

ABSTRAK

Skripsi dengan judul “Pengaruh Teknologi, Promosi, dan Daya Saing terhadap Persepsi Calon Jamaah Haji dan Umrah di KBIHU Rahmatul Ummah Tulungagung” ini ditulis oleh Viona Ruvita Agnesia, NIM 126407211025, Program Studi Pariwisata Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung, di bawah bimbingan Dianita Meirini, S.A., M.Si.

Kata Kunci: Teknologi, Promosi, Daya Saing, Persepsi, KBIHU

Persepsi calon jamaah merupakan faktor penting dalam memilih lembaga bimbingan ibadah haji dan umrah. Penelitian ini bertujuan untuk menganalisis pengaruh teknologi, promosi, dan daya saing terhadap persepsi calon jamaah di KBIHU Rahmatul Ummah Tulungagung, baik secara simultan maupun parsial. Penelitian ini berada dalam konteks pariwisata syariah, karena layanan bimbingan ibadah merupakan bagian dari wisata religi yang berorientasi pada nilai-nilai Islam.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada 154 responden dengan metode accidental sampling. Analisis data dilakukan dengan regresi linier berganda melalui uji validitas, reliabilitas, uji asumsi klasik, uji t (parsial), uji F (simultan), dan uji koefisien determinasi.

Hasil penelitian menunjukkan bahwa secara parsial, promosi dan daya saing berpengaruh positif dan signifikan terhadap persepsi calon jamaah, sementara teknologi tidak berpengaruh signifikan. Secara simultan, ketiga variabel tersebut berpengaruh signifikan terhadap persepsi calon jamaah. Nilai Adjusted R Square sebesar 0,767 menunjukkan bahwa 76,7% persepsi calon jamaah dapat dijelaskan oleh ketiga variabel independen, dan sisanya sebesar 23,3% dijelaskan oleh variabel lain di luar penelitian ini.

ABSTRACT

The thesis entitled “The Influence of Technology, Promotion, and Competitiveness on the Perceptions of Prospective Hajj and Umrah Pilgrims at KBIHU Rahmatul Ummah Tulungagung” was written by Viona Ruvita Agnesia, Student ID 126407211025, Islamic Tourism Study Program, Department of Business and Management, Faculty of Economics and Islamic Business, UIN Sayyid Ali Rahmatullah Tulungagung, under the supervision of Dianita Meirini, S.A., M.Si.

Keywords: Technology, Promotion, Competitiveness, Perception, KBIHU

The perception of prospective pilgrims is a crucial factor in choosing a Hajj and Umrah guidance institution. This study aims to analyze the influence of technology, promotion, and competitiveness on the perceptions of prospective pilgrims at KBIHU Rahmatul Ummah Tulungagung, both simultaneously and partially. This research is within the scope of Islamic tourism, as Hajj and Umrah guidance services are part of religious tourism based on Islamic values such as honesty, transparency, and professionalism.

This study employs a quantitative approach with an associative research type. Data were collected through questionnaires distributed to 154 respondents using the accidental sampling method. The data were analyzed using multiple linear regression through validity and reliability tests, classical assumption tests, t-tests (partial), F-tests (simultaneous), and the coefficient of determination.

The results indicate that partially, promotion and competitiveness have a positive and significant influence on the perceptions of prospective pilgrims, while technology does not have a significant effect. Simultaneously, all three variables significantly affect perceptions. The Adjusted R Square value of 0.767 shows that 76.7% of the perceptions of prospective pilgrims are explained by the three independent variables, while the remaining 23.3% is explained by other factors outside this study.