Service Quality Analysis on the Satisfaction of Umrah School Participants at the Rihaal Umrah and Education Bureau

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Article Info	Abstract
	This study aims to determine the effect of service quality on customer satisfaction at Rihaal Umrah and Education Bureau. This study uses a type of quantitative research using simple linear regression analysis. The independent variable in this study is service quality, and the dependent variable in this study is customer satisfaction. The population in this study was gained the Umrah participants of the 2019 period, with a sample of 36 respondents. The results of this study showed that the service quality variable has a significant effect on customer satisfaction. It means that if the quality of service increases, the customer satisfaction of umrah's school will also increase.

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan pelanggan di biro Rihaal Umrah dan travel edukasi. Penelitian ini menggunakan jenis penelitian kuantitatif dengan menggunakan analisis regresi linier sederhana. Variabel bebas dalam penelitian ini adalah kualitas pelayanan dan variabel terikat dalam penelitian ini adalah kepuasan pelanggan. Populasi dalam penelitian ini adalah peserta umrah periode 2019, dengan sampel sebanyak 36 responden. Hasil penelitian ini menunjukkan bahwa variabel kualitas pelayanan berpengaruh signifikan terhadap kepuasan pelanggan. Artinya, jika kualitas pelayanan meningkat, maka kepuasan pelanggan sekolah umrah juga akan meningkat.

Introduction

With the increasing enthusiasm of the Muslim population in Indonesia to carry out the pilgrimage, especially umrah, now more and more special umrah and hajj bureaus have been established. A special umrah and hajj travel agency is a service company that aims to assist prospective pilgrims in carrying out the hajj and umrah pilgrimages (Sudarmana & Putra, 2017). The number of special umrah and hajj travel agencies is expected to help and make it easier for people to perform special umrah or hajj pilgrimages. However, seeing the emergence of fraud cases by umrah travel agencies, the government has frozen the permits for 26 special umrah and hajj travel agencies (Kemenag_RI, 2018).

Law number 8 of 2019 article 3 states that the implementation of hajj and umrah aims to provide guidance, services, and protection for pilgrims and umrah pilgrims so that they can perform their worship in accordance with the provisions of sharia and realize independence and resilience in performing hajj and umrah. Therefore, hajj and umrah require special management to handle activities in providing services to the pilgrims. The organization of the Umrah Worship Journey (PPIU) has the authority or obligation to grant rights to the pilgrims, one of which is the implementation of the umrah manasik.

Gronroos, 2001, defines a service as a process consisting of a series of intangible activities that usually (but not always) occur in interactions between customers and employees or physical resources or goods and or service provider systems, which are provided as solutions to customer problems. So, a company's success is influenced by how the company (service) satisfies consumers (Ghozali, 2014). According to Hidayat R & Sabarudin A (2015), customer attitudes towards a product or service are relative, while emotional reactions to past consumption experiences.

One of the travel agencies in the Special Region of Yogyakarta is Rihaal Umrah and Education. The advantage of Rihaal's travel agency is that it is the first agency in Yogyakarta to provide an umrah school program. Based on the initial interview, Rihaal is unique because there is an umrah school for prospective umrah pilgrims and the community. The umrah school aims to give prospective pilgrims a better understanding of the implementation of umrah worship to be more optimal. In addition, the purpose of the umrah school is to educate the public about the rituals of hajj and umrah by targeting those who have the intention to go to the holy land but are still constrained by costs and for those who are able but do not have the desire to perform umrah.

Picture 1. Activity Poster

There is no charge in the implementation of this umrah school. Umrah school participants only register with Rihaal Umrah and Education staff. The implementation of this Umrah school

is not only once a month but once a week. The quality of service is undoubtedly still carried out in accordance with procedures so that pilgrims feel satisfaction in attending umrah schools both in theory and practice. According to Tjiptono & Chandra (2005), the relationship between service quality and customer satisfaction is the satisfaction of helping customers in revising their perceptions of service quality. In this case, customers are perceived as umrah pilgrims. When each prospective pilgrim interacts with an umrah travel agency, it will strengthen or otherwise change the pilgrims' perception of service quality.

Regarding the quality of service on the satisfaction of prospective pilgrims, there are several previous studies to determine the renewal of research. First, the article by Lestari, (2020) entitled the influence of service quality and price on consumer satisfaction of Manarul Quran Umrah Travel Bureau. The study results show that the independent variables, namely service quality and price, simultaneously have a significant effect on consumers. Then partially, service quality and price have a significant effect on consumer satisfaction.

Second, Buddy; Tabrony; Salim, (2019) entitled the influence of service quality and trust on customer satisfaction and its impact on company reputation (empirical study on an umrah and hajj travel companies in East Jakarta). The results of the study prove that the service quality variable has a significant effect on customer satisfaction. The trust variable has a significant effect on customer satisfaction. The service quality variable has a significant effect on the company's reputation, while the trust variable does not affect the company's reputation. The customer satisfaction variable significantly affects the company's reputation at the Umrah travel bureau in East Jakarta.

Third, Kasturiani (2018) conducted research about the influence of service quality and trust on the satisfaction of the Umrah pilgrims of PT. Barokah Jaya Tour and Travel Madiun. It was found that there is an influence of service quality on the satisfaction of the Umrah pilgrims of PT Barokah Jaya Tour and Travel Madiun partially with 70.2% and other factors influence the remaining 39.8%. The influence of trust on pilgrims' satisfaction is 17.4% and other factors influenced are 82.6%. Meanwhile, the magnitude of the influence of service quality and trust on the satisfaction of pilgrims is 71.1%, and other variables influence 28.9%.

Research Method

Based on the formulation of the problem, the approach or research method used in this study is a quantitative method. It is used to examine certain populations or samples. Data collection uses research instruments, and statistical quantitative data analysis is used to test predetermined hypotheses. The survey method is used to obtain data from certain places that

are not artificial. However, researchers carry out treatments in data collection, for example, by filling out questionnaires by respondents, structured interviews, etc (Sugiyono, 2008).

The population is the entire research subject. In this case, it is the consumers. If someone wants to examine all of the elements in the research area, then the research is called a population study or census study (Suharsimi, 2006). The sample is taken from the whole object under study and is considered to represent the entire population (Machali, 2016). It is called sample research if we intend to generalize the results of sample research. The population in this study was pilgrims or participants of the umrah school at the Rihaal Umrah and Education Bureau in Yogyakarta from May to December 2019. There are 186 people in total. With the respondents' criteria as follows: pilgrims who live in Yogyakarta and pilgrims who have performed umrah, the characteristics of the respondents are seen from their gender, occupation, and education. The sample in this study using the Slovin formula is 36 in accordance with the respondents' criteria. Sampling was done by non-probability sampling. It is a purposive sampling technique to determine samples that do not provide equal opportunities for each element or member of the population to be selected as samples (Machali, 2016).

Several methods of research instruments are used to obtain valid and accurate data, namely: (a) Questionnaire. A questionnaire is a number of written questions that are used to obtain information from respondents or prospective pilgrims at the Rihaal Bureau to get answers or responses and information needed (Suharsimi, 2006). (b) Documentation. The documentation method is a method of collecting data in research to obtain data in the form of notes, transcripts, books, newspapers, magazines, documents, regulations, agendas, etc (Suharsimi, 2006). Researchers use the documentation method to obtain data on prospective umrah pilgrims, brochures, websites, etc. (c) Interview. An interview is a process of obtaining information for research purposes by means of giving questions and answers while being face to face between the interviewer and the respondent or the person being interviewed, with or without using an interview guide (Bungin, 2013). The informant in this study is one of the employees or related parties who are directly related to the quality of services at Rihaal Umrah and education, so the data collected will help the research; and (d) Measurement Scale. This study uses a Likert scale. In this usage, there are five choices, namely: Strongly Agree (SS), Agree (S), Don't Know (TT), Disagree (TS), Strongly Disagree (STS).

Operational definitions are elements of a study that explain how to measure a variable so that operational variables can show indicators that support the variables to be analyzed (Sangarimbun, 2000).

Table 1. Research Operational Definition

No	Variable	Indicator	Sub Indicator
1	Service quality (X) Parasuraman,et al in (Othman et al., 2019)	Physical evidence (tangible)	1. Appearance 2. Physical Facility 3. Equipment
		Reliability	1. Suitability of service 2. Consistent 3. Reliable and accurate
		Responsiveness	1. Provide services quickly 2. Willingness to help 3. Listening and overcoming the pilgrim's difficulties
		Assurance	1. Ability 2. Convincing the pilgrims 3. Keep promises
		Empathy	Pay attention to the pilgrims
2	Pilgrims Satisfaction (Y) (Kotler & Keller, 2007)	Service quality	1. Good service 2. Service according to expectations
		Emotional	Consumers are amazed
		Guidance Price	1. Prices according to facilities 2. Guidance price breakdown
		Costs incurred by pilgrims	Cost is not burdensome

Picture 2. Framework of Thought
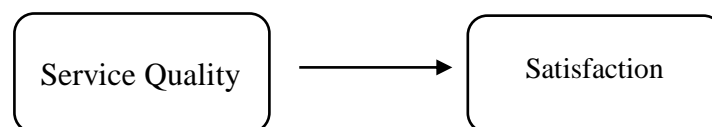
Results and Discussion

1. Descriptive Statistical Analysis Result

   Descriptive statistical analysis of respondents in this study was used to determine gender, education level, and occupation level. Data regarding the respondents who were sampled in the study were obtained, including:

a. Gender

Table 2. Respondents Based on Gender

No	Gender	Total	Percentage
1	Male	14	39%
2	Female	22	61%
	Total	36	100%

The table above shows that most respondents are female with 22 people in total or 61%, and the rest are male respondents with 14 people or 39%. It can be concluded from these data that there are more female respondents than male respondents.

b. Education Level

Table 3. Respondents Based on Education Level

No	Education Level	Total	Percentage
1	Elementary School	5	14%
2	Junior High School	2	6%
3	Senior High School	17	47%
4	Bachelor	12	33%
	Total	36	100%

Based on the table above, it is stated that the level of education of the respondents is dominated by high school graduates with 17 people or 47%. The second position is bachelor's degree with 12 people or 33.3%. The third position is the respondents who graduated from elementary school, totaling 5 people or 14%. Furthermore, the last position is junior high school graduates with 2 people or 6%. From these data, it can be concluded that respondents with high school graduates are more dominant than respondents with other education level.

c. Occupation Level

Table 4. Respondents Based on Occupation Level

No	Occupation Level	Total	Percentage
1	Housekeeper	7	19%
2	College Student	1	3%
3	Merchant	3	8%
4	Student	2	6%
5	Civil Servant	7	19%
6	Enterpreneur	16	45%
	Total	36	100%

For the occupational level category, 16 people or 45% of respondents work as entrepreneurs. Second position with 7 people or 19% work as civil servants. A total of 7

people or 19% work as housekeepers while 3 people or 8% work as merchants, other professions are 2 people or 6% as a student and 1 person or 3% as a student.

2. Research Instrument Test Results

   a. Validity Test

      A validity test is a tool to measure whether the questionnaire is valid. A questionnaire is said to be valid if the questionnaire is able to reveal something that the questionnaire will measure.

      1) Service Variable

         The service variable questionnaire consists of 15 questions. More complete validity test results can be seen in the following table:

         Table 5. Service Variable Validity Test results

No	Question	r count	r table	Sig.	Description
1	X.1	,684	0,325	000	Valid
2	X.2	,659	0,325	000	Valid
3	X.3	,704	0,325	000	Valid
4	X.4	,767	0,325	000	Valid
5	X.5	,840	0,325	000	Valid
6	X.6	,842	0,325	000	Valid
7	X.7	,901	0,325	000	Valid
8	X.8	,764	0,325	000	Valid
9	X.9	,792	0,325	000	Valid
10	X.10	,748	0,325	000	Valid
11	X.11	,743	0,325	000	Valid
12	X.12	,791	0,325	000	Valid
13	X.13	,849	0,325	000	Valid
14	X.14	,841	0,325	000	Valid
15	X.15	,790	0,325	000	Valid

         Source: Output SPSS, 2021

         In the following table, it is known that the service variable questions are declared valid, as evidenced by the obtained r count > 0.325, and the value of r count is positive. It can be concluded that the indicator variable is valid.

      2) Satisfaction Variable

         The satisfaction variable questionnaire consists of 7 questions. More complete validity test results can be seen in the following table:

         Table 6. Satisfaction Variable Validity Test Results

No	Question	r count	r table	Sig.	Description
1	Y.1	,724**	0,325	000	Valid
2	Y.2	,723**	0,325	000	Valid
3	Y.3	,703**	0,325	000	Valid
4	Y.4	,703**	0,325	000	Valid

5	Y.5	,743**	0,325	000	Valid
6	Y.6	,672**	0,325	000	Valid
7	Y.7	,876**	0,325	000	Valid

Source: Output SPSS, 2021

In the following table, it is known that the satisfaction variable question is declared valid, as evidenced by the obtained r count > 0.325, and the value of r count is positive. It can be concluded that the indicator variable is valid.

b. Reliability Test

Cronbach alpha coefficient >0.60 indicates the reliability of the instrument (if repeated research with different times and dimensions are conducted, it will produce the same conclusion). Meanwhile, Cronbach alpha coefficient <0.60 indicates a less reliable instrument (if these variables are performed and repeated in different times and dimensions study, it will produce different conclusions.) In addition, the Cronbach alpha closer to 1 indicates the internal consistency of the reliability is higher.

Tabel 7. Reliability Test Result

Research Variable	Cronbach Alpha	Reliable Standard	Description
Service	0,953	0,60	Reliable
Quality	0,905	0.60	Reliable

Source: Output SPSS, 2021

Based on the table above, it can be seen that the Cronbach alpha of service value is 0.953 > 0.60 and the satisfaction variable is 0.905 > 0.60. It can be concluded that the indicators used in service and satisfaction are said to be reliable and can be used as measuring tools.

3. Hypothesis Testing Analysis

Hypothesis testing in this study was carried out using simple regression analysis and t-test as follows:

a. Simple Regression Analysis

This analysis aims to examine the effect of service quality on the satisfaction of Rihaal Umrah and Education Umrah school participants. The results of the analysis can be seen in the regression output below.

Table 8. Simple Regression Analysis Results

Coefficient[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	18,642	5,317		3,506	,001
	Service	,254	,082	,470	3,102	,004

a. Dependent Variable: Satisfaction

Source: Output SPSS, 2021

Based on the results of simple regression analysis in Table 8, the coefficient for the service variable is 0.254, and the constant is 18.642. Hence, the regression equation model obtained is:

Y = 18,642 + 0,254 X

The interpretation of the regression equation above is as follows.

1) The constant value is 18.642. It means that if the service variable is constant, the satisfaction variable is 18.642.

2) The service variable regression coefficient is 0.254. The coefficient is positive. It means that the higher the service of the umrah school, the higher the satisfaction of the umrah school participants.

b. T-test

The t-statistical test shows the influence of one explanatory or independent variable individually on the dependent variable. The t-test is carried out by determining the df first, df = n-k (sum of data-number of variables-1).

Table 9. T-test Result

Coefficient[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	18,642	5,317		3,506	,001
	Service	,254	,082	,5470	3,102	,004
a. Dependent Variable: Satisfaction						

Source: Output SPSS, 2021

Based on the table above, it can be seen that the significance value of the service variable is 0.004 <0.05. It can be concluded that the service has a significant effect on the satisfaction of the Rihaal Umrah and Education Umrah school participants.

c. F Test

The F test is used to test whether all the independent variables included have a joint effect on the dependent variable. The results of the F test can be seen in Table 10 below.

Table 10. F Test Result

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	193,456	1	193,456	9,623	,004[b]

	Residual	683,516	34	20,103		
	Total	876,972	35			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Service

Source: Output SPSS, 2021

From the table above, it can be seen that the significance value is 0.004. This value is smaller than 0.05. Hence, it can be concluded that the regression model in this study passed the F test and deserved to be tested using regression analysis.

Discussion

Based on the results of the data analysis above, it was found that the service variable had a significant effect on the satisfaction of the umrah school participants. It shows that service quality affects customer satisfaction because good service is an important component in serving pilgrims to achieve satisfaction. Therefore, satisfaction is a benchmark in terms of whether the company provides services to customers. In this case, the quality of service can be realized by fulfilling customer needs or desires and speed in responding to customer needs. In addition, with the improved services, the satisfaction of umrah school participants will also increase, with indicators of participants understanding the material from the umrah school. Furthermore, it will have an impact on increasing the reputation of the Rihaal Umrah and Education Bureau. Then the enthusiasm of the public who will attend Umrah schools is expected to be higher.

It is in line with several empirical studies on the effect of service quality on satisfaction and loyalty conducted by Lestari (2020), proving that service quality affects satisfaction. Also, it is in tune with Buddy; Tabrony; Salim (2019); Chulaifi, Muhammad In'amul (2018); Hidayat R, Sabarudin A (2015); Mutmainnah (2017) which prove that service quality has a significant effect on customer satisfaction.

Conclusion and Suggestion

1. Conclusion

Based on the results of data analysis as described in the previous section, it can be concluded as follows:

The results of the t-test indicate that the service has a significant effect on the satisfaction of the umrah school participants. Umrah participant services can be used as a benchmark so that pilgrims understand the umrah school material. It is because the service of umrah school participants to the satisfaction of the pilgrims gives the impression that the umrah school is a place of education with excellent and reliable service.

2. Suggestions

The suggestion from this study is the need to add influential independent variables, such as the facilities obtained, the quality of teachers, and other variables.

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