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An Examination of Muslim Travelers' Satisfaction on Umrah Tour Packages

Pengujian Kepuasan Wisatawan Muslim pada Paket Wisata Umroh

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Abstract

In this growing era, Umrah Travel business in Indonesia significantly growing rapidly. This study discussed an Examination of Muslim Travelers' Satisfaction on Umrah Tour Packages. Umrah services quality measured by accommodation, mobility, caretaking, food services, and problem solving. This research uses a quantitative research method and non-probability sampling with snowball sampling and distributed to 130 Muslim travellers. Tests used in this research were validity and reliability (as a pre-test), classical assumption tests and multiple regression test to test hypotheses. The result affirmed only hypothesis two (2) was rejected. It shows accommodation, caretaking, food services and problem solving have significant impacts on satisfaction, whereas mobility have not significant impacts on satisfaction. This study also shows that all variables in Umrah services quality (accommodation, mobility, caretaking, food services, and problem solving) have simultaneously significant impact on satisfaction of 36.6%.

Di era yang semakin berkembang ini, bisnis Travel Umrah di Indonesia berkembang pesat secara signifikan. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas Layanan Umrah terhadap kepuasan wisatawan muslim. Kualitas layanan umroh diukur dari akomodasi, mobilitas, pengasuhan, layanan makanan, dan pemecahan masalah. Penelitian ini menggunakan metode penelitian kuantitatif dan non-probability sampling dengan snowball sampling dan disebarkan kepada 130 wisatawan muslim. Pengujian yang digunakan dalam penelitian ini adalah uji validitas dan reliabilitas (sebagai pre-test), uji asumsi klasik dan uji regresi berganda untuk menguji hipotesis. Hasil tersebut menegaskan hanya hipotesis dua (2) yang ditolak. Hal ini menunjukkan bahwa akomodasi, pengasuhan, pelayanan makanan dan penyelesaian masalah berpengaruh signifikan terhadap kepuasan, sedangkan mobilitas tidak berpengaruh signifikan terhadap kepuasan. Penelitian ini juga menunjukkan bahwa semua variabel kualitas pelayanan umroh (akomodasi, mobilitas, pengasuhan, pelayanan makanan, dan pemecahan masalah) secara simultan berpengaruh signifikan terhadap kepuasan sebesar 36,6%.

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INTRODUCTION

Muslims are literally "one who surrenders to God", including all beings in heaven and earth. The Muslim word refers only to Islam (Al-Imran 3:83). There are the five basic acts in Islam, regarded as the obligatory foundation for the believers and are the basis of Muslim life. A (Al-Bukhari and Muslim Hadits). Islam is built on five: Shahadat that no god has the right to be worshiped unless Allah and Muhammad are the messengers of Allah, Establishing Prayers, fasting in Ramadan, Performing Zakat, and Performing Hajj. One of the five pillars in Islam is Hajj, Hajj is the last list in those Pilar. This activity is a mandatory obligation for Muslims to be undertaken at least once in their lifetime by all adult Muslims who are physically and financially capable of travel and can support their families during their absence (Long, 2011).

Hajj is the largest annual meeting of people in the world. In the year 2016 recorded 1,862,909 people who perform the pilgrimage. As for Indonesian the national average waiting list for Hajj can reach 17 years (Tashandra, 2017). Therefore, it needs to Queue for a long time for Indonesian people to do Hajj.

Umrah is the alternative of hajj, besides the price less expensive, Umrah no need to get queue up for a long time. It can directly decide the time according to the process that services by the travel agency. Umrah is one of the activities of worship in Islam. Almost similar to the Hajj, this worship is done by performing some ritual worship in the holy city of Mecca, especially in the Grand Mosque (Masjidil Haram) Ka'bah. The distinction among Umrah and Hajj is in time and place. Umrah can be performed whenever (every day, every month, every year) and just in Mecca, though Hajj must be held eventually between 8 Dhul al-Hijjah and 12 Dhul al-Hijjah and held outside of Mecca. In 2016 Muslim in Indonesia who perform Umrah as much as 699,600, Indonesia take part as the third largest Umrah congregation in the world. Thus, it creates a tight competition in the Umrah travel agency industry, the existence of this competition is mandatory for businessmen to improve the company's performance in order to compete in the market. With the increase in company's performance, customer expectations will be met, and create customer satisfaction towards the company (Kotler and Armstrong, 2008).

Service quality becomes a necessity that must be done by company to be able to survive in the market. Service quality is the expected level of excellence and control over the level of excellence to meet customer desires (Tjiptono, 2011). According to Parasuraman, A., Zeithaml, V.A. and Berry (1985) There are 5 dimension of service quality to be fulfilled: "Tangibles, Empathy, Reliability, Responsiveness, and Assurance". Further, (Darfoon, 2013) has adopted original Servqual and created Hajj service quality which will be used in this study for Umrah service quality, those variables are: Accommodation, Mobility, Caretaking, Food services, and Problem Solving.

According to Munavizt (2010), states that accommodation can be a place where tourists can rest, stay, bathe, eat, drink and enjoy the services provided. The involvement in Hajj comprises of various convenience composes, for example, inns in Mecca and Medina, outdoors in Mina and Arafat, and even an overnight remain outside in Muzdalifah. Cases of Umrah services quality in this study is fully adopted from Hajj Services quality from (Darfoon, 2013). Umrah is incorporate the area of the inn in Mecca and that it is so shut to the Haram where explorers would go five times each day and the area of the tent in Mina and how it is open from Jamarat and different administrations, for example, rest rooms and eateries, and so on. Performing Hajj is not just the travel to Mecca, but also visit to different destinations for Hajj rituals.

Mobility seems to be the most important factor in Hajj. Because it is a mega event participated by about 3 million people in terms of mobility, it is hard for all Hajj pilgrims have to be in the same destinations at certain times. The Caretaking dimension includes guiding services and providing information about the schedule in addition to services delivered by religious scholar accompanying the Hajj group to educate pilgrims about how to perform different Hajj ritual. Pilgrims were happy with nourishment benefits in Mecca and Medina where they generally eat in the eateries at their lodgings which offer great sustenance decisions.

The cleanliness of the food served is an important example that will affect the appearance of good food or not to be enjoyed. The healthy food includes the important part of food service Nurchayati and Pusari (2014) will make customer happy when the food served in time (Widjoyo, 2014). Last, the capacity of Travel Agent to take care of issues is a fundamental component for all pioneers. Help the customer to solve all of the problem that can disturb their activity Problem solving (considering complaints), was considered a bit irrelevant. It is

due to apathy on the part of the consumer. Many customers would rather dispose of an unwanted package. It is likely that many customers have never bothered to submit a complaint package; this factor may be superfluous to them (Beneke et al., 2012; Darfoon, 2013).

RESEARCH METHOD

This study is a quantitative study whereby investigate the impact of one variable with another variable (Sugiyono, 2013). The study used non-probability sampling with snowball sampling based on the referrals to other referrals carried out in waves. The sample of this study were 130 to be process for data analysis using a purposive sampling. The respondents of this study were people who have joined one of famous travel agent located in Jakarta, Indonesia. The method used in this study is a survey method through questionnaire.

Data analysis for this study was conducted by conducting a pre-test to check the validity and reliability of the questionnaire that was built. Followed by multiple regression analysis test. Classical assumption test was performed to fulfill the requirements of linear regression analysis. There are several assumptions that must be met so that the conclusions from the test results are not biased, such as normality test, multicollinearity test and heteroscedasticity test. After the data passes the classical assumption test, the hypothesis test will be carried out using the t-test and f-test. Rejection and acceptance of the hypothesis is highly dependent on the level of significance, which is 5% or 0.05. This study will use SPSS 21.0 to test the analysis. Multiple Regression equation model for this research:

Tourist Satisfaction = $\beta_0 + \beta_1 \text{Accommodation} + \beta_2 \text{Mobility} + \beta_3 \text{Caretaking} + \beta_4 \text{Food Service} + \beta_5 \text{Problem Solving} +$

Research Hypotheses are:

H1: Accommodation has significant impacts on Muslim travellers' Satisfaction.

H2: Mobility has significant impacts on Muslim travellers' Satisfaction.

H3: Caretaking has significant impacts on Muslim travellers' Satisfaction.

H4: Food Services has significant impact on Muslim travellers' Satisfaction.

H5: Problem Solving has significant impacts on Muslim travellers' Satisfaction.

H6: There is a simultaneously significant impact of Accommodation, Mobility, Caretaking, Food services, and Problem Solving on Muslim travellers' Satisfaction.

RESULT AND DISCUSSION

Pretest result was found from a total number of 30 respondents. It was found that all items in questionnaire were valid as all items was having r-value of above 0.361 also have met the reliability test with moderate until perfect reliability. Thus, the items in questionnaire pass for further analysis.

A. Demographic of Respondents

The result of demographic of respondents were found that almost equal percentage of men and women (68 and 62 respondents) with majority of age between 21 – 30 years old having Bachelor degree with variety of occupations (mostly were students, entrepreneur, and private employee) with majority of respondents were having monthly expenditures of above Rp. 3,600,000. The frequency of umrah found that most of them were first time and followed by second time went for umrah. Here it can be proof that those who are going for Umrah have the ability as this activity is not an obligation for Muslim (Sunnah).

B. Multiple Regression Analysis

Table 1. Multiple regression result

Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	3.765	1.227	3.069	.003
Accommodation	.102	.043	2.392	.018
Mobility	-.011	.064	-.167	.867
Caretaking	.097	.031	3.074	.003
Food Services	.090	.044	2.031	.044
Problem Solving	.211	.104	2.020	.045

Based on Table 1 above, the result of multiple regression analysis shows that the coefficient of regression for X₁ (Accommodation) acquire the value of 0.018 which is Lower than the significant level of 0.05. This indicates Accommodation have significant impacts towards the dependent variable (Customer Satisfaction). The coefficient of regression for X₂ (Mobility) acquire the value of 0.867 which is Higher than the significant level of 0.05. This indicates Mobility has not significant impacts towards the dependent variable (Customer Satisfaction).

For variable X₃ (Caretaking) acquire the value of 0.003 which is Lower than the significant level of 0.05. This indicates Caretaking has significant impacts towards the dependent variable (Customer Satisfaction). The coefficient of regression for X₄ (Food Services) acquire the value of 0.044 which is Lower than the significant level of 0.05. This indicates Food Services has significant impacts towards the dependent variable (Customer Satisfaction).

Last, the coefficient of regression for X₅ (Problem Solving) acquire the value of 0.045 which is Lower than the significant level of 0.05. This indicates Lower has significant impacts towards the dependent variable (Customer Satisfaction).

The multiple linear regressions model as follow:

$$Y = 0.3765 + 0.102 X_1 - 0.011 X_2 + 0.097 X_3 + 0.090 X_4 + 0.211 X_5$$

Where:

Y = Muslim Travellers' satisfaction

X₁ = Accommodation

X₂ = Mobility

X₃ = Caretaking

X₄ = Food Services

X₅ = Problem Solving

Table 2. ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	146.185	5	29.237	11.896	.000 ^b
Residual	304.746	124	2.458		
Total	450.931	129			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Accommodation, Mobility, Caretaking, Food Services, Problem Solving

From the Table 2 it was found that the significant result is 0.000 which means that the F value is below significant level, which is 0.05. As the result therefore, H₀ is rejected and H_a is accepted where there is a simultaneous significant influence between all independent (Accommodation, Mobility, Caretaking, Food services, and Problem Solving) variables with the dependent variable which is Customer Satisfaction. the value

of Adjusted R Square is 0.297 or 29.7%. It means that the independent variables are influencing the dependent variable for 29.7% while the rest percentage, which is 70.3% is influenced by the other variable which are not mentioned in this research.

Based on the result of multiple regression analysis, it was found that out of six hypotheses, only one hypothesis was not significant also the value of coefficient was negative. Hypothesis 1 found that Accommodation has a significant impact towards Customer Satisfaction. It can be explained on T-test result of 2.392 along with the significant value of .018 which is less than 0.05 as the significant level. This research is in line with Darfoon (2013) that state the accommodation have a significant impact with the customer satisfaction. It was confirmed that the ease of transportation during Umrah makes the customer satisfy.

Hypothesis 2 testing the result with the variable of Mobility there is negative and insignificant impacts towards Customer Satisfaction. It can be explained on T-test of -1.67 along with the significant value of .867 which is higher than 0.05 as the significant level. Besides, the result of mobility was contradict with Darfoon (2013) and Krisdayanto, Haryono, Gagah (2018). This study found that mobility was negatively insignificant on Muslim traveler's satisfaction. It seems that the traveler's need to follow all activities given by the umrah tour agency and the mobility is limited.

Hypothesis 3 testing the result with the variable Caretaking there is significant impacts towards Customer Satisfaction. It can be seen on T-test result of 3.074 along with the significant value of .003 which is lower than 0.05 as the significant level. This research also supported by Darfoon (2013) mentioned that Caretaking is the Second best Factor on Customer Satisfaction. It means that Caretaking is important for the Customer when they doing the activity and they have problem. However, in this study found that variable care taking was having the highest t value compared to other variables. It was found that the services in terms of Caretaking provided by this travel agent is satisfying.

Hypothesis 4 testing the result with the variable Food service there is significant impacts towards Customer Satisfaction. It can be seen on T-test result of 2.031 along with the significant value of 0.044 which is lower than 0.05 as the significant level. It supported by Darfoon (2013), and (Widjoyo, 2014) that Food services make the customer satisfied.

Hypothesis 5 testing the result with the variable Problem solving there is significant impacts towards Customer Satisfaction. It can be seen on T-test result of 2.020 along with the significant value of 0.045 which is lower than 0.05 as the significant level. Darfoon (2013), and (Widjoyo, 2014) supported the hypothesis 5 that food Services make the Customer Satisfied. It supported by Darfoon (2013) pilgrims consider problem solving as one of the most important dimensions for Umrah service quality, value and satisfaction. In this religious event, it seems rare to have an incident-free package.

Hypothesis 6 testing the simultaneous impacts of Accommodation, Mobility, Caretaking, Food Services and Problem Solving toward Customer Satisfaction. It can be seen on F-test result of 11.896 along with the significant value of .000 which is lower than 0.05 as the significant level. Added, Adjusted R Square is 0.297 or 29.7%. This means that all independent variables are Impacting the dependent variable for 29.7% and the rest are explained by other factors.

CONCLUSION

Based on the results of research, customer satisfaction in PT. Globes Tour and Travel has significant influence by Accommodation, Caretaking, Food services, and Problem Solving. That means PT. Globes Tour and Travel needs to improve the service of Mobility as a part of their activity so they can comfortable, and flexible to do their activity so that the customer can satisfied with the company services. For the Accommodation, Caretaking, Food Services, and Problem Solving, the company must should maintain their service and also improve with better services, adds on new services that fits with the customer needs so customer can satisfy which able to be loyal customers and recommends to others.

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