58.5%. While other variables that are not included in this research model amount to the remaining 41.5 percent.

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