

# ANALYSIS OF THE INFLUENCE OF UMRAH TRAVEL SERVICES, PRICES AND FACILITIES ON UMRAH PILGRIMAGE SATISFACTION IN MEDAN CITY

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**Abstract.** With the increasing development of the times, service to customers is a very important factor. Therefore, the provider must be able to provide satisfaction to its customers, for example by providing a higher quality, cheaper product and better service. A product is said to be of good quality if it can meet the needs of its customers. Therefore, knowledge of customer needs and satisfaction (customer requirements) is very important. In this study using quantitative methods with a sample of 85 Umrah pilgrims in Medan City. The results of this study show that service has a significant effect on pilgrim satisfaction. The processed data showed that the sig value was  $0.019 < 0.05$ . It means that  $H_0$  is rejected and  $H_a$  is accepted. Thus, it can be concluded that there is a positive and significant influence between services on the satisfaction of Umrah pilgrims in Medan City. Cost has a significant effect on pilgrim satisfaction. The results showed that  $0.029 < 0.05$ . It means that  $H_0$  is rejected and  $H_a$  is accepted. There is a positive and significant influence between costs on the satisfaction of Umrah pilgrims in Medan City. Facilities have a significant effect on pilgrim satisfaction. The results showed that  $0.018 < 0.05$ . That is,  $H_0$  was rejected,  $H_a$  accepted. There is a positive and significant influence between facilities on the satisfaction of Umrah pilgrims in Medan City.

**Keywords:** service; price; facilities; jama'ah satisfaction.

## I. INTRODUCTION

Umrah worship activities have two sides that must be considered in its implementation, namely, the standard of implementation is still in the country (before leaving) and when it is carried out in Mecca. In the standard of service in the country, there are many important aspects that must be considered by the coach, such as in service services (payment of deposits to banks, management of Hajj and Umrah documents, medical examinations of prospective pilgrims), manasik guidance (guidance materials, methods and times of guidance), provision of equipment, and religious consultation. While the standard of Umrah services in the holy land at the time of implementation is accommodation, transportation, consumption, health, and guidance for Hajj and Umrah (Fathul Aminudin Aziz [1]). With the increasing development of the times, service to customers is a very important factor. Therefore, the provider must be able to provide satisfaction to its customers, for example by providing a higher quality, cheaper product and better service. A product is said to be of good quality if it can meet the needs of its customers. Therefore, knowledge of customer needs and satisfaction (customer requirements) is very important (J. Supranto [2]). Customer satisfaction has become a central concept in business and management discourse. Customers generally expect products in the form of goods and services consumed can be received and enjoyed with good or satisfactory service.

Customer satisfaction can shape perceptions and can subsequently position the company's products in the eyes of its customers. According to (J. Supranto [2]), customer satisfaction is the level of a person's feelings after comparing the performance or results he feels in accordance with his expectations. Meanwhile, according to Freddy Rangkuti [3], customer satisfaction is defined as customer response to the mismatch between the previous level of importance and the actual performance they feel after use. Of the three notions of satisfaction, (J. Supranto [2]) concluded that the notion of satisfaction is the difference between expectations and performance that is felt to be the same as what is expected. If the performance is below expectations, then customers will be disappointed. When the performance is as expected, customers will be very satisfied. Meanwhile, according to the author, customer satisfaction is the expectations and performance felt or received by customers, in accordance with what is expected. Meanwhile, according to the author, customer satisfaction is the expectations and performance felt or received by customers, in accordance with what is expected.

Umrah worship is a worship that in its organizer is not handled directly by the government. So this opportunity is glimpsed by Hajj and Umrah travel organizers competing to attract the sympathy of pilgrims. All of them are competing to offer attractive umrah packages and programs, including coaching, service and protection with the advantages of

different facilities for a popularity (Wahyu Ariani [4]). Umrah travel is one of the institutions engaged in service services, must be able to provide the best service to its pilgrims in order to win the increasingly competitive competition. To face competition between travel that is increasingly fierce and fierce.

Umrah travel is also competing to attract customers with various promotions and strategies that can attract customers. With the many emerging Hajj and Umrah travel agencies, competition is getting tighter. Marketing is very influential in getting prospective pilgrims for the bureau company. The Umrah travel bureau is also required to provide services to Hajj and Umrah pilgrims properly. Due to the high cost of Hajj and Umrah, pilgrims are very disappointed if the services provided by Hajj and Umrah travel agencies are not in accordance with their expectations. Consumers certainly expect satisfactory service and in accordance with the value of the money they spend. Hajj and Umrah bureaus compete to offer coaching, services and advantages of various facilities to attract the sympathy of pilgrims. So that many Hajj and Umrah organizing bureaus have sprung up that offer prices below standard. Automatically many prospective pilgrims are tempted by the offer, pay a low price and can go to the holy land. Actually, it doesn't make sense, because it can't meet the minimum standards set by the Ministry of Religious Affairs. The cost that has been set to worship in the holy land by the Ministry of Religious Affairs is 20 million. So that Hajj and Umrah bureaus that offer prices far below the standard should be suspected. Unusual prices will certainly have greater consequences. There are some costs that are suppressed such as plane tickets and hotels that are far from the Grand Mosque. Prospective pilgrims who want the package are required to book in advance and the departure can be up to 1-2 years away. There is a reality about there are still many Muslims who are still not strong economically so it will be very easy to be tempted by Umrah packages that are far below standard prices (Sukayat [5]).

So that many prospective Umrah pilgrims are deceived by travel agencies that provide prices far below standards, for example, First Travel and Abu Tour Travel whose news is being discussed on social media or news throughout Indonesia. The number of scams under the guise of Umrah has a bad impression on the community, and has resulted in people not trusting the existing bureaus. Given the enthusiasm of Muslims who want to perform Hajj and Umrah to the holy land. So that it also indirectly gives a good name loss to other Hajj and Umrah travel agencies. To avoid this, the public is urged to be more selective in choosing bureaus with official permits that have been determined by the Ministry of Religious Affairs (Kemenag). Do not be tempted by the low price in buying Umrah packages, it should be in accordance with the price set by the Ministry of Religious Affairs in Indonesia. And also judging from the departure period that waits for another 2 or 3 years, Umrah should be different from Hajj because the time of performing Umrah is not determined. From year to year there are always cases of fraud under the guise of Umrah, here is a database of Umrah fraud cases from the previous few years that occurred in Indonesia:

1. In 2017 as many as 5,149 Umrah pilgrims were recorded as victims of fraud cases under the guise of Hajj and Umrah.
2. In 2018 as many as 290 Umrah pilgrims were recorded as victims of fraud cases under the guise of Hajj and Umrah.
3. In 2019, as many as 20 Umrah pilgrims were recorded as victims of fraud cases under the guise of Hajj and Umrah.

Service is an act of action by a person or organization to provide satisfaction to customers or customers. (Muhammad Ali Yusni [6]) And in realizing the welfare of the people, optimal service is needed to the community, active participation from the wider community also helps the realization of good services. So the government apparatus must be more capable and responsive to providing services in various fields and sectors. This ability and response is obtained by simplifying service procedures and procedures so that people who need services feel ease, smoothness and certainty.

The characteristics of good service are services that can provide satisfaction to pilgrims including: having professional employees, good facilities and infrastructure available, available all desired products, responsible to each pilgrim from start to finish, able to serve quickly and precisely, communicating clearly, and able to give trust to pilgrims. The level of service quality is not only assessed from the company's point of view, but also viewed from the point of customer assessment. In research Bayu Prakoso [7] states that there is a significant influence between the quality of service and pilgrim satisfaction. Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product thought against the expected performance (Christopher Lovelock [8]). And to determine the level of satisfaction, several aspects of the service quality dimension are used, including the following: 1) Tangible (field evidence / tangible) includes physical facilities, employee equipment and communication facilities. 2) Reability (reliability) is the ability to perform services as promised promptly, accurately, and satisfactorily. 3) Responsiveness (responsiveness) is the ability to help customers and availability to serve customers well. 4) Assurance, namely knowledge, courtesy of officers and their trustworthy nature so that customers are free from risk. 5) Emphaty (empathy) is a sense of care to give individual attention to customers, understand customer needs and ease of officers when contacted.

In addition, price is one that influences pilgrims in choosing Umrah travel in research conducted (Molden El Rado [9]) stated that price affects the satisfaction of Umrah travel jama'a. The price of goods or services determines market demand. Price can also affect a company's marketing program because it can generate profits. Tjiptono [10] stated that there are several price indicators, including: 1) Price affordability, namely pricing carried out by companies in accordance with the ability of consumer purchasing power. 2) Price conformity with product quality, namely pricing carried out by the company that is adjusted to the quality of products that can be obtained by consumers. 3) Price competitiveness, that is, price offers made by different companies and

competing with those given by other companies on the same type of product. 3) Compatibility of prices with benefits, namely pricing carried out by companies in accordance with the benefits that consumers can obtain from the products consumed.

Service is also one of the features that make consumers feel satisfied Physical facilities can include the appearance of facilities or physical elements, equipment, personnel, and communication materials. The aim is to strengthen the impression of quality, comfort, and safety of the services offered to consumers. Physical evidence includes physical facilities, employee equipment, and means of communication. Real physicality is reflected by indicators of the use of equipment and technology in operations (Yazid [11]). The increasing number of travel trips that deal with Hajj and Umrah causes competition between one agency and another, thus making pilgrims confused about which institution is good at providing services to pilgrims, which in turn will create pilgrims' loyalty to the travel manager concerned. And good service is able to provide satisfaction to pilgrims by having professional employees, good facilities and infrastructure available, available desired products, responsible to each pilgrim from start to finish, able to serve quickly and precisely, able to communicate clearly, have other general knowledge, able to give trust to pilgrims.

## II. RESEARCH METHODS

The research method used is a correlational research method, which is research that aims to determine the presence or absence and magnitude of the influence of various variables [12]. Although it is not known that the influence is a causal relationship or not. The sample in this study was 85 Umrah pilgrims in Medan. Every successful Hajj and Umrah travel agency wants to provide services that satisfy pilgrims but this is not the only target. Hajj and Umrah travel agencies cannot forget other business goals such as covering competitive advantages to make pilgrim satisfaction benefits, providing many benefits for Hajj and Umrah travel agencies. And the higher the level of pilgrim satisfaction will be more profitable to thank good customers by constantly attracting a high sense of pleasure creating an emotional bond with the brand or company, not just excessive likes. This study uses multiple regression analysis to predict how far the value of the dependent variable value of Pilgrim Satisfaction, if the value of the independent variable is Service, Cost, Facility.

## III. RESULTS AND DISCUSSION

Every successful Hajj and Umrah travel agency wants to provide services that satisfy pilgrims but this is not the only target. Hajj and Umrah travel agencies cannot forget other business goals such as covering competitive advantages to make pilgrim satisfaction benefits, providing many benefits for Hajj and Umrah travel agencies. And the higher the level of pilgrim satisfaction will be more profitable to thank good customers by constantly attracting a high sense of pleasure

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Table 1. Multiple Regression Test

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficient s		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.627	4.061		7.050	.000
	Pelayanan	.469	.284	.283	2.812	.019
	Biaya	.335	.251	.260	2.587	.029
	Fasilitas	.365	.169	.242	2.403	.018

a. Dependent Variable: Using decision

Based on table 1 above, the results of the Significant test (t test) of the influence of the independent variable on the dependent variable are as follows:

1. Service has a significant effect on pilgrim satisfaction. The processed data showed that the sig value was  $0.019 < 0.05$ . It means that  $H_0$  is rejected and  $H_a$  is accepted. Thus, it can be concluded that there is a positive and significant influence between services on the satisfaction of Umrah pilgrims in Medan City.
2. Cost has a significant effect on pilgrim satisfaction. The results showed that  $0.029 < 0.05$ . It means that  $H_0$  is rejected and  $H_a$  is accepted. There is a positive and significant influence between costs on the satisfaction of Umrah pilgrims in Medan City
3. Facilities have a significant effect on pilgrim satisfaction. The results showed that  $0.018 < 0.05$ . That is,  $H_0$  was rejected,  $H_a$  accepted. There is a positive and significant influence between facilities on the satisfaction of Umrah pilgrims in Medan City

*There is a positive and significant influence between services on the satisfaction of Umrah pilgrims in Medan City.*

Service is the level of service related to the expectations and needs of customers or users, while pilgrim satisfaction is the level of conformity of expectations on products consumed by customers is satisfaction, so the quality of service is very significant related to getting satisfaction from each customer. Therefore, Umrah travel agency companies can improve the services that will be provided to pilgrims so that the travel agency company can compete fairly with other tour agencies. Based on the results of the tests that have been done, the value of Service Quality = 2.812 then obtained  $T_{hitung} > T_{tabel}$  or  $2.812 > 1.677$  significant value  $0.000 < 0.019$  then  $H_0$  is rejected and  $H_a$  is accepted which means that the variable Service Quality (X1) partially has a positive and significant effect on Pilgrim Satisfaction (Y). This means that the Quality of Service greatly affects pilgrims in carrying out the Umrah worship of Medan City, because with the Satisfaction of Pilgrims will further add a good image

for travel. This is in line with previous research conducted by Eka Kesuma, Amri and M. Shabri entitled Service quality and trust affect customer satisfaction by 64.5 percent and the remaining 35.5 percent is influenced by other variables outside this research model. As we know, competition in the world of Hajj & Umrah travel business is getting more and more because each of them always maintains and improves the quality of its services so that pilgrims are always loyal to the company. From this we can conclude that the quality of service is indeed very large in the effect that can affect the satisfaction of pilgrims, because it is the expectations of pilgrims that cause pilgrim satisfaction from the quality of service obtained when traveling so that when he feels satisfied there will automatically also arise a sense of wanting to recommend to relatives, friends, and others to return to worship with the Umrah travel. In principle, the definition of service quality focuses on efforts to meet the needs and desires of customers (pilgrims), as well as the accuracy of its delivery to balance the expectations of pilgrims in realizing pilgrim satisfaction. So that product quality (either goods or services) contributes greatly to customer satisfaction (Tjiptono [10]).

The implication is that the good and bad quality of Umrah services depends on the service provider or travel party in meeting the expectations of pilgrims consistently. If the performance is equal to expectations then the Jama'ah will be satisfied, if the performance exceeds expectations, the Jama'ah will be happy or happy, but if the performance is lower then the Jama'ah will feel dissatisfied. A pilgrim who judges Umrah services as unsatisfactory may feel disappointed that his expectations for the services he should have received were not met. In other words, the quality of service such bonding allows companies to thoroughly understand customer expectations as well as their needs. Thus, companies can increase customer satisfaction where companies maximize pleasant customer experiences and minimize unpleasant customer experiences (Tjiptono [10]).

*There is a positive and significant influence between costs on the satisfaction of Umrah pilgrims in Medan City*

Price is the amount of money charged for a product or service, or the sum of the value that consumers exchange for the benefits of owning or using that product or service. Price is also an indeterminate matter. Price only occurs in the contract, which is something that is given up in the contract, either less, greater, or equal to the value of the goods agreed by both parties to the contract. It can also be called tsaman (the price as a sum of money to be paid for the merchandise). Based on the results of the tests that have been done, the value of Cost = 2.587 then obtained  $T_{\text{calculate}} > T_{\text{table}}$  or  $2.587 > 1.677$  significant value  $0.000 < 0.029$  then  $H_0$  is rejected and  $H_a$  is accepted which means that the variable Cost (X2) partially has a positive and significant effect on Pilgrim Satisfaction (Y). The results of this penlitin are in line with the results of research conducted by Ayip Saepullah [13] The results of the study stated that the variables of price, facilities, and service quality had an influence on the level of satisfaction of Umrah Salam Tour pilgrims, because F

calculated  $> F$  table ( $31.305 > 2.71$ ). Partially, the price has no effect on pilgrim satisfaction because  $t$  count  $< t$  table ( $0.408 < 1.66196$ ). Facilities have a positive effect on pilgrim satisfaction because  $t$  count  $> t$  table ( $3.112 > 1.66196$ ). Service Quality has a positive effect on pilgrim satisfaction because  $t$  count  $> t$  table ( $5.876 > 1.66196$ ) In addition, price is one that influences pilgrims in choosing Umrah travel in research conducted (Yusnani, Endang Sutrisna [9]) stated that price affects the satisfaction of Umrah travel jama'a. The price of goods or services determines market demand. Price can also affect a company's marketing program because it can generate profits. Tjiptono [10] stated that there are several price indicators, including: 1) Price affordability, namely pricing carried out by companies in accordance with the ability of consumer purchasing power. 2) Price conformity with product quality, namely pricing carried out by the company that is adjusted to the quality of products that can be obtained by consumers. 3) Price competitiveness, that is, price offers made by different companies and competing with those given by other companies on the same type of product. 3) Compatibility of prices with benefits, namely pricing carried out by companies in accordance with the benefits that consumers can obtain from the products consumed.

Fandy Tjiptono [14] suggests that: customer satisfaction is a post-purchase evaluation where the chosen alternative at least provides the same result (outcome) or exceeds customer expectations. Based on the above devinition, there are similarities, namely regarding the components of customer satisfaction (expectations and performance / perceived results). Generally, customer expectations are estimates or beliefs of customers about what they will receive when they buy or consume a product (price or service). Customer satisfaction has become central in marketing theory and practice, and is one of the sensual goals for business activity. Customer satisfaction contributes to a number of crucial aspects, such as creating customer loyalty, improving company reputation, reduced price efficiency, reduced future costs, and increased employee efficiency and productivity. In addition, customer satisfaction is also seen as one of the best indicators for future profits. Focusing on customer safety is an effort to retain customers in order to deal with low-cost producers. Many companies find quite a lot of customers who are willing to pay higher prices for better service and quality. Such consumers will not sacrifice the level of quality that is acceptable solely for certain cost savings that are not so significant.

*There is a positive and significant influence between facilities on the satisfaction of Umrah pilgrims in Medan City*

Facilities are a means to streamline and facilitate the implementation of functions. Facilities are individual components of an offering that are easy to grow or reduce without changing the quality and model of service. Facilities are also a tool to distinguish one institution's program from other competitors. Physical form (tangible) is a customer need that focuses on physical facilities such as buildings and rooms, available parking lots, cleanliness, neatness and



comfort of rooms, completeness of equipment, means of communication and employee appearance. Based on the results of the tests that have been done, the value of Facility = 2.403 then obtained  $T_{hitung} > T_{tabel}$  or  $2.403 > 1.677$  significant value  $0.000 < 0.018$  then  $H_0$  is rejected and  $H_a$  is accepted which means that the variable Facility (X3) partially has a positive and significant effect on Pilgrim Satisfaction (Y). The results of this penlitin are in line with the results of research conducted by Ayip Saepullah [13] The results of the study stated that the variables of price, facilities, and service quality had an influence on the level of satisfaction of Umrah Salam Tour pilgrims, because F calculated  $> F_{table}$  ( $31.305 > 2.71$ ). Partially, the price has no effect on pilgrim satisfaction because  $t_{count} < t_{table}$  ( $0.408 < 1.66196$ ). Facilities have a positive effect on pilgrim satisfaction because  $t_{count} > t_{table}$  ( $3.112 > 1.66196$ ). Service Quality has a positive effect on pilgrim satisfaction because  $t_{count} > t_{table}$  ( $5.876 > 1.66196$ ). Facilities are also one of the features that make consumers feel satisfied Physical facilities can include the appearance of facilities or physical elements, equipment, personnel, and communication materials. The aim is to strengthen the impression of quality, comfort, and safety of the services offered to consumers. Physical evidence includes physical facilities, employee equipment, and means of communication. Real physicality is reflected by indicators of the use of equipment and technology in operations.

Facilities are physical resources that must exist before a service can be offered to the Jama'at. Facilities are everything that makes it easier for pilgrims to meet various needs regarding the provision of these services. In a business engaged in services, all existing facilities, namely the condition of facilities, completeness, exterior and interior design and cleanliness of facilities must be considered, especially those that are closely related to what is felt or obtained by customers directly (Tjiptono [10]). Facilities as a variable that influences pilgrims' decisions in purchasing services. Facilities provided by PT. Sahid Gema Wisata good service facilities greatly influence marketing. the effect of facilities on pilgrim satisfaction, meaning that the facilities of PT. Sahid Gema Wisata, providing facilities and infrastructure supporting Umrah services is further improved so that pilgrims will be more satisfied.

According to Kotler [15], one of the efforts made by company management, especially those directly related to satisfaction, is to provide the best service facilities in order to attract and retain customers. Service facilities are the availability of services, facilities and infrastructure that are important in an effort to increase satisfaction such as providing ease of meeting the needs and comfort of service users. If the facilities provided are in accordance with needs, the pilgrims will feel satisfied

#### IV. CONCLUSION

Based on the results of the analysis and discussion of this research resulted in the following conclusions: 1. Service has a significant effect on pilgrim satisfaction. The processed

data showed that the sig value was  $0.019 < 0.05$ . It means that  $H_0$  is rejected and  $H_a$  is accepted. Thus, it can be concluded that there is a positive and significant influence between services on the satisfaction of Umrah pilgrims in Medan City. 2. Cost has a significant effect on pilgrim satisfaction. The results showed that  $0.029 < 0.05$ . It means that  $H_0$  is rejected and  $H_a$  is accepted. There is a positive and significant influence between costs on the satisfaction of Umrah pilgrims in Medan City. 3. Facilities have a significant effect on pilgrim satisfaction. The results showed that  $0.018 < 0.05$ . That is,  $H_0$  was rejected,  $H_a$  accepted. There is a positive and significant influence between facilities on the satisfaction of Umrah pilgrims in Medan City

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