

ABSTRAK

Skripsi dengan judul “Pengaruh kualitas pelayanan dan fasilitas terhadap kepuasan jemaah umrah PT Alhakim Lina Jaya Tulungagung” ini ditulis oleh Pidra Iswahyudi. Nim 126407203030, jurusan Pariwisata Syariah, Fakultas Ekonomi dan bisnis Islam. Pembimbing Dr. Syafrudin Arif Marah Manunggal, M.S.I.

Industri perjalanan umrah di Indonesia semakin kompetitif. Banyak biro perjalanan umrah yang bermunculan dengan menawarkan berbagai paket umrah dengan harga dan kualitas yang berbeda beda, hal ini membuat PT Alhakim Lina Jaya perlu terus meningkatkan kualitas pelayanan dan fasilitasnya agar dapat tetap bersaing dan memuaskan jemaah umrah.

Penelitian ini bertujuan untuk menguji pengaruh Kualitas Pelayanan dan fasilitas terhadap kepuasan jemaah umrah di PT Alhakim Lina Jaya. Metode Penelitian yang digunakan adalah kuantitatif dengan Teknik pengumpulan data melalui kuisioner yang disebarakan kepada 90 jemaah umrah PT Alhakim Lina Jaya. Data yang diperoleh dianalisis menggunakan analisis regresi linier berganda untuk mengetahui seberapa besar pengaruh kualitas pelayanan dan fasilitas terhadap kepuasan jemaah.

Hasil penelitian menunjukkan bahwa Kualitas Pelayanan dan fasilitas memiliki pengaruh positif signifikan terhadap kepuasan jemaah umrah. Kualitas pelayanan yang meliputi keramahan, kecepatan, dan ketepatan layanan berperan penting dalam meningkatkan kepuasan jemaah. Selain itu, fasilitas yang memadai seperti akomodasi, transportasi, dan perlengkapan umrah juga terbukti berkontribusi positif terhadap kepuasan jemaah.

Kata kunci: Kualitas Pelayanan, Fasilitas, Kepuasan Jemaah Umrah, PT. Alhakim Lina Jaya

ABSTRACT

The thesis with the title "The Influence of Service Quality and Facilities on the Satisfaction of Umrah Pilgrims of PT Alhakim Lina Jaya Tulungagung" was written by Pidra Iswahyudi.Nim 126407203030, Department of Sharia Tourism, Faculty of Economics and Islamic Business. Supervisor: Dr. Syafrudin Arif Marah Manunggal, M.S.I.

The Umrah travel industry in Indonesia is increasingly competitive. Many Umrah travel agencies have sprung up by offering various Umrah packages with different prices and quality. This means PT Alhakim Lina Jaya needs to continue to improve the quality of its services and facilities in order to remain competitive and satisfy Umrah pilgrims.

This study aims to examine the influence of service quality and facilities on Umrah pilgrim satisfaction at PT Alhakim Lina Jaya. The research method used is quantitative, with data collection techniques through questionnaires distributed to 90 Umrah pilgrims of PT Alhakim Lina Jaya. The data obtained were analyzed using multiple linear regression analysis to find out how much the quality of services and facilities had an effect on congregational satisfaction.

The results of the study show that the quality of service and facilities has a significant positive influence on the satisfaction of Umrah pilgrims. The quality of service, which includes friendliness, speed, and accuracy of service, plays an important role in increasing congregational satisfaction. In addition, adequate facilities such as accommodation, transportation, and Umrah equipment have also been proven to contribute positively to the satisfaction of pilgrims.

Keywords: *Quality of Service, Facilities, Satisfaction Jemaah Umrah, PT. Alhakim Lina Jaya*