

**THE EFFECT OF THE QUALITY OF SERVICE AND SATISFACTION OF THE UMRAH
CONTRIBUTORS ON THE LOYALTY OF THE CONGREGATION IN
PT MULTAZAM WISATA AGUNG MEDAN**

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Abstract

PT. Multazam Wisata Agung Medan is one of the travel services in the city of Medan owned by Dr. Prof. H. Syafii Mukhoyyar Siregar, which is officially recognized by the Ministry of Religion. The problems in this study are whether the variable quality of service and satisfaction of umrah pilgrims together have a positive and significant effect on the loyalty of the congregation of PT. Multazam Wisata Agung Medan. The purpose of this study was to examine and find out whether there was an effect of service quality and satisfaction of umrah pilgrims on the loyalty of pilgrims at PT. Multazam Wisata Agung Medan. Data collection techniques were carried out by distributing questionnaires to respondents as many as 92 people from the congregation. The model used is multiple linear regression which is processed with the SPSS version 21 program. Service quality has a positive but statistically insignificant effect on Jamaah Loyalty at PT. Multazam Wisata Agung Medan. Satisfaction of umrah pilgrims has a positive and significant effect on the loyalty of pilgrims. And simultaneously there is a positive and significant influence between the variables of Service Quality and Satisfaction of Umrah Pilgrims of Jamaah Loyalty. The results of the coefficient of determination on the value of Adjusted R Square is 0,440 (44%). So that it can be said that 44% of the variation of the independent variable: Service Quality (X_1) and Satisfaction of Umrah Jamaah (X_2) in the model has contributed to the Loyalty variable of the PT. Multazam Wisata Agung Medan (Y) while the remaining 56% is influenced by other variables outside the model.

Keywords: Service Quality, Satisfaction of Jamaah Umrah, and Loyalty of Jamaah

INTRODUCTION

Seeing from the intense competition in providing services in the form of services to Umrah pilgrims in Indonesia. In the business world, one thing that cannot be avoided is competition. Of course, competition between Umrah travel agencies and other institutions will create enthusiasm to compete with each other in doing the best service in serving their customers. Therefore, to win a competition in business, the company must be able to carry out quality management in all aspects, both in human resources, institutional management, marketing management, risk management, and financial management.

Because customers are the key to the running of our business, without customers our business will not run well. So the quality of service and customer satisfaction is the main goal of a business undertaken. Consumer satisfaction and dissatisfaction is a feeling that states someone is happy or disappointed with what is offered. Satisfied consumers will return to use the services we offer. This is what builds customer loyalty. Paying attention to what customers

need by recognizing, understanding what is needed and providing satisfaction with our services.

The way to attract customers is to provide maximum and satisfactory service. Attract people who have not used these services and retain people who have used our services. When we have provided good service, it will be the hallmark and differentiator between the services we offer and other services. Services that can provide customer satisfaction can be an advertisement to enlarge our services, because word of mouth has a strong appeal. A key aspect of social networking is word of mouth and the number and nature of conversations and communications between different parties. Word of mouth encourages consumers to tell about the services developed by the company.

And the services provided by PT. Multazam Wisata Agung Medan in the responsiveness of baggage handling that occurred during airplane transit has not been maximized, thus hampering the return of the pilgrims to return from the holy land, so that the retrieval of suitcases from the baggage of the Umrah pilgrims must wait a long time. And because there are many umrah travel competitors everywhere, by providing attractive promos starting from prices, facilities, package options and bonuses given from umrah travel competitors, thus making pilgrims less loyal to PT. Multazam Wisata Agung Medan. And the promotion carried out by PT. Multazam Wisata Agung Medan by using newspapers and electronic media is still not optimal, thus making PT. Multazam Wisata Agung Medan is less competitive with the marketing carried out by umrah travel services from competitors, for example Umrah travel PT. Grand Darussalam.

Umrah worship activities have two sides that must be considered in carrying out its implementation, namely, when it is still in the country (before leaving) and when the implementation is already taking place in Mecca. In terms of service standards in the country, there are many important aspects that must be considered in their development, such as in service services (deposit services to banks, processing of Umrah documents, health checks for prospective pilgrims) and spiritual guidance (guidance materials, methods and timing of guidance, provision of equipment and consultations). religious). Meanwhile, the standard of Umrah services in the holy land at the time of implementation is the implementation of accommodation, transportation, consumption, health, and guidance for Umrah worship. And at the time of the implementation of Umrah in the holy land, things that are not desirable. With special training in the procedures for this ritual, Umrah worship can provide an overview and how to anticipate problems that arise in the implementation of Umrah worship later. It is very important for prospective Umrah pilgrims to be able to carry out the Umrah pilgrimage smoothly and legally in accordance with the demands of Islamic law so that their worship is not in vain.

And in Umrah worship activities, there are also many candidates for Umrah who do not understand what things must be done when performing Umrah. And before the departure of Umrah, rituals are also carried out to provide an understanding to each prospective Umrah pilgrim about the main purpose of their departure to the holy land. So that the employees of PT. Multazam Wisata Agung Medan further maximizes in providing services.

And sometimes from the many groups of umrah groups that go to the holy land, sometimes parties from PT. Multazam Wisata Agung Medan has not been maximized in the supervision of the Umrah pilgrims in their activities while in the holy land, which resulted in one of the pilgrims being left behind from the group, thus making the pilgrims not refer it to others. This is what the travel service should pay more attention to, in order to provide more satisfaction to the congregation.

Observing the behavior of the Indonesian people at this time, the flow of Umrah departures in Indonesia is very smooth, and there are many factors that cause people to go for Umrah many times, unlike the Hajj which is required once in a lifetime. Umrah can be done at any time by prospective pilgrims, which is quite an interesting study considering that after using the services of PT. Multazam Wisata Agung Medan, and there is a high possibility that in the following years the pilgrims can use the services of the same company.

In this case PT. Multazam Wisata Agung Medan is able to provide good service and is responsible for the needs of its congregation. Building and maintaining good relationships with consumers is the key to success for the company. Creating consumer trust is the foundation to maintain a good relationship with them in the long term, and with trust, pilgrims will use our services, and pilgrims will be loyal to our company and not turn to other companies. Based on the background of the problem, the researcher is interested in conducting a study with the title "The Effect of Service Quality and Satisfaction of Umrah Pilgrims on Congregation Loyalty at PT Multazam Wisata Agung Medan".

Research Purpose

Based on the formulation of the problem that has been formulated previously, there are several objectives to be achieved from the results of the research conducted, including:

- a. To test and find out whether the quality of service has a partial effect on the loyalty of PT Multazam Wisata Agung Medan pilgrims.
- b. To test and find out whether the satisfaction of Umrah pilgrims has a partial effect on the loyalty of PT Multazam Wisata Agung Medan pilgrims.
- c. To test and find out whether the quality of service and satisfaction of Umrah pilgrims have a simultaneous effect on the loyalty of PT Multazam Wisata Agung Medan pilgrims.

RESEARCH METHOD

The research approach that the author uses in this research is quantitative research with an associative approach. Quantitative approach is a research that aims to determine the relationship between two or more variables. With this research, a theory will be built that can function to explain, predict and control a symptom. (Rusiadi, et al 2014: 12).

And the associative approach is a research that aims to determine the causal relationship and effect of a research phenomenon contained in the independent variable on the dependent variable (Manullang and Pakpahan 2014: 135). This research was conducted at the Umrah Jamaat PT Multazam Wisata Agung Medan, on Jalan Titi Papan/Defense No.10 Sei Sikambang-D Medan starting from November 2018 to March 2019. The population of this study was the Umrah Jamaat PT Multazam Wisata Agung Medan who departed for Umrah. in 2018 there were 1,304 pilgrims and the sample in this study was 92 respondents from the object under study, namely the Umrah pilgrims of PT Multazam Wisata Agung Medan who took the number of Umrah pilgrims who departed using the Umrah travel.

RESULT

Based on the questionnaires that have been distributed by the researchers to the Umrah Jamaat who became the research respondents, the data obtained regarding Service Quality, Jamaat Satisfaction, and Jamaat Loyalty of PT. Multazam Wisata Agung Medan.

Table 1 Characteristics of Respondents by Gender

No.	Gender	Amount	Percentage (%)
1.	Male	52	56,5%
2.	Perempuan	40	43,5%
	Amount	92	100 %

From the table above, it is known that the number of respondents who use more Umrah travel services PT. Multazam Wisata Agung Medan consisted of 52 men with a percentage (56.5%) and 40 women with a percentage (43.5%). According to the results of the author's analysis, more men go for Umrah than the two, because men are prioritized to perform Umrah, because if it is a man who carries out the worship, his wife will also get the reward he does.

Table 2 Characteristics of Respondents by Age

No.	Age	Amount	Percentage (%)
1.	11 – 26	3	3,2%
2.	27 – 42	26	28,3%
3.	43 – 58	49	53,3%
4.	59 – 74	14	15,2%
	Amount	92	100 %

From the table above, it is known that the number of respondents who use more Umrah travel services PT. Multazam Wisata Agung Medan is aged between 43 – 58 years, where the number of pilgrims is 49 pilgrims with the percentage (53.3%) being the most dominant among other ages who go for Umrah using these travel services. Meanwhile, for ages 11-26 years, there are 3 pilgrims (3.2%), ages 27-42 years, namely 26 pilgrims (28.3%), and ages 59-74 years, namely 14 pilgrims (15.2%). According to the results of the author's analysis, more pilgrims go for Umrah at the age of 43 - 58 years, because at that age the pilgrims are more determined in their intention to perform Umrah.

Table 3 Characteristics of Respondents by Last Education

No.	Last Education	Amount	Percentage (%)
1.	Primary	12	13%
2.	Middle	14	15,2%
3.	High	27	29,4%
4.	Diploma	7	7,6%
5.	Bachelor Degree	23	25%
6.	Master Degree	7	7,6%
7.	Doktor	2	2,2%%
	Amount	92	100 %

From the table above, it is known that the number of respondents who use more Umrah travel services PT. Multazam Wisata Agung Medan based on the last education level was at the high school education level, which amounted to 27 worshipers with the percentage (29.4%) being the most dominant among other education levels. The last education was Elementary school with a percentage of 12 people (13%), Junior High School with a percentage of 14 people (15.2%), Diploma with a percentage of 7 people (7.6%), Bachelor's degree with a percentage of 23 people (25%), S2 is 7 pilgrims with a percentage (7.6%), and S3 is 2 pilgrims with a percentage (2.2%). According to the results of the author's analysis, more pilgrims go for

Umrah in their last education, namely high school, because in the last education it does not include the requirements to perform Umrah.

Table 4 Characteristics of Respondents by Using Frequencies

No.	Using Frequencies	Amount	Percentage (%)
1.	2 Kali	71	77,2%
2.	3 – 4 Kali	10	10,9%
3.	5 – 6 Kali	5	5,4%
4.	> 7 Kali	6	6,5%
Amount		92	100 %

From the table above, it is known that the number of respondents who are more dominant is loyal to using the Umrah travel services of PT. Multazam Wisata Agung Medan is the frequency of using Umrah travel services 2 times, namely 71 pilgrims with a percentage (77.2%), for the frequency of using Umrah travel services as much as 3-4 times, namely 10 pilgrims with a percentage (10.9%), for the frequency of using Umrah travel services is 5-6 times, namely 5 pilgrims with a percentage (5.4%), and for the frequency of using Umrah travel services as much as > 7 times, namely 6 pilgrims with a percentage (6.5%). According to the author's analysis, in 3 consecutive years 71 pilgrims have gone for Umrah. This is because the price of Umrah packages is not cheap, such as buying daily necessities, thus making prospective pilgrims have to save their money first before registering for Umrah pilgrims.

T test

The t-test was conducted to test whether the independent variable (X) partially has a significant relationship or not to the dependent variable (Y). The results of SPSS Statistics version 21 data processing can be seen in the following table:

Table 5 T Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9.426	4.502		2.094	.039
Service Quality	.059	.120	.047	.497	.620
Jamaah Satisfaction	.714	.106	.645	6.755	.000

For criteria, the t-test was carried out at the level of = 5% in two directions with a value of $n = 92 - 2 - 1 = 89$ is 1.990 (N = 80 is a value that is close to N = 89, level 0.05). Based on the table above, it can be concluded that the Hypothesis Testing of each independent variable on the dependent variable is as follows:

Based on the results of individual tests, the influence of Service Quality on the Loyalty of the Jamaat using the travel services of PT. Multazam Wisata Agung Medan obtained a tcount of $0.497 < t_{table} 1.990$ and has an insignificant number of $0.620 > 0.05$. Based on the loyalty criteria, it can be concluded that there is an insignificant effect between Service Quality and Loyalty in using PT. Multazam Wisata Agung Medan. Hypothesis (H1) was previously rejected.

Based on the results of individual tests, the influence of Umrah Pilgrims Satisfaction on Pilgrim Loyalty using travel services PT. Multazam Wisata Agung Medan obtained a tcount of 6.755 > ttable 1.990 and has a significant number of 0.000 < 0.05. Based on the loyalty criteria, it can be concluded that there is a significant influence between the satisfaction of the Umrah pilgrims on the loyalty of the use of travel services at PT. Multazam Wisata Agung Medan. Hypothesis (H2) was previously accepted.

F Test

Table 6 F Test Result

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	863.346	2	431.673	36.788	.000 ^b
	Residual	1044.339	89	11.734		
	Total	1907.685	91			

a. Dependent Variable: Loyalitas Jamaah

b. Predictors: (Constant), Kepuasan Jamaah Umrah, Kualitas Pelayanan

In the table above, the value of Fcount > at the error rate = 5%. The results showed that simultaneously (together) the variables of Service Quality (X1), Umrah Congregation Satisfaction (X2) on Loyalty in the use of Umrah travel services at PT. Multazam Wisata Agung Medan.

From the results of processing using SPSS version 21, the following results can be obtained:

Fcount = 36,788

Ftable = 3.10

Based on the results of the F test in table 4.18 above, it can be assessed that Fcount 36.788, while the value of Ftable based on $dk = n - k - 1 = 89$ with a significant level of 5% is 3.10. So, Fcount 36.788 > Ftable 3.10 then seen with the results of a significant probability value of 0.000 < 0.05, then Ha is accepted and (H0 is rejected). From the results of the SPSS calculation above, it shows that there is a simultaneous significant effect of Service Quality (X1) and Umrah Pilgrims Satisfaction (X2) on Jamaat Loyalty (Y) using travel services PT. Multazam Wisata Agung Medan. Hypothesis (H3) was previously accepted.

Determination Test

The purpose of the coefficient of determination is to determine the amount of the percentage of the independent variable in influencing the dependent variable, the value of the coefficient of determination can be seen in the table below.

Table 7 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.673 ^a	.453	.440	3.42551

a. Predictors: (Constant), Kepuasan Jamaah Umrah, Kualitas Pelayanan

b. Dependent Variable: Loyalitas Jamaah

Based on table 4.19 the value of Adjusted R Square is 0.440 (44%). So it can be said that 44% of the variation of the independent variables: Service Quality (X1) and Umrah Congregation Satisfaction (X2) in the model has a contribution to the variable Loyalty of Jamaat PT.

Multazam Wisata Agung Medan (Y) while the remaining 56% was influenced by other variables outside the model. For example: place, price (fare), facilities, advertisements, and others.

DISCUSSION

In this study, the results of data analysis showed that the service quality variable did not affect the loyalty of the congregation. This means that the quality of service is not the main factor in determining the loyalty of the congregation. This can be seen from the aspect of service quality that is not optimal, namely the responsiveness indicator. Because there were some pilgrims who stated that they did not agree that the employees of PT. Multazam Wisata Agung Medan always responds to all requests from its congregation. And the employees of PT. Multazam Wisata Agung Medan in supervising the worshipers while in the holy land.

In this study, the satisfaction of Umrah pilgrims affects the loyalty of pilgrims at PT. Multazam Wisata Agung Medan, because the two have a close relationship to determine the success of an Umrah travel. And by providing high satisfaction, it will have a good impact on committing to not moving to another Umrah travel.

In this study the quality of service and satisfaction of Umrah pilgrims affect the loyalty of pilgrims at PT. Multazam Wisata Agung Medan, because the three variables have an interrelated relationship. This can be seen from the increasing quality of services provided, then PT. Multazam Wisata Agung can provide good satisfaction to the pilgrims. And when the pilgrims are satisfied with the Umrah travel, then the pilgrims will commit to re-purchase at the travel services of PT. Multazam Wisata Agung Medan.

CONCLUSION AND SUGGESTION

Based on the results of the analysis and evaluation that has been carried out through this research, there are several things that can be concluded and suggestions as a reference in determining the Quality of Service and Satisfaction of Umrah Pilgrims towards Congregation Loyalty at PT. Multazam Wisata Agung Medan.

1. Service Quality has a positive but not statistically significant effect on Jamaat Loyalty at PT. Multazam Wisata Agung Medan.
2. The satisfaction of the Umrah pilgrims has a positive and significant effect on the loyalty of the pilgrims at PT. Multazam Wisata Agung Medan.
3. There is a positive and significant influence simultaneously between the variables of Service Quality (X1) and Umrah Congregation Satisfaction (X2) on Jamaat Loyalty at PT. Multazam Wisata Agung Medan (Y).
4. The results of the determination obtained from Service Quality (X1) and Umrah Congregation Satisfaction (X2) are the Adjusted R Square value of 0.440 (44%). So it can be said that 44% of the variation of the independent variables: Service Quality (X1) and Umrah Congregation Satisfaction (X2) in the model has a contribution to the variable Loyalty of Jamaat PT. Multazam Wisata Agung Medan (Y) while the remaining 56% was influenced by other variables outside the model. For example: place, price (fare), facilities, advertisements, and others.

Based on the research results, some suggestions for PT. Multazam Wisata Agung Medan as well as for future research as follows:

1. PT. Multazam Wisata Agung Medan in order to be able to further improve the quality of its more effective services, for example regarding the management of baggage belonging to pilgrims. And also to improve the facilities that have been provided so

that pilgrims become loyal to use travel services from PT. Multazam Wisata Agung Medan.

2. Parties from PT. Multazam Wisata Agung Medan in order to be able to further improve supervision in bringing groups of Umrah pilgrims to the holy land, in order to make pilgrims refer them to others.
3. PT. Multazam Wisata Agung Medan in order to beat its competitors by making marketing in various electronic media and also in newspapers and also being able to make better strategies to improve the quality of the travel services.
4. For further researchers, it would be even better if the independent variables could be added, so that the research results can better describe the object to be studied.

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