

Important Performance Analysis for Measuring Customer Satisfaction for Umrah Services Bureau

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Abstract

This study aims to determine and test the level of satisfaction of pilgrims and pilgrims travel agency PT.Relel Laksana Wisata Jember. The population in this study were all worshipers who had used the services of haji PT.Relasi Laksana Wisata Jember during the 2015-2019 period, amounting to 170 worshipers. Determination of the sample using the Slovin formula with a sample of 62 pilgrims. The dimensions of service quality are used to measure the level of customer satisfaction as many as 5 dimensions of service quality consisting of tangibility, reliability, responsiveness, empathy, and assurance. Data analysis uses the IPA (Important Performance Analysis) method to find out what service attributes need to be repaired and maintained. The results showed that there is one service attribute that is included [1] in the priority panel. Four service attributes are in quadrant II, maintain performance. Three service attributes are in low priority III quadrants. 2 service attributes are in quadrant IV overload quadrant.

Keywords: *service quality; consumer satisfaction, Important Performance Analysis (IPA)*

I. INTRODUCTION

The Central Statistics Agency noted that economic growth in Indonesia in 2018 reached 5.17 percent that is one of the highest economic growth achievements in Indonesia, the main pillar of economic growth is business in the service sector or non-tradable sectors, several service sectors grow in on the growth of Gross Domestic Product (GDP) This factor is also one of the keys to GDP growth to be higher than the previous year. The growth of the service sector 2013-2016 in Indonesia can be seen in figure 1. The main pillars of economic growth in 2018 are still the same as in years Previously, namely the service sector or non-tradable sector, according to him, of the 14 service sectors, 11 of them grew above the Gross Domestic Product (GDP) growth (<https://www.liputan6.com/bisnis/read/3889389/sekto-r-jasa-masih-jadi-pendorong-pertumbuhan-ekonomi-indonesia>), 2018).

One of the service industries that also contribute to the service sector is the business in the field of Umrah services. As the growth of the Umrah service bureau business grows today, the business is no longer just a business selling services but has reached the stage of comfort. The perceived competition will also be tougher to find worshipers. In 2019, the Ministry of Religion recorded the number of pilgrims who had departed and performed the Umrah worship of around 1.1 million people (<https://www.republika.co.id/berita/jurnal-haji/berita-jurnal-haji/18/12/18/pjxy9w320-jamaah-umrah-2018-11-juta-orang-2019-diprediksi-bertambah>., 2019). By continuing to improve the community who wish to carry out the pilgrimage, making the pilgrimage travel business more prevalent in the community. With the increasing number of Umrah travel agencies making increasingly fierce competition among Umrah travel agencies. Umrah travel in Indonesia is organized by the Organization of Umrah Worship (PPIU) under the Indonesian Ministry of Religion.

The number of PPIUs in Indonesia will not be limited by the Ministry of Religion, with the aim that the community can carry out the pilgrimage properly. At present, there are 906 PPIUs or umrah organizing travel agents in Indonesia. Hundreds of PPIU licenses are now being evaluated by the Indonesian Ministry of Religion (<https://nasional.kompas.com/read/2018/04/04/14541271/kemenag-tak-akan-batasi-jumlah-biro-travel-umrah>., 2019). With a large number of Umrah organizers, of course, the number of Umrah travel companies in Indonesia will continue to increase and increase competition. With this high level of competition among PPIUs, each PPIU is required to continue to improve the quality of Umrah travel agency services so that pilgrims will get satisfaction.

According to (Kotler & Armstrong, 2012), service quality is defined as the overall characteristics of goods and services that affect its ability to meet the needs of customers which are expressed as well as not stated. Meanwhile, according to (Tjiptono & Candra, 2012) service quality is defined as the expected level of excellence and control over the level of excellence to meet customer wants. Service quality is seen as one component that needs to be realized by the company because it influences to bring in new customers and can reduce old customers to switch to other companies.

Service is a very important factor especially for companies engaged in services. Where this physical product is usually supported by a variety of initials. The core product in question is usually an activity or a series of interactions between consumers and employees or other matters provided by the service provider company intended to solve the problems of consumers or customers.

Consumer satisfaction can be used as an achievement of the expectations of a company in providing a form of service to consumers. Consumer satisfaction with a service is determined by the needs of consumers before using services compared to the results of consumer perception (Qomariah, 2015). Perceptions from consumers will affect the satisfaction that can be obtained. Satisfaction is a feeling of pleasure or disappointment someone who comes from the comparison between his impression of performance and expectations (Lupiyoadi, 2013), these feelings when consumers have fulfilled all forms of expectations.

To measure a level of customer satisfaction with service products it is necessary to conduct an analysis of service quality that affects the level of customer satisfaction with a comparison between the level of importance (Important) with service performance. One analysis tool that can be used is Important Performance Satisfaction (IPA). IPA is a method used to analyze customer satisfaction with a product or service. Science is an appropriate technique for measuring the level of importance of consumers with performance. The results of the IPA are illustrated in a four-quadrant Cartesian diagram so that it can be seen how far the level of improvement desired by consumers for the services obtained. Quality of service is determined by several dimensions, this can be described in the attributes of the compilers of these dimensions, by knowing what dimensions of service quality can affect customer satisfaction, in the research model (Parasuraman, Zeithaml, & Berry, 1985) customer satisfaction is influenced by reliability, responsiveness, assurance, empathy, tangible, product quality, and price.

Research on measuring customer satisfaction using the IPA (Important Performance Satisfaction) method has been widely carried out. Research (Yola & Budianto, 2013) states that there are 11 factors that company must pay attention and it is shown in Cartesian Diagram in a supermarket. Research (Wulansari, Setiawan, & Sinaga, 2013), indicates that the result of analysis based on IPA showed that the most important attribute was the security and hygiene product and the highest performance levels was the cleanliness of dining room. More than fifty percent subjects was concerned against nutrient content of the menu (50.5%). Based on the Customer Satisfaction Index the satisfaction value was 69.3 (satisfied). Research (Anggraini, Prasmatiwi, & Santoso, 2013), showed that the average value of IPA for the level of performance of Gulaku was 3,98 and the level of interest of Gulaku was 4,08. Research (Swastika, Yanto, & Hartati, 2013), showed that the

average value of the attribute of interest was 3.53 and organic rice quality attributes considered to be unimportant were the price (2.30) and packaging (2,60). CSI analysis results showed that the value of 61.6 % of the consumers of organic rice in Sragen were rather satisfied and the diagram based on IPA were known that the attribute performance of organic rice products produced by organic farming in Sragen still needed to improve, especially on the color attributes, cleanliness, organic certificates and suitability of organic labels. Research (Atikah & Setiawan, 2014), states that result from analysis with CSI the satisfaction value gained was 79 (satisfied) in the Ethnic Padang Restaurant in Bogor City. Research (Purnomo & Riandadari, 2015), showed that the value of Importance Performance Analysis from 23 attributes on Arina Motor workshop service obtained level of concordance 94%. This value indicates that customers are satisfied with Arina Motor services. Based on the Cartesian diagram there are 13 service attributes that are important to customers, each attribute is dispersed in 2 quadrants 6 attributes contained in quadrant II and 7 Attributes contained in quadrant I. Research (Ayu et al., 2015), states that the expectations of the customers of the quality of service provided PDAM Tirtawening Bandung is considered very important because it has a percentage of 88.632 %. Research (Hermanti, 2017) indicated that the respondents considered that all aspects of the timeliness dimension is very important, especially for check the wait time 60 minutes aspect with mean importance value is 3.58, and performance service respondents considered check wait time 60 minutes aspect had smaller mean value performance (2.44) from the mean performance timeliness (2.84). Research (Lusianti, 2017) states that satisfaction index for Patients JKN Pati Branch in terms of administrative services by 88.85 percent. The attributes that need to be improved are the guarantee of time if there are application problems due to maintenance or other repairs.

PT.Relasi Laksana Jember Tourism, located at Jalan Doho 88 Cluster 02, Jember Regency is a private institution engaged in tourism specifically for Hajj and Umrah travel. Those who are trying to help expedite the implementation of pilgrims worship in Indonesia, especially in Jember in order to perform services in accordance with the standards of Hajj and Umrah services that have been regulated by the law on Hajj and Umrah. PT.Relasi Laksana Wisata Jember is a Umrah pilgrimage travel agency that already has official permission from the Ministry of Religion (PPIU NO.605 Th.2016) for the departure of Hajj and Umrah. With the presence of PT.Relasi Laksana Wisata Jember which has been present it will be very helpful for prospective pilgrims and Umrah who are around the Jember area. Umrah pilgrims data that has been dispatched by PT. The relation of Laksanas Jember for the last five years since 2015 can be seen in table 1.

Table 1. Data on Umrah Pilgrims PT.Relasi Laksana Wisata Jember

No	Year	Number of Pilgrims / People
1	2015	20
2	2016	35
3	2017	25
4	2018	50
5	2019	40

Based on the data in table 1. it can be explained that from 2015 to 2019 there was an insignificant increase and decrease, the point of development occurred in 2018 where the number of Umrah pilgrims at PT. Relasi Laksana Wisata Jember amounted to 50 worshipers, so it is necessary to have a strategy to maintain the number of pilgrims or increase the number of pilgrims each year. One strategy that can be carried out in increasing the number of pilgrims is by increasing customer satisfaction by providing the best service. Based on the problems faced by PT. Relasi Laksana Wisata, the purpose of this study is to analyze the level of customer satisfaction of Hajj and Umrah based on the services provided.

II. RESEARCH METHODS

This study uses a descriptive quantitative research approach using the IPA (Important Performance Analysis) method to compare the expectations and performance of PT.Rel Umrah Laksana Wisata Jember. The use of quantitative methods is a research methodology that aims to qualify data, which is applied in certain statistical analyzes. Indicators of service quality variables used are: tangible, reliability, responsiveness, assurance, empathy. The population in this study are all Umrah pilgrims who have taken advantage of the services provided by PT.Relasi Laksana Wisata Jember, which amounted to 170 worshipers. The sampling technique in this study was carried out using non-probability sampling with a purposive sampling method. Determination of the number of samples using the Slovin formula (Ghozali, 2013). Based on the Slovin formula, the total sample of 62 pilgrims is known.

Validity test is used to determine the extent of the accuracy and accuracy of a measuring instrument in carrying out its size function. Measurements are said to be valid if they measure their objectives clearly

or correctly, this test uses Pearson correlation, namely by calculating the correlation between the scores of each item with the total score. A question is said to be valid if the product moment correlation coefficient $> r$ -table ($\alpha = 0.05$, $n-2$) $n =$ number of samples (Sudana & Setyanto, 2018). The reliability test is used to measure a questionnaire which is an indicator of the construct variable. A questionnaire is said to be reliable if a person's answer to a statement is consistent or stable over time. Tests in this study use the Cronbach Alpha technique, where the instrument can be said to be reliable if Cronbach Alpha is 0.6 or more (Sudana & Setyanto, 2018).

The analytical tool used to analyze customer satisfaction with company performance is the Importance Performance Analysis (IPA) method. This method is an application technique that is very easy to measure the attributes of importance and the level of implementation itself that is useful for the development of effective marketing programs (Sugiyono, 2011). The IPA method aims to compare the level of consumer interest with performance according to respondents' perceptions. In the Natural Sciences method, the steps taken to determine Natural Sciences are: 1) determine the level of suitability between interests and performance levels; 2) determining the average score of attributes of importance and overall implementation; 3) determine two lines that intersect perpendicularly by calculating the average of the average level of implementation (x) and the average level of importance (y); 4) insert values (x , y) into the Cartesian diagram divided into four quadrants, after being separated by x and y lines. The Cartesian diagram is a chart divided into four parts that are bounded by two lines that intersect perpendicular to the points (x , y).

Figure 1. Cartesian Diagram

Level of Importance			
Kuadr	Quadrant I: Priority First Priority	Kuadr	Quadrant II: Maintain Performance
Kuadr	Quadrant III: Low Priority Priority	Kuadr	Quadrant IV: Excessive
		Satisfaction Level	

Quadrant I

The first priority quadrant is a quadrant that contains attributes that are considered important by consumers, but in reality these attributes are not in accordance with what consumers expect. The steps that can be taken by the company are to make continuous improvements so that the performance of the attributes in this quadrant will increase.

Quadrant II

Maintain performance quadrant is a quadrant that contains attributes that are considered important by consumers and the implementation of these attributes is in accordance with the perceived. The attributes included in this quadrant must be maintained because all of these attributes make the product / service superior in the eyes of consumers.

Quadrant III

Low priority quadrant is a quadrant that contains attributes that are less important by consumers and in reality the implementation is not too special. The increase in attributes entered into this quadrant can be reconsidered because the effect on the benefits perceived by consumers is very small.

Quadrant IV

Excessive quadrant is a quadrant that contains attributes that are considered less important by consumers and feels too excessive. The attributes included in this quadrant can be reduced so that the company can save costs.

calculation of respondents based on other types are known that the respondents are male as much as 30 or 48% and respondents who are female are 32 or 52% of the total respondents totaling 62 worshipers or 100%. The results of the calculation of respondents based on educational background are known to respondents with high school education of 24% or 15 respondents, while those with an S1 education are 52% or 32 respondents, while respondents who have an S2 education are 24% or 15 respondents. So it can be seen that the level of education that is the respondent in this study is mostly S1. The results of the calculation of respondents on the basis of the types of work the respondents obtained data that respondents as farmers as much as 24% or 15 respondents, respondents with the entrepreneurial profession as much as 32% or 20 respondents, respondents as housewives as much as 20% or 12 respondents, and as many as 24 % or 15 respondents work as lecturers. So it can be seen that the majority of the respondents work as entrepreneurs.

Validity Test and Reliability Test Results

Validity test is used to measure the extent to which the accuracy and accuracy of a measuring instrument performs its size function. Questionnaire items are declared valid if $r_{\text{arithmetic}} > r_{\text{table}}$ ($df = n - 2$) and a significance value < 0.05 . The validity test results can be seen in table 2. The data validity test results show that the correlation of each indicator to the total construct score of each variable shows valid results. Because $r_{\text{count}} > r_{\text{table}}$ and significance value < 0.05 . So it can be concluded that all question items are declared valid. Reliability Test is used to test the extent of the reliability of a measuring instrument to be used again for the same research. Reliability testing for each variable is summarized in table 3. The reliability test results indicate that all variables have sufficient Alpha coefficients or fulfill reliable criteria that are above 0.600, so that the next item on each concept of the variable is feasible to be used as a measurement tool.

III. RESULTS AND DISCUSSION

Descriptive Respondent Statistics

The results of the calculation of respondents on the basis of age obtained data from 62 respondents, as many as 29% or 18 respondents aged between 24-30 years, subsequently as many as 37% or 23 respondents aged between 31-40 years, and as many as 34% or 21 respondents aged between 41- 50 years. So it can be seen that the majority of the majority are worshipers aged 31-40 years. The results of the

Table 2. Validity Test Results

No	Variable	r Count	r Table	Sig value	Alpha	Information
<i>Tangible</i>						
1	X1.1	0,673	0,2108	0,000	0,05	Valid
2	X1.2	0,716	0,2108	0,000	0,05	Valid
<i>Reliability</i>						
1	X2.1	0,674	0,2108	0,000	0,05	Valid
2	X2.2	0,733	0,2108	0,000	0,05	Valid
<i>Responsiveness</i>						
1	X3.1	0,748	0,2108	0,000	0,05	Valid
2	X3.2	0,606	0,2108	0,000	0,05	Valid
<i>Assurance</i>						
1	X4.1	0,784	0,2108	0,000	0,05	Valid
2	X4.2	0,771	0,2108	0,000	0,05	Valid
<i>Empathy</i>						
1	X5.1	0,613	0,2108	0,000	0,05	Valid
2	X5.2	0,783	0,2108	0,000	0,05	Valid

Table 3. Reliability Test Results

No	Variable	Alpha count		Cut Point	Information
1	Tangible	0,622	>	0,6	Reliable
2	Reliability	0,636	>	0,6	Reliable
3	Responsiveness	0,617	>	0,6	Reliable
4	Assurance	0,608	>	0,6	Reliable
5	Empathy	0,651	>	0,6	Reliable

Table 4. Data Recapitulation Calculation of Important Performance Analysis (IPA)

No	Attribute	Performance	Interests
Tangible			
1	Equipment and supplies used are adequate	4,45	3,87
2	Appearance of employees who are polite and neat	3,89	3,37
Reliability			
3	Serious and friendly service	4,31	3,85
4	Accuracy and accuracy in service	4,06	3,85
Responsiveness			
5	Responsibility to deal with complaints from pilgrims	4,29	3,84
6	Clarity of information conveyed	4,23	3,92
Assurance			
7	Employees are experts and experienced	4,31	3,65
8	Employee readiness in handling pilgrims' questions	4,35	3,73
Empathy			
9	Employee readiness in meeting the needs, wants and complaints of pilgrims	4,05	3,55
10	Fair service	3,82	3,71
	Total	41,76	37,34
	Total Average	4,176	3,734

IPA Analysis Results (Important Performance Analysis)

This study uses the IPA Important Performance Analysis (IPA) method to measure the level of satisfaction of PT. Relasi LaksanaWisata Jember, with 62 respondents. In this IPA method, it will be seen which attributes need to get the main attention of PT. Relasi LaksanaWisata Jember. Then these attributes are included in the Cartesian diagram, from the mapping the attributes will be able to find whatever attributes are in quadrant I (Top Priority), quadrant II (Maintain Performance), quadrant III (Low Priority), quadrant IV (Excessive). The results of calculations on the service attributes provided by PT. Relasi LaksanaWisata Jember by using the IPA (Important Performance Analysis) method.

Important Performance Analysis (IPA) combines measurement of performance level factors and importance levels in a Cartesian diagram that makes it easy to explain and get practical proposals. The Cartesian diagram interpretation is divided into four quadrants.

Information:

1. Quadrant I (Top Priority)
Indicator 4: Accuracy and accuracy in service
2. Quadrant II (Maintain Performance)
Indicator 1: Equipment and equipment used are adequate
Indicator 3: Friendly and serious service
Indicator 5: Responsibility to deal with complaints from pilgrims
Indicator 6: Clarity of information conveyed
3. Quadrant III (Low Priority)
Indicator 2: Appearance of employees who are polite and neat
Indicator 9: Employee readiness in meeting the needs, wants and complaints of pilgrims
Indicator 10: Fair service
4. Quadrant IV (Excessive)
Indicator 7: Employees are experts and experienced
Indicator 8: Employee readiness in handling pilgrims' questions

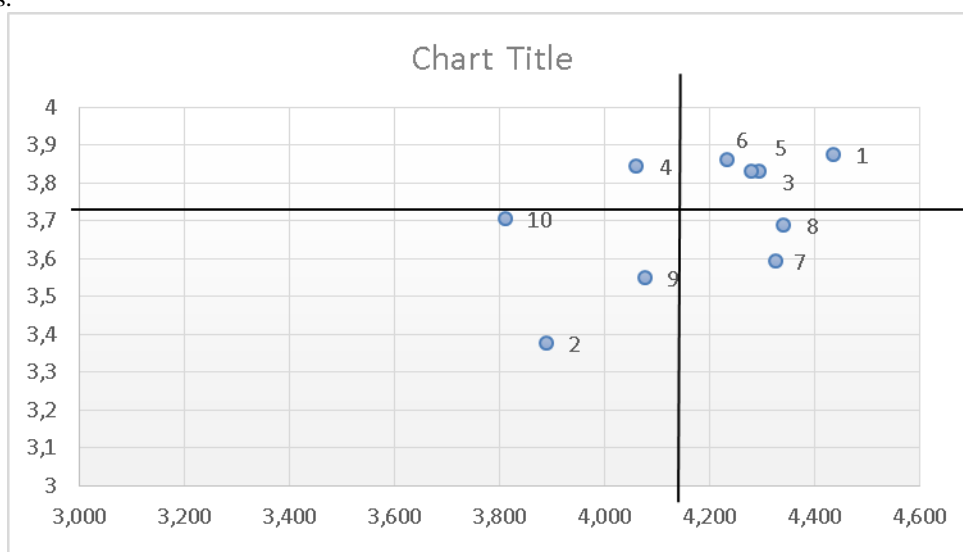


Figure 2. Cartesian Diagram

Discussion

Quadrant I is the main priority, in the results of figure 2 there is 1 attribute namely number (4) about the accuracy and accuracy in service, meaning that the attribute is the first priority attribute or is considered important by respondents, quadrant II is a defense of performance, there are 4 namely numbers (1,3,5,6) attributes that are in quadrant II means that the services provided are in accordance with the expectations of respondents, quadrant III is a low priority, there are 3 namely number (2,9,10) attributes that are in quadrant III of these attributes are attributes are less important by the respondent and in fact the implementation is less special, quadrant IV is excessive, and there are 2 namely number (7,8) attributes that are in quadrant IV, meaning that the attribute is felt to be less important by the respondent

and feels too excessive. PT. Relasi Laksana Wisata Jember need to evaluate and plan solutions and strategies so that the performance of the attributes that are in quadrant I, quadrant III and quadrant IV can be improved.

Attribute 4: Accuracy and accuracy of employees in the service of Umrah. Strategies that can be carried out PT. Relasi Wisata Jember is always to inform all employees of the latest information from the Ministry of Religion and from Saudi Arabia to all employees so that information communication does not occur and training of all employees of PT. Relasi Laksana Wisata Jember. Attribute no 2: Appearance of employees who are polite and neat. Attribute no. 9: Readiness of employees to meet the needs, wants and complaints of pilgrims. Attribute no 10: Fair service, a strategy that can be done to improve the attributes that

are in this quadrant is to reconsider because the effect on the benefits felt by consumers is very small. Attribute no. 7: Employees are skilled and experienced. Attribute no 8: Employee readiness in handling pilgrims' questions. Strategies that can be carried out by PT. Relasi Laksana Wisata Jember is to reduce and evaluate the attributes that are in this awareness. The IPA measurements are translated into a Cartesian diagram presented in Figure 2. which centers on the X and Y axes. The X axis is the average value of performance and the Y axis is the average interest. The two axes form two perpendicular lines that intersect each other and divide the Cartesian diagram into four quadrants.

IV. CONCLUSION, LIMITATION AND SUGGESTION

There are 1 service attributes that are in the first priority quadrant I, this shows that the attributes that are considered important by respondents, but the performance is not in accordance with what is expected by the respondents or worshipers, these attributes are about the accuracy and accuracy in the service. There are 4 service attributes that are in quadrant II to maintain performance, this shows the services provided by the company are in accordance with the expectations of pilgrims, these attributes regarding equipment and equipment used, friendly and serious service, responsive handling pilgrim complaints, and clarity of information be delivered. There are 3 service attributes that are in low priority III quadrant, this shows that the attributes that are considered less important by the respondents and their implementation is not too special, these attributes are about the appearance of polite and neat employees, and the readiness of employees in meeting their needs, desires, and complaints from pilgrims and fair service. There are 2 service attributes that are in quadrant IV overload quadrant, this shows that this attribute is considered less important by pilgrims, this attribute is about skilled and experienced employees, and employee readiness in handling pilgrimage questions.

The limitations of this study only involved a limited number of respondents or samples, namely 62 worshipers, so the results could not be generalized with large numbers.

PT. Relations Like Jember Tourism always pay attention and improve all the attributes that are considered lacking and still need improvement, so as to increase the satisfaction of pilgrims in terms of service. PT. Relasi Laksana Wisata Jember must also evaluate and reconsider the service attributes that are in quadrants III and IV.

Suggestions that can be given to PT. The relation of Jember Tourism is always to pay attention to and improve all attributes that are considered lacking and still need improvement, so as to increase the satisfaction of pilgrims in terms of service. PT. Relations Like Jember Tourism must also evaluate and

reconsider the service attributes that are in quadrants III and IV. PT. Relationships Like Jember Tourism always maintain and improve the attributes that are already good so that pilgrims always feel satisfied and become worshipers who have high loyalty to the company.

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