

# Analysis of Satisfaction of Umrah Using Service Quality and Quality Function Deployment Methods

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## ABSTRACT

*The role of the Hajj and Umrah trips is not only to bring their pilgrims to Saudi Arabia. The role of travel here must ensure that pilgrims can get the services provided. From this study, the role of Umrah travel from PT XYZ must be able to meet the quality of service which is a measure of the success of a service. To measure the success of the service, an analysis will be carried out using the Service Quality and Quality Function Deployment methods.*

*This study aims to measure Umrah pilgrims' satisfaction with services at PT XYZ by using the Service Quality and Quality Function Deployment methods. The use of the Service Quality method is used to measure the quality of service from the attributes of each dimension, so that a gap value will be obtained which is the difference in the congregation's perception. Services that have been received with the hope that the congregation will accept them. Cartesian diagrams are used which aim to group existing attributes to find out which attributes need to be repaired, maintained, and which do not have a significant effect on customer interest. The card diagram is taken from the value that has been obtained from Service Quality and will be used for Quality Function Deployment. Quality Function Deployment is carried out to increase congregation satisfaction, improve product quality, increase product rumors, and increase productivity, the analysis is carried out using the method.*

*The results of the research based on the Service Quality method on the service performance of PT XYZ's Umrah pilgrims showed that several service performance attributes did not meet the congregation's expectations, as many as 4 attributes that PT XYZ felt needed to pay attention to. Based on the Quality Function Deployment method that has been carried out, the results can be seen through the House of Quality, there are 6 technical factors that are a priority in planning to increase PT XYZ congregation satisfaction.*

**KEYWORDS:** Customer Satisfaction, Cartesian Diagram, Quality Function Deployment, Service Quality, Umrah and Hajj

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## 1. INTRODUCTION

Indonesia is a country known for its large Muslim population. Indonesia is one of the countries contributing the most pilgrims and Umrah pilgrims. There are many Hajj and Umrah travel agents in Indonesia, but there are still many unscrupulous travel agents. There are still many Indonesian people whose hopes are broken because they are not responsible for what was promised.

When Umrah pilgrims reopened after the Covid-19 pandemic, there was an increase in the number of complaints from Umrah pilgrims regarding Umrah travel services to the Holy Land. Many complaints about the services and equipment needed by the congregation are lacking or even not in accordance with the wishes of the congregation. There is a simple survey measurement related to the satisfaction of PT XYZ pilgrims after Umrah was reopened after the Covid-19 pandemic. The survey was conducted online and was measured using a Likert scale of 1-4 with only 3 question points.

This study aims to measure the satisfaction of Umrah pilgrims with the services provided by PT XYZ by using the Service Quality method based on service quality tools based on five dimensions, including: Tangible, Reliability, Responsiveness, Assurance, Empathy. Based on these five dimensions, it is the result of combining all value components or dimensions of service quality. This research adds the Quality Function Deployment method which is expected to be able to increase congregational satisfaction and to perfect this research is able to provide more benefits for researchers and PT XYZ.

## 2. LITERATURE REVIEW

### Service Quality

Service quality depends on customer satisfaction. The more advanced a company will increasingly affect the company's ability to serve customers. The provision of services that must be the focus of the company in terms of quality standards for consumers must even exceed customer expectations so that customer satisfaction can be easily achieved by the company because customers can use the company's services. The purpose of this study was to determine the effect of service quality on customer satisfaction (Sedarmayanti, 2017)

### Principles and Measurement of Service Quality Dimensions

Service quality has a number of principles for achieving service quality as well as aspects or elements of service quality. These principles prepare service quality (Ali, et al., 2021), including:

- Touchability: Appearance, facilities, equipment, personal communications, and stature.
- Reliable: Ability to accurately and reliably formulate promised services.
- Accountability: The spirit of being responsible for the quality of services.
- Assurance: Understanding of behavior and capacity of employees.

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- Empathy: Personal attention to customers.

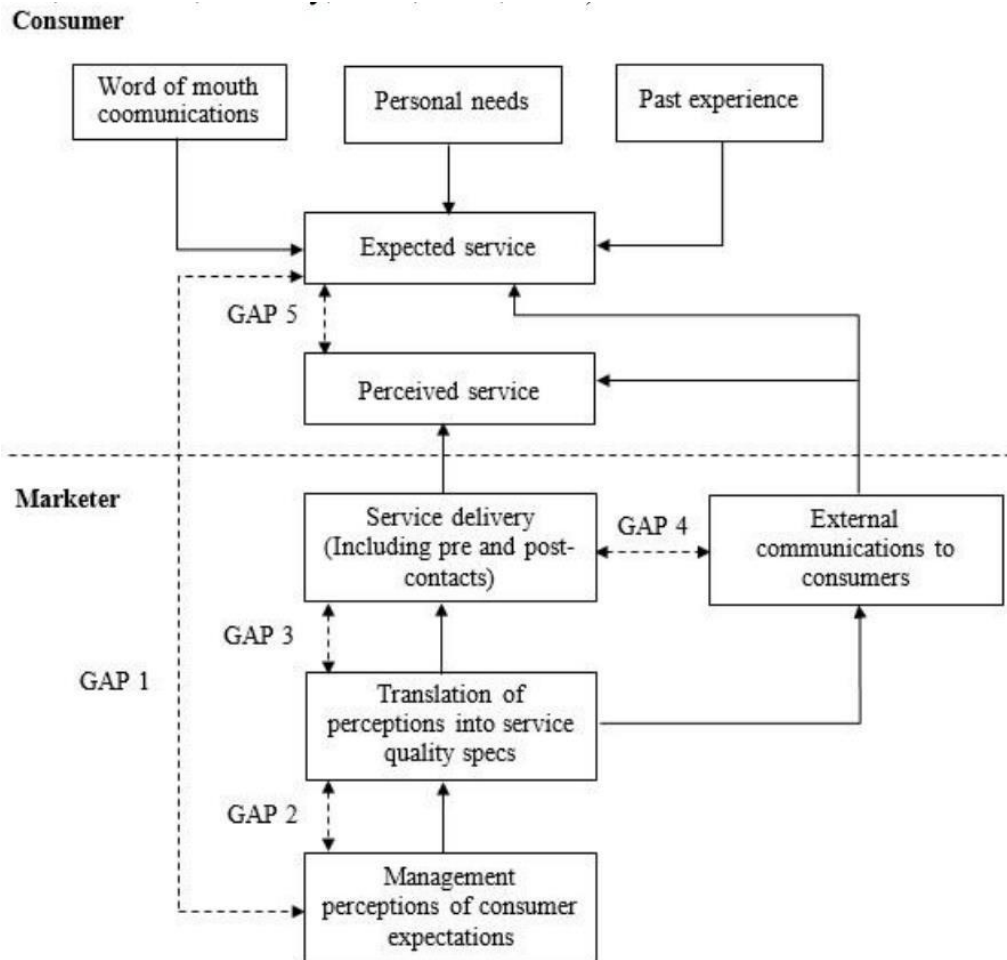
### **To facilitate the assessment and measurement of service quality,**

a service quality tool called SERVQUAL (Service Quality) has been developed. This SERVQUAL is a multi/item scale to measure customer perceptions of service quality which includes five aspects, namely (Zeithaml et al., 1988)

- Assurance, there is certainty, namely knowledge, courtesy, protection and the ability of company employees to build customer trust in company services (Parasuraman, 1988).
- Tangible, namely the ability of a company to demonstrate its existence to third parties. Appearance and capacity of facilities, infrastructure and environmental conditions around the Company. is clear evidence of the services provided by the company (Parasuraman, 1988).
- Reliability, namely the ability to deliver the promised service quickly, accurately and satisfactorily. Performance must be in accordance with customer expectations
- which means timeliness, equal service for all customers without defects, friendly attitude and high accuracy (Zeithaml et al., 1988)
- Responsiveness, especially the ability to help responsive and appropriate services to customers by providing clear information. Letting customers wait for unknown reasons causes a negative perception of service quality (Zeithaml et al., 1988)
- Empathy, namely genuine and individual attention to people who serve customers by trying to understand what customers want. Companies must have understanding and knowledge about customers, understand customer needs well and be comfortable working with customers (Zeithaml et al., 1988)

### **Service Quality Method**

Service quality is defined as an overall assessment or attitude towards service excellence, while the notion of service quality is often referred to as service quality. Actual differences and customer expectations of the service they receive or receive. Hope is the customer's desire for the service the company can provide. This model was improved in 1988 and introduced the SERVQUAL instrument or scale at the same time. The dimensions of quality in this model are simplified from 10 to 5. The five dimensions of quality to measure customer satisfaction include 22 items stated and the measurement scale is an attitude scale or Likert 1-7. The SERVQUAL engine was revised again in 1991. Improvements included changing negative sentences into affirmative sentences to make them more meaningful, adding new sentences to replace old entries on the aspects of tangible and assurance, and adding questions about the importance of consumer features. Berry, Parasuraman, and Zeithaml in 1988 developed a service quality conceptual model. They have developed a service quality conceptual model that highlights key requirements for delivering the desired service. According to this model, there are five vulnerabilities that prevent companies from providing quality services to customers (Astuti & Justiana, 2012).



**FIGURE 1.** Berry, Parasuraman, & Zeithaml's service quality conceptual model

Model includes an analysis of the five gaps between the services that can be provided and the services that customers expect and how they affect service quality. Of the five gaps, according to Berry, Parasuraman, and Zeithaml, they include:

- GAP 1: The difference between congregational expectations and corporate management perceptions.
- GAP 2: The difference between company management's perception of customer expectations and service quality specifications.
- GAP 3: The difference between service quality specifications and service delivery to customers.
- GAP 4: Difference between service delivery to pilgrims and external communications.
- GAP 5: The difference between the congregation's expectations and the reality of the ministry received.

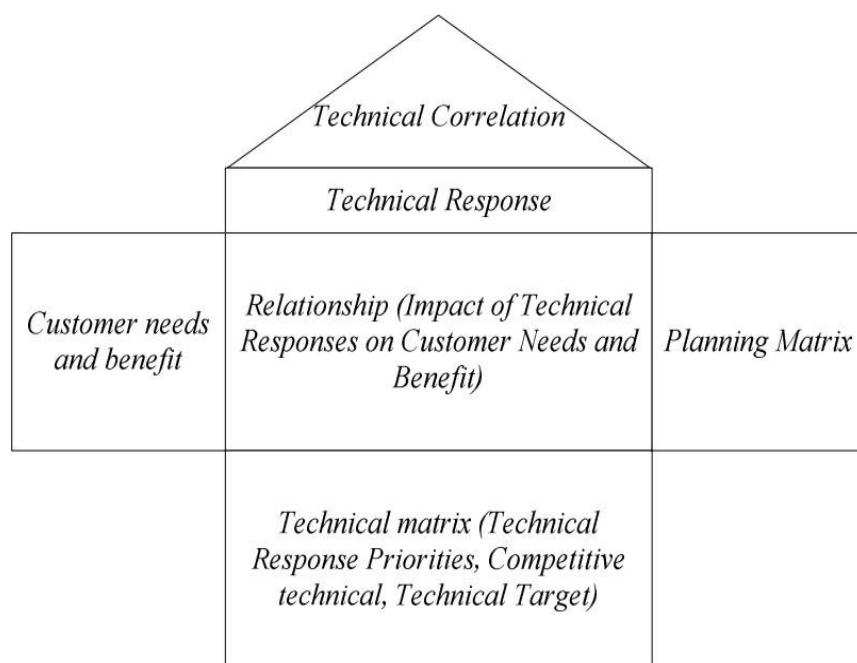
### Quality Function Deployment Method

Quality Function Deployment (QFD) is a method that suggests a systematic approach in defining needs or identifying consumer needs and wants (WIJAYA, 2011) There are many choices for consumers when shopping, and to increase market share,

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companies need to make efforts to listen to their customers or better known as the voice of customers.

Quality Function Deployment is defined as a structured process or mechanism for defining customer needs and translating these needs into related technical requirements, which every function and level of the organization can understand and act on (Cohen, 1995). Companies will outperform the competition by customizing products and services by increasing customer satisfaction through the Quality Function Deployment approach. The purpose of this Quality Function Deployment is to increase the speed and efficiency of the product development process and compete fairly in the market. The Quality Function Deployment approach uses a type of matrix diagram to present the data and information obtained (Evans, 2007), namely the House of Quality Matrix (HOQ) as the most well-known form of representation of Quality Function Deployment, House of Quality is one of the most frequently used for depiction. House of Quality is defined as a matrix in product planning that describes customer needs, company targets, and product evaluation (Devani & Kartikasari, 2012)



**FIGURE 1.** House of Quality

1. Customer needs and benefits, is a list of customer wants/needs for a particular product or service.
2. Technical response, namely special design requirements or technical aspects of consumer needs based on business descriptions.
3. Relations, is an explanation of the relationship between customer needs and technical aspects identified by the QFD team. Relationships appear to be strong, moderate, weak, or no relationship at all.
4. Correlation technique, describing the relationship that occurs between technical reactions, which can be divided into a very strong positive correlation, quite strong

positive, very strong negative and quite strong negative correlation and no relationship at all.

5. Planning matrix, is a product planning matrix that contains quantitative data about consumer needs and performance targets to be achieved.
6. Technical matrix, is product technical priority and planned technical objectives against competitive references to achieve product quality development goals.

### **3. METHODS**

#### **Research Approach and Method**

The method used in this research is the use of quantitative methods. Quantitative methods for explaining, recording, and controlling social phenomena through objective measurement and numerical analysis or analysis of numerical variations. Quantitative research produces results that can be obtained using statistical procedures or other means of measurement. The qualitative method used in this study is to calculate the community satisfaction index through service quality analysis. This study aims to measure congregational satisfaction with PT XYZ services. Data collection was carried out using a closed questionnaire which emphasized the ethics of writing scientific articles.

#### **Research Variable**

This research variable uses attribute or object values that vary from one object to another in a particular group. In this study, two different questionnaires were used with the same subject group, by analyzing the congregation's satisfaction with PT XYZ.

#### **Data Collection Technique**

Data collection techniques in this study were used for analysis, usage was divided into two, namely secondary data and primary data, while external data sources were obtained from the congregation using a questionnaire.

- Primary Data

Primary data is obtained directly from the source by distributing questionnaires to the congregation who have used products from PT XYZ. Questionnaires were distributed directly or individually to the congregation by prioritizing the principle of confidentiality, the questionnaire used had been prepared in advance and the form of the questions was clearly written.

- Secondary Data

Secondary data was obtained through library research in seeking concepts from theories related to writing this thesis.

#### **Samples**

The sample is part of the set of research subjects, the population studied and observed. Sampling in this study by simple random sampling, namely a sampling technique that provides equal opportunity to each member of the population to be sampled. the formula for calculating sample size according to the Slovin formula, including:

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$$n = \frac{N}{1 + N(e)^2}$$

$n$  = number of samples

$N$  = population size

$e$  = Error

### Validity Test

Validity test can find out empirically whether the measurement is in accordance with the theory underlying the research, then correlation measurements are carried out between variables... with the total score of these variables. Therefore, researchers conduct a validity test, to determine the validity of the data regarding the research subject of the data to be reported. Data is considered valid if the value of rcount is greater than r table

### Reliability Test

The reliability test can show how reliable a measuring instrument is. Measurement questionnaire which is an indicator of a variable or construct. If a measuring instrument is used to measure the same symptoms and the results obtained are relatively consistent, then the test is said to be reliable or trustworthy (Ghozali & Imam, 2002). In the reliability test the researcher uses the Cronbach alpha method, to interpret the level of reliability.

### Descriptive Analysis

Descriptive analysis is used to assess the generality of the research results based on the sample. Descriptive analysis also provides an overview or description of the data which can be seen from the mean (average), standard deviation, minimum and maximum variance, summation, range, kurtosis and skewness (distribution slope).

### Service Quality

The SERVQUAL score for each pair of questions in each community that filled out the questionnaire can be calculated using the following formula (Parasuraman A.Z., Parasuraman, A, Zeithaml, & Berry, 1990):

$$Q = P - E$$

Q: service quality (SERVQUAL)

P: perception

E: expectation

When calculating the SERVQUAL score (Q), first calculate the perceived score (P) and expected score (E) of each questionnaire obtained.

$$P = \frac{\sum P}{n}$$

$$E = \frac{\sum E}{n}$$

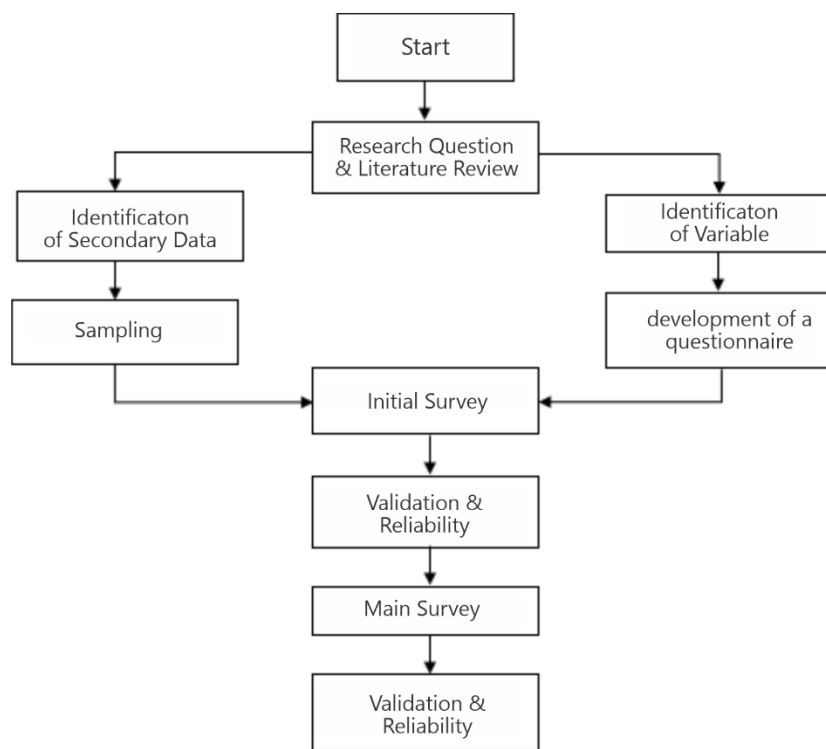
$P = \bar{X}P$  = Layanan yang diterima  
 $\Sigma P$  = Jumlah persepsi  
 $n$  = Jumlah responden

$E = \bar{X}E$  = Harapan pelanggan  
 $\Sigma E$  = Jumlah total skor harapan  
 $n$  = Jumlah responden

### Quality Function Deployment

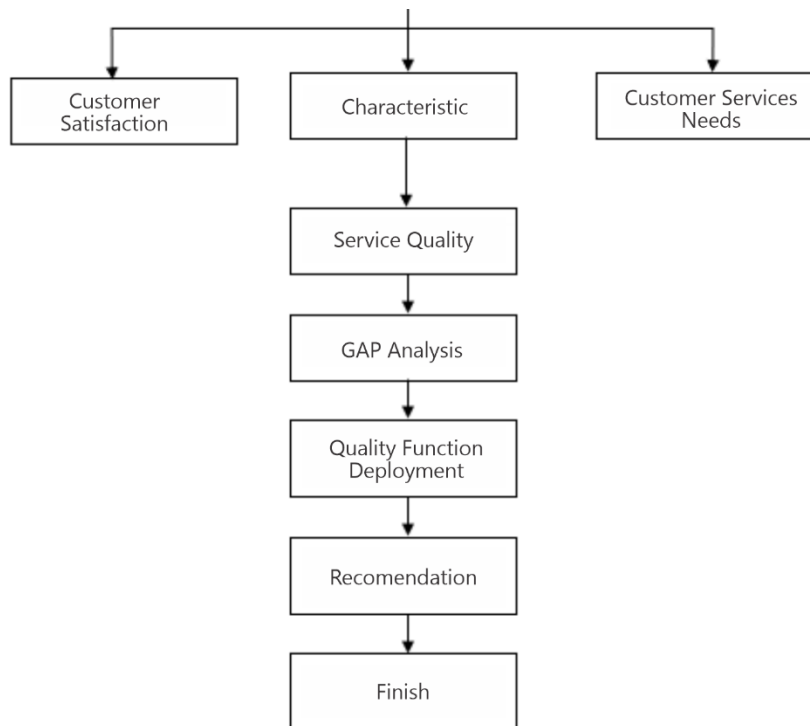
Quality Function Deployment (QFD) is used to fulfill the wishes of the congregation. The adoption of the QFD methodology begins with the establishment of the House of Quality (HOQ). This matrix translates consumer desires into what is produced by the company so that the services produced can satisfy the desires of the congregation (Arjangga et al., 2017). Referring to the QFD process and steps, this research implements the process of consumer needs and expectations through a questionnaire. The results of the questionnaire are divided into several variables according to the attributes of customer satisfaction. The results of helping needs and expectations are then summarized into key attributes for finding solutions to customer satisfaction problems at PT XYZ

### Analytical Method





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**FIGURE 2.** Analytical Method

To be able to analyze, we first determine the form of the problem and then study the literature on the problem to be discussed. Since this discussion focuses on community satisfaction and service quality, the literature review focuses on these two factors. Then determine the primary data that can be determined by the number of samples. And the identification of variables can determine the contents of the questionnaire. Next is the initial investigation, then validity and reliability. If these don't match, redefine the variable. However, if appropriate, the survey will be re-run and restore validity and reliability to determine the questionnaire based on service characteristics, satisfaction, service preferences, and people's preferences. From there, the results obtained are used as an analysis according to the service quality method. After the results are obtained, it is followed by a GAP analysis to find out the gap between service owners and the people served. After consumer needs and expectations are stated in customer requests, the next step is to prepare specifications. Quality Function Deployment (QFD) must develop specifications or requirements that may affect one or more customer requirements. This specification is the company's response by producing products according to the needs and needs of the congregation. Conducting interviews with the PT XYZ company management team regarding the technical requirements or strategies to be produced.

## 4. RESULTS

### Characteristics of Respondents

In distributing the questionnaire to the Umrah congregation, they will get several features from PT XYZ Umrah congregation. The characteristics of the respondents are used to see how the characteristics of PT XYZ's Umrah service users are. Questionnaires were obtained by 150 respondents which were used as material for data analysis.

**Validity Test**

The validity test includes a way to show whether the measuring instrument in the study using a questionnaire can measure PT XYZ's Umrah service satisfaction. In this research conducted with two objects namely satisfaction and expectations. In testing the validity of using r-table to find the standard validity of a data. With a sample size of 150 ( $df = n - 2$ ) and  $\alpha = 5\%$ , an r-table value of 0.159 will be obtained and later the data obtained can be said to be valid if the r-table value  $<$  r-count.

Based on the results of the data obtained, it shows that the resulting r-table value has a smaller value than the resulting r-count value. Therefore, it can be assumed that the questionnaire has valid results.

**Reliability Test**

The reliability test includes a way to show the measuring instrument used to measure the consistency of the questionnaire which is an indicator of a variable or construct. In this study the reliability test for each attribute used cronbach's alpha, according to Wiratna Sujarweni (2014) the questionnaire was said to be reliable if the Cronbach's alpha value was more than 0.6 (Hair et al. 2010: 125).

Based on the results of data processing, it can be seen that the results of Cronbach's alpha obtained Satisfaction 0.992 and Expectations 0.980, which means more than 0.6 which means that the questionnaire is reliable and can be included in the "Very Reliable" category.

**Service Quality**

**TABLE 1.** Service Quality Results

Questions		Hope	Satisfaction	Decision	
Responsive		Average	Average	(Satisfaction- Hope)	Ranking
1.	Pegawai PT XYZ tanggap dalam merespon permasalahan jamaah	4.02	3.67	-0.35	19
2.	Pegawai PT XYZ tanggap dalam merespon pertanyaan jamaah	4.1	3.73	-0.36	20
3.	Pegawai PT XYZ cepat dan tepat dalam memberikan layanan kepada jamaah	4.05	3.84	-0.21	1
4.	Pegawai PT XYZ memberikan informasi yang dibutuhkan jamaah secara terperinci	3.9	3.76	-0.23	4
5.	Pegawai PT XYZ memberikan informasi terkait kebutuhan jamaah dengan baik	4	3.68	-0.33	14
AVERAGE		4.03	3.7	-0.3	
Reliability		Average	Average	(Satisfaction- Hope)	Ranking
1.	Pegawai PT XYZ memberikan alur pelayanan yang jelas	4.02	3.73	-0.3	8
2.	Pegawai PT XYZ tanggap dalam merespon keluhan	4.01	3.72	-0.29	7

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	Questions	Hope	Satisfaction	Decision	
3.	Pegawai PT XYZ memberikan kemudahan saat melakukan pendaftaran	4.14	3.52	-0.61	17
4.	Pegawai PT XYZ dapat menghargai waktu jamaah	4.07	3.55	-0.52	24
5.	Pegawai PT XYZ berkomunikasi dengan jelas dan menyenangkan	4.05	3.67	-0.38	22
	AVERAGE	4.06	3.64	-0.42	
	Empathy	Average	Average	(Satisfaction-Hope)	Ranking
1.	Pegawai PT XYZ melayani dengan sopan dan santun	4.26	3.71	-0.55	25
2.	Pegawai PT XYZ mendahulukan kepentingan jamaah	4.13	3.75	-0.38	23
3.	Pegawai PT XYZ memberikan perhatian lebih terhadap jamaah sakit dan lansia	3.98	3.66	-0.31	12
4.	Pegawai PT XYZ interaktif saat berkomunikasi dengan jamaah	4.04	3.74	-0.3	9
5.	Pegawai PT XYZ memberikan perhatian sesuai dengan layanan yang diberikan	4.03	3.8	-0.22	2
	AVERAGE	4.09	3.76	-0.35	
	Assurance	Average	Average	(Satisfaction-Hope)	Ranking
1.	Pegawai PT XYZ bertanggung jawab terhadap keamanan selama umrah	4.05	3.82	-0.23	3
2.	Pegawai PT XYZ memberikan jaminan pelayanan kepada jamaah	4.07	3.83	-0.22	5
3.	Pegawai PT XYZ menjelaskan produk dan layanan dengan jelas	4.09	3.76	-0.32	15
4.	Pegawai PT XYZ menjawab pertanyaan dengan jelas	4.11	3.76	-0.35	18
5.	Pegawai PT XYZ bertanggung jawab terhadap kenyamanan selama umrah	4.08	3.74	-0.34	16
	AVERAGE	4.08	3.78	-0.3	
	Tangible	Average	Average	(Satisfaction-Hope)	Ranking
1.	Kantor PT XYZ memiliki fasilitas yang lengkap	4.15	3.77	-0.37	21
2.	Penampilan pegawai PT XYZ bersih dan rapih		3.93	-0.31	11
3.	Brosur umrah yang selalu update	4.2	3.9	-0.30	10
4.	Seragam yang diberikan PT XYZ menarik	4.21	3.9	-0.31	13
5.	Perlengkapan yang diberikan PT XYZ tepat dan bagus	4.19	3.92	-0.26	6
	AVERAGE	4.2	3.8	-0.31	

In table 1 it can be seen that the results of each variable relate in detail to the satisfaction of PT XYZ's Umrah service pilgrims. There are 5 indicators for responsive variables, 5 indicators for reliability variables, 5 indicators for empathy variables, 5

indicators for assurance variables, and 5 indicators for tangible variables. The use of indicators to find out in each indicator which variable has a higher level of satisfaction and a higher level of dissatisfaction.

TABLE 2. Quality Dimensions

Dimensions of Quality	Hope	Satisfaction	Gap
	Average	Average	
Responsive	4.03	3.7	-0.3
Reliability	4.06	3.64	-0.42
Emphaty	4.09	3.76	-0.35
Assurance	4.08	3.78	-0.3
Tangible	4.2	3.8	-0.31
GAP (Unweighted Score)	4.09	3.7	-0.39

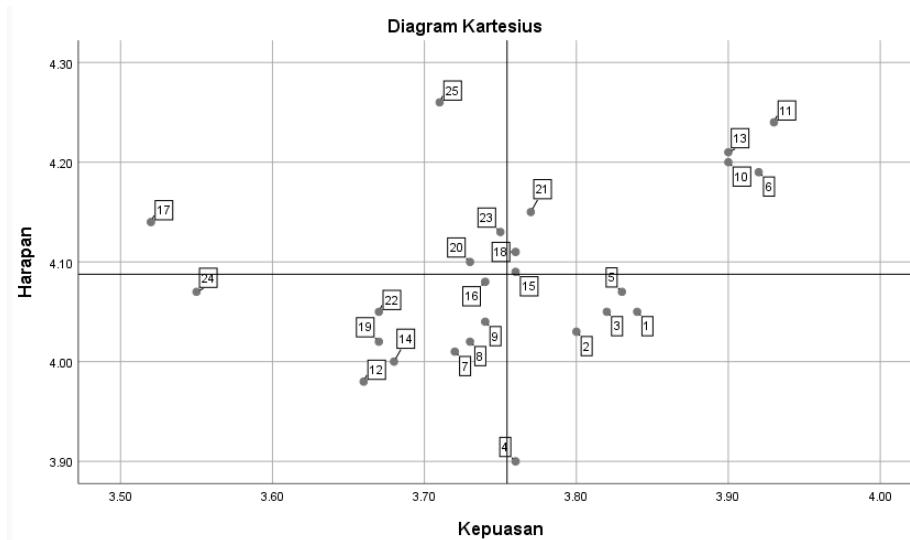
Based on data from Table 2 above, the results regarding Service Quality are obtained which is a tool to measure the quality of service for PT XYZ Umrah pilgrims. Researchers traced several variables, namely Responsiveness, Reliability, Empathy, Assurance, and Tangible. The resulting data, namely the responsiveness variable, is responsible for providing and helping fast services for PT XYZ Umrah service users. On the reliability variable, namely the ability to provide services that have been promised to PT XYZ Umrah pilgrims. The empathy variable takes an approach to provide protection and tries to know the wishes and needs of the PT XYZ congregation. The guarantee variable provides knowledge and insight, courtesy, and respect for users of PT XYZ's umrah services. The real variable is that PT XYZ's umrah services are able to provide beautiful employee appearances and all PT XYZ's physical facilities are complete and good. The results showed that the overall satisfaction of PT XYZ's Umrah congregation was low, indicating a negative value. The results of measuring overall satisfaction can be seen from table 4.4 above, that the overall average GAP value (-0.39), the more negative the Service Quality value, the lower the quality of PT XYZ's umrah services.

**Cartesian diagram**

The diagram kartesius is a coordinate system that is used to place points on the depiction of objects based on entering the value of the X-axis lever and the Y-axis lever value where

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the meeting point is the X-axis value and the Y-axis coordinate points are formed. In this study, Cartesian diagrams are used to determine which attributes need to be improved. The Cartesian diagram can be seen in the image table below:



**FIGURE 3.** Cartesian diagram

It can be seen in Figure 4.6 above that there are 4 quadrants with the following description:

- Quadrant I: shows attributes that have a high expectation score (Y) but have a low performance score (X). Attributes included in quadrant I are attributes X17, X20, X23, and X25.
- Quadrant II: shows attributes that have a high expectation score (Y) and have a high performance score (X). Attributes included in quadrant II are attributes X6, X10, X11, X13, X18, and X21.
- Quadrant III: shows attributes that have a low score on expectations (Y) and have a low score on performance (X). Attributes included in quadrant III are attributes X7, X8, X9, X12, X14, X16, X19, and X22.
- Quadrant IV: shows attributes that have a low expectation score (Y) but have a high performance score (X). Attributes that fall into quadrant IV are attributes X1, X2, X3, X4, and X5.

From these results, the attributes in quadrant I are used as input data for Quality Function Deployment. This is because the attributes in quadrant I are considered to have low performance while customer expectations for these attributes are relatively high so that improvements need to be made to support performance.

### Quality Function Deployment

Quality Function Deployment (QFD) is a method used to determine the level of customer satisfaction which aims to improve product quality. One of the things that needs to be done using this method is to compile a House of Quality (HOQ) which is an effort to convert the voice of the customer directly to the technical specifications of a product (goods or service) produced.

Quality Function Implementation Method is processed after Quality of Service. In this study, Quality Function Deployment is used to develop the quality of Umrah services at PT XYZ in meeting the satisfaction of pilgrims and translating the wishes of pilgrims into design targets for companies to provide better services.

The House of Quality Matrix is used to help complete the Quality Function Deployment. This matrix is used to convert the voice of the customer into technical characteristics in a product or service.

## 5. CONCLUSIONS

Based on the results of the data collection, 150 respondents were obtained by filling out a closed questionnaire to PT XYZ Umrah pilgrims who had used the Umrah product at least once and were tested using the Service Quality and Quality Function Deployment methods that were carried out in the previous chapter. shows that the quality of service at PT XYZ is still not in accordance with the expectations of the congregation as service users, so the following conclusions are obtained:

1. Based on the Service Quality method, the service performance of the Umrah pilgrims PT XYZ has several service performance attributes that have not met the expectations of the congregation, as many as 4 attributes that PT XYZ still need to pay attention to, namely PT XYZ employees provide convenience when registering, PT XYZ employees are responsive in answering questions the congregation, PT XYZ employees prioritize the interests of the congregation, and PT XYZ employees serve politely and courteously. This becomes input for PT XYZ to evaluate customer expectations for optimal performance.
2. Based on the Quality Function Deployment method that has been carried out, the results can be seen through the technical factors of the House of Quality which are a priority in planning to increase customer satisfaction, including:
  - Provide regular training for employees
  - Prepare needs such as Electronic Data Capture (EDC and Quick Response Code Indonesian Standard (QRIS)
  - Added a rule regarding the minimum time to answer church questions
  - Addition of one Person in charge (PIC)
  - Providing hospitality service training
  - Improving employee SOP

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