



EFFECTIVENESS OF PROMOTION (CONVENTIONAL AND SOCIAL MEDIA) AND LEVEL OF EASY SERVICE OF HAJJ AND UMRAH MANAGEMENT BUREAU OR AGENT IN THE PANTURA REGION

Endro Tri Susdarwono^{1*}

¹Wangsa Syailendra Institute Batang, Indonesia

*susdarwonoendrotri@gmail.com

Diterima: Oktober, 2023

Direvisi: November, 2023

Diterbitkan: Desember, 2023

Abstract: Promotional activities increase product/service knowledge and consumers' perceived value, thus further increasing their desire to make purchases. This research aims to examine the effectiveness of promotions (conventional and social media) and the level of service convenience of Hajj and Umrah management bureaus or agents in the Pantura area. The approach used in the research is quantitative descriptive. The data collection technique uses a questionnaire with purposive sampling type. The respondents used in this research came from Tegal City and Tegal Regency. The technique for analyzing data applies hypothesis testing based on changes in the Cochran version and analysis of variance through Friedman's two-way level. This research concluded that based on testing the Cochran version of the change hypothesis (Cochran change test), it was concluded that the five promotional means, both conventional and social media, used by Hajj and Umrah bureaus or agents had significant differences in effectiveness. Meanwhile, based on analysis of variance through Friedman's two-way level, the final conclusion was that respondents had significant differences in preferences for the four bureaus or agents for the level of convenience of Hajj and Umrah services. The suggestion from this research is that further research is needed to ensure that promotional tools have a better level of effectiveness than the five promotional tools from this research. And it is recommended to test the hypothesis with a more comprehensive method related to measuring the level of ease of Hajj and Umrah services.

Keywords: Effectiveness; conventional; social media; promotion

Abstrak: Kegiatan promosi meningkatkan pengetahuan produk/jasa dan nilai yang dirasakan konsumen, sehingga lebih meningkatkan keinginan untuk melakukan pembelian. Penelitian ini bertujuan meneliti mengenai efektivitas promosi (konvensional dan media sosial) dan tingkat kemudahan pelayanan biro atau agen manajemen haji dan umrah di daerah pantura. Pendekatan yang digunakan dalam penelitian merupakan deskriptif kuantitatif. Teknik pengumpulan data menggunakan kuesioner dengan jenis purposive sampling. Responden yang dijadikan penelitian ini berasal dari Kota Tegal dan Kabupaten Tegal. Teknik dalam penganalisisan data menerapkan pengujian hipotesis atas perubahan versi Cochran dan analisis atas varians melalui jenjang dua arah Friedman. Penelitian ini menyimpulkan berdasarkan pengujian hipotesis perubahan versi Cochran (Cochran change test) didapatkan kesimpulan bahwa untuk kelima sarana promosi baik konvensional maupun media sosial yang digunakan oleh biro atau agen haji dan umrah memiliki perbedaan efektivitas yang signifikan. Sedangkan berdasarkan analisis atas Varians melalui jenjang dua arah Friedman didapatkan kesimpulan akhir bahwa responden memiliki perbedaan preferensi yang signifikan terhadap

keempat biro atau agen untuk tingkat kemudahan pelayanan haji dan umrah. Saran dari penelitian ini bahwa penelitian lebih lanjut dibutuhkan guna memastikan sarana promosi yang memiliki tingkat efektivitas lebih bagus daripada kelima sarana promosi dari penelitian ini. Dan disarankan melakukan pengujian hipotesis dengan metode yang lebih komprehensif terkait pengukuran terhadap tingkat kemudahan pelayanan haji dan umrah.

Kata Kunci: Efektivitas; konvensional; media social; promosi

Copyright © 2023, Author/s

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



Introduction

For business people with both products and services, carrying out a promotional strategy is an important thing to do so that products and services can be known. The better known the products and services being marketed, the greater the potential for increasing sales.¹ Formulating a promotional strategy is a very important step because it is related to the benefits that the company will obtain.² This statement is also supported by Morimura & Sakagawa³ that promotional strategies have a positive influence on business performance. Promotional strategies will be optimally useful if supported by well-structured planning. Business actors need to change their marketing strategies to follow the Industrial Revolution 4.0. where the role of technology and information becomes dominant in human life. There is a need for automation, digitalization and the use of technology in business activities so that business organizations can continue to exist.⁴ In managing a Hajj and Umrah organizing bureau, good marketing strategy knowledge and skills are very necessary, in order to introduce the available products. Knowledge concepts and understanding of marketing strategies are needed to provide innovation, maximum use of technology (via social media), and approach to consumers. The marketing management strategy concept includes the marketing mix which consists of 4Ps (product, price, place, and promotion).⁵

Business essentially always experiences patterns of change and development from time to time⁶, especially with the use of modern technology which provides many conveniences in practice⁷, however, it also gives rise to a lot of irregularities and fraud for the sole purpose of gaining profit, including what happens in travel agencies. The main

¹ Ahmad Asrorun Niam & Nova Eviana, "Strategi Promosi Agresif Melalui Pengayaan Media Sosial di Al Qadri Haji dan Umrah Jakarta," *Widya Manajemen*, Vol. 4, No. 1 (2020): 55-66.

² Angraini, D., & Harwani, Y., "The Effect of Product Quality, Price Perception, and Promotion of Purchasing Decisions in Sari Roti in West Jakarta," *Icmeb*, Vol. 1, No. 1 2020: 296-301.

³ Morimura, F., & Sakagawa, Y., "Information technology use in retail chains: Impact on the standardisation of pricing and promotion strategies and performance," *Journal of Retailing and Consumer Services*, Vol. 45, No.1 2018: 81-91.

⁴ Salihah, K., "Strategi Bauran Pemasaran dalam Marketing 5.0," *Jurnal Ilmiah Ekonomi*, Vol. 3, No. 1 2021: 1-19.

⁵ Deni Tri Suhesti, Nisha Firda Amalia, R. E., "Strategi Manajemen Pemasaran Paket Umrah Era New Normal," *SEMJ Sharia Economic Management Business Journal*, Vol. 2, No. 1 2021: 24-42.

⁶ Prihanto, H., *Etika Bisnis dan Profesi: Sebuah Pencarian*, (Depok: Rajawali Pers, 2018), h. 12.

⁷ Halbouni, S. S., Obeid, N. and Garbou, A., "Corporate governance and information technology in fraud prevention and detection," *Managerial Auditing Journal*, Vol. 3, No. 1 2016: 589-628.

capital required by a company is the knowledge, skills and abilities possessed by business actors or management needed to achieve business sustainability.⁸

Marketing is one of the main activities carried out by companies to achieve goals and obtain profits or benefits. Marketing can be said to be one of the important factors in company sustainability. A company must be able to know the wants and needs of consumers so that it can satisfy consumers.⁹ All Umrah travel organizers are competing to market their products. In this case, the Umrah travel agency must create a product marketing strategy and offer it as attractively as possible to attract the interest of prospective Umrah pilgrims.¹⁰ The fundamental criterion that a company must have to be successful in competition is client retention. To retain customers, a company must have an effective strategy that can satisfy what customers need and want more than what competitors offer, while increasing customers requires the company to be able to capture every opportunity that exists through its marketing strategy to get new customers.¹¹ According to Wang (2019), promotion is an element in a company's marketing mix which is used to inform, persuade and remind about the company's products, and is used for the company's short-term goals.¹² Promotion is the coordination of all seller-initiated efforts to organize channels of information and persuasion to sell goods and services or promote ideas.¹³ In promotion, there is a process of presenting messages to increase consumer knowledge about the products and services offered, so that it is hoped that it can increase sales of goods and services while improving brand image.¹⁴ Various studies show that promotional activities increase product/service knowledge and consumers' perceived value, thereby increasing their desire to make purchases.¹⁵

Based on data from the Ministry of Religion, Umrah pilgrimage organizers at the end of 2019 reached 994 companies. The large number of Umrah travel agencies in Indonesia can create business competition for every existing Umrah travel agency.¹⁶ The more

⁸ Widiastuti, E., "Peningkatan Pengetahuan, Ketrampilan Dan Kemampuan Sumber Daya Manusia Sebagai Strategi Keberlangsungan Usaha Pada Umkm Batik Di Kabupaten Banyumas," *Jurnal Ekonomi, Bisnis, dan Akuntansi (JEBA)*, Vol. 21, No. 1 2019: 1-12.

⁹ Hendri Prihanto, "Faktor-Faktor yang Berpengaruh Pada Keberlanjutan Usaha Biro Jasa Perjalanan Haji dan Umrah," *Journal of Management and Business Review*, Vol. 19, No. 1 2022: 29-48.

¹⁰ Ristanti Putri Rahmawati & Susanto, "Strategi Biro Umroh PT Galatama Tour dalam Mempertahankan Bisnis di Tengah Pandemi Covid-19," *Jurnal Mirai Management*, Vol. 7, No. 3 2022: 418-423

¹¹ Taufik Hidayat, "Strategi Pemasaran Produk Al Multazam Group dalam Meningkatkan Jumlah Calon Jamaah Selama Pandemi Covid-19," *MULTAZAM: Jurnal Manajemen Haji dan Umrah*, Vol. 2, No. 2 2022: 163-179.

¹² Wang, S.-H., "The Internet Promotion Strategy on Consumer Buying Behavior," *South Asian Research Journal of Business and Management*, Vol. 1, No. 3 2019: 121-124. <https://doi.org/10.36346/sarjbm.2019.v01i03.006>

¹³ Familmaleki, M., Aghighi, A., & Hamidi, K., "Analyzing the Influence of Sales Promotion on Customer Purchasing Behavior," *International Journal of Economics & Management Sciences*, Vol. 4, No. 4 2015: 1-6.

¹⁴ Liu, Q., Zhang, X., Huang, S., Zhang, L., & Zhao, Y., "Exploring consumers' buying behavior in a large online Promotion Activity: The role of Psychological Distance and Involvement," *Journal of Theoretical and Applied Electronic Commerce Research*, Vol. 15, No. 1 2022: 66-80.

¹⁵ Pai, F. Y., Chen, C.P., Yeh, T.M., & Metghalchi, M., "The effects of promotion activities on consumers' purchase intention in chain convenience stores," *International Journal of Business Excellence*, Vol. 12, No. 4 2017: 413-432.

¹⁶ Vira Nurfauzia & Khusnul Fikriyah, "Implementasi Strategi Pemasaran Pada Biro Perjalanan Umrah dalam Perpektif Pemasaran Syariah," *Jurnal Ekonomika dan Bisnis Islam*, Vol. 3, No. 2 2022: 82-95.

competitors there are in terms of travel agencies and the more agencies that offer various service facilities, prospective Hajj and Umrah pilgrims can sort out which agency is the best in terms of service.¹⁷ The development of specialized Umrah and Hajj services companies in Indonesia, the number of which continues to increase, has resulted in competition between companies so that each company tries to provide the best service.¹⁸ Providing good service will give satisfaction to the congregation and create a good perception and make the congregation loyal to the travel agency used.

This research aims to examine the effectiveness of promotions (conventional and social media) and the level of service convenience of Hajj and Umrah management bureaus or agents in the Pantura area. The approach used in the research is quantitative descriptive. The data collection technique uses a questionnaire with purposive sampling type. The respondents used in this research came from Tegal City and Tegal Regency. The technique for analyzing data applies hypothesis testing based on changes in the Cochran version and analysis of variance through Friedman's two-way level. The Cochran change test method of hypothesis testing for changes is applied to more than two groups of data samples on a dichotomous nominal or ordinal value scale. Basically, hypothesis testing is applied to ascertain whether or not the differences between a number of paired sets of frequencies or proportions are significant. Meanwhile, the observed sample data values are placed in a two-way table consisting of a number of rows and columns. Data analysis using analysis of variance through the two-way Friedman ladder was applied to determine whether or not there were significant differences in values in several population groups. Using this method, sample data is arranged in a two-way table consisting of a number of rows and columns. Rows represent objects and columns represent conditions or impacts caused by certain treatments on objects. Data regarding the condition of each object or the impact caused by certain treatment of the object is arranged in the form of levels or rankings.

Below is presented previous research related to this research, research conducted by Niam and Eviana (2022) concluded that promotional strategies must support aggressive growth policies by enriching the use of social media in terms of diversity and content, and the involvement of celebrities as endorsers. Another study by Fitria and Satrio (2018) concluded that promotion and service quality have a significant and positive effect on consumer satisfaction. Meanwhile, other research conducted by Zulfikar and Palewa (2019) concluded that the strategy used to improve service quality was to use the Product, Price, Place, Promotion and collaboration strategies with travel. others of the same kind. The strategy carried out is not only to gain profits, but also as a means of improving the quality of service to the congregation. The most effective strategy implemented is the promotional strategy, because it has been proven to be able to increase the number of congregations above the target compared to previous years. Compared with previous research, the novelty of this research lies in the method used to measure the effectiveness of promotions and the level of ease of service. The method in question is an analysis technique using non-parametric statistics.

¹⁷ Iwan Zulfikar & Andika Palewa, "Analisis Strategi Pemasaran dalam Rangka Meningkatkan Kualitas Pelayanan Terhadap Jamaah Umroh Pada PT. Daanish Mika Salsa Di Bandar Lampung," *Jurnal Manajemen Mandiri Saburai*, Vol. 3, No. 1 2019: 1-8.

¹⁸ Murdiansyah Herman, Normajatun, & Desy Rahmita, "Kualitas Pelayanan Haji dan Umrah Pada Kantor Kementerian Agama Kabupaten Hulu Sungai Tengah," *As Sijarah*, Vol. 3, No. 1 2018: 1-8.

Results and Discussion

Measuring the effectiveness of promotional programs is an obligation for companies, because promotional costs are an investment that must be truly managed, so that they can maximize the costs incurred and the maximum income or sales obtained. Seeing how important promotion is as explained previously, companies must promote the products as good as possible and supported by innovative products to attract consumers' interest in buying these products. So that the company's goal of obtaining maximum profit or profit can be realized.

Table 1. Results of Respondent Survey on Promotional Facilities Carried Out by Hajj and Umrah Bureaus and Agents

Respondent	Brochure	Instagram	Youtube	Website	Facebook
1	Effective	Ineffective	Effective	Effective	Effective
2	Effective	Effective	Effective	Effective	Effective
3	Effective	Ineffective	Effective	Effective	Ineffective
4	Effective	Ineffective	Effective	Effective	Effective
5	Effective	Ineffective	Effective	Ineffective	Ineffective
6	Ineffective	Effective	Effective	Effective	Effective
7	Effective	Ineffective	Effective	Effective	Effective
8	Effective	Ineffective	Effective	Effective	Effective
9	Ineffective	Ineffective	Effective	Effective	Ineffective
10	Effective	Effective	Effective	Ineffective	Ineffective
11	Effective	Effective	Effective	Effective	Effective
12	Ineffective	Ineffective	Effective	Effective	Effective
13	Ineffective	Effective	Effective	Effective	Ineffective
14	Ineffective	Ineffective	Effective	Effective	Effective
15	Ineffective	Effective	Ineffective	Effective	Effective

Source: Processed Data

Based on the opinions of the respondents, an assessment of the effectiveness of promotions carried out by Hajj and Umrah bureaus or agents can be known. Their opinions regarding the effectiveness of the five promotional tools, both conventional and via social media, were expressed in the answers "effective" and "not effective". To simplify analysis, the answer "effective" is marked with the number 1 and "ineffective" is marked with the number 0. The respondents' opinions regarding the effectiveness of the promotional tools are shown in Table 1. Promotional means, both conventional and social media, used by the bureaus or agents referred to in the research include: brochures, Instagram, YouTube, websites and Facebook.

Promotions carried out by bureaus or agents for Hajj and Umrah are online and offline. For promotions used online, the company has a website as a medium for disseminating information related to the products it has and the company regularly creates articles on the website regarding Umrah developments. Apart from the website, the company also uses social media in the form of Instagram, Facebook and YouTube. For

Instagram, the company regularly updates the latest information regarding Umrah trips which will later be connected to Facebook so that the content on Facebook is also updated. Then for YouTube, the company routinely uploads Umrah travel videos every time it departs. Meanwhile, promotions are carried out offline, namely the company makes brochures which contain information about the Umrah program they have and their prices and distributes them to nearby mosques. To answer whether the five promotional tools really have the same level of effectiveness or whether there are significant differences in the level of effectiveness between the five promotional tools, several testing steps must be taken.

The following are the steps in testing this research. Formulating the null hypothesis and alternative hypothesis, regarding this case the null hypothesis essentially states that the five promotional tools used by Hajj and Umrah bureaus or agents do not have significant differences in effectiveness. Meanwhile, the alternative hypothesis states that the five promotional tools used by Hajj and Umrah bureaus or agents have significant differences in effectiveness. If displayed symbolically, the two hypotheses in this case are formulated as follows:

$$H_0 : P_{\text{Efektivitas Brosur}} = P_{\text{Efektivitas Instagram}} = P_{\text{Efektivitas Youtube}} = P_{\text{Efektivitas Website}} = P_{\text{Efektivitas Facebook}}$$

$$H_1 : P_{\text{Efektivitas Brosur}} \neq P_{\text{Efektivitas Instagram}} \neq P_{\text{Efektivitas Youtube}} \neq P_{\text{Efektivitas Website}} \neq P_{\text{Efektivitas Facebook}}$$

Determining the significance level, in this case research the significance level was determined at 5%. The degrees of freedom are 4 (5 - 1). In the table, the chi-square value for a 5% significance level and 4 degrees of freedom is 9.4877. The chi-square value of 9.4877 is the basis for formulating test criteria and also the final conclusion. Of course, later it must be compared with the Q value.

Formulating the test criteria, the chi-square value is known to be 7.815. So the test criteria applied to this case description are that the null hypothesis is accepted if

$$Q \leq 9,4877$$

Meanwhile, the null hypothesis is rejected if

$$Q > 9,4877$$

The next procedure carried out is to calculate the Q value. The Q value is calculated by applying the formula explained in the research method. Below is a summary of research data processing.

Table 2. Working Table of Hypothesis Testing on Changes in the Cochran Version

Repondent	Brochure	Instagram	Youtube	Website	Facebook	R1	R2
1	1	0	1	1	1	4	16
2	1	1	1	1	1	5	25
3	1	0	1	1	0	3	9
4	1	0	1	1	1	4	16
5	1	0	1	0	0	2	4

6	0	1	1	1	1	4	16
7	1	0	1	1	1	4	16
8	1	0	1	1	1	4	16
9	0	0	1	1	0	2	4
10	1	1	1	0	0	3	9
11	1	1	1	1	1	5	25
12	0	0	1	1	1	3	9
13	0	1	1	1	0	3	9
14	0	0	1	1	1	3	9
15	0	1	0	1	1	3	9
Total	9	6	14	13	10	52	192

Source: Processed Data

Based on the work table or data processing, the following values are obtained:

$$C_1 = 81, C_2 = 36, C_3 = 196, C_4 = 169, C_5 = 100, \sum R_j = 52, \text{ dan } \sum R_j^2 = 192$$

Then, the Q value is calculated. In this case research, the values are:

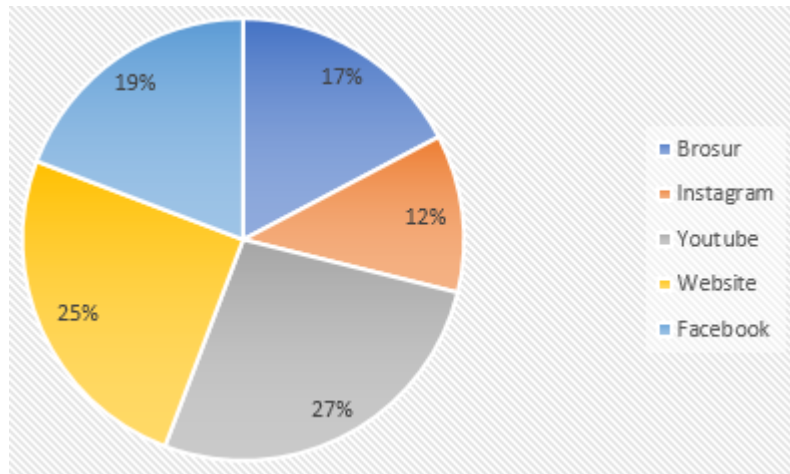
$$Q = \frac{(5 - 1) \times [5 \times (9^2 + 6^2 + 14^2 + 13^2 + 10^2) - (52)^2]}{(5 \times 52) - 192} = 12,118$$

Based on the calculation results, the calculated Q value is 12.118 and this value is greater than the Q value in the table, so the null hypothesis is rejected and the alternative hypothesis is accepted. This means that the five promotional tools used by Hajj and Umrah bureaus or agents have significant differences in effectiveness.

Judging from Figure 1, it can be seen that the five promotional tools include conventional and social media technology. Social media promotion tools via YouTube and websites occupy the highest ranking in terms of effectiveness of promotion tools. Respondents answered that through social media, respondents got a lot of information related to Hajj and Umrah. It can be seen that respondents are more familiar with looking for information related to bureaus or agents that provide Hajj and Umrah services. Digital marketing is the activity of marketing products using technology, especially the internet. Typically digital marketers check things like what was viewed, how often and for how long, sales conversions, what content is working and not working. The overall digital marketing concept actually includes all digital platforms and modern technologies in the interaction, use, execution and control of marketing strategies and plans for better customer satisfaction and to achieve organizational goals.¹⁹

Figure 1. Respondents' answers to the effectiveness of promotional facilities

¹⁹ Usep Saprudin, Tri Aristi Saputri, Sulistiyanto, & M. Nur Ikhsanto, "Workshop Digital Marketing Manajemen Haji dan Umroh IAIN Metro," *SELAPARANG: Jurnal Pengabdian Masyarakat Berkemajuan*, Vol. 6, No. 4 2022: 1847-1850.



Source: Processed Data

Meanwhile, conventional facilities in the form of brochures were ranked 4th among the answers chosen by respondents. Brochures still play quite an important role as a means of promotion regarding Hajj and Umrah services carried out by bureaus or agents according to respondents' answers. Brochure designs that are always updated within a certain time are still considered effective as a promotional tool. As is known, promotion is the most important activity to increase revenue, where without indirect promotional activities the company may lose its customers or not get customers as expected by the company. Promotional activities for many companies are investment activities, which are very critical. In nature through marketing activities, marketing activities which include "softer investments" or often referred to as traditional marketing such as advertising, public relations, events and sponsorships are activities whose effectiveness is very difficult to calculate. Promotion is one of the important things in marketing, because promotion is a communication tool for companies in introducing their products to consumers. Not only that, the function of promotions for companies can also persuade and influence consumers to buy their products, but the problems that are often faced by many companies regarding promotions are, for example, companies have to spend a lot of promotional costs in order to increase sales significantly, this can This is because the company focuses on just one promotional program, for example only an advertising program, so it may go bankrupt because it is burdened with very large advertising costs, which even exceed the income obtained from sales, and it is not uncommon for the very large costs that have been incurred by the company to be lost. It's useless because it doesn't have any impact on the company, especially on increasing sales. Measuring the effectiveness of promotional programs is an obligation for companies, because promotional costs are an investment that must be truly managed, so that they can maximize the costs incurred and the maximum income or sales obtained. Seeing how important promotion is as explained previously, companies must promote the product as best as possible.

Table 3. Preference Values Expressed by Respondents

Service Level Value for Hajj and Umrah

No	Bureau 1	Bureau 2	Bureau 3	Bureau 4
1	5	1	2	4
2	5	2	4	2
3	4	2	4	2
4	2	2	1	4
5	5	3	4	2
6	4	1	4	1
7	5	2	2	4
8	1	1	4	4
9	4	1	5	4
10	5	2	1	4
11	5	2	4	1
12	5	4	5	4
13	5	2	1	4
14	4	2	4	2
15	5	2	2	4

Source: Processed data

Furthermore, to measure the level of convenience of services related to Hajj and Umrah carried out by the relevant bureaus or agents, analysis of variance hypothesis testing using Friedman's two-way level is used. Strategy in service quality, especially in the service sector, is a form of effort to provide a level of satisfaction to consumers with a level of excellence compared to what the service provider has, so that excellence becomes the main priority in satisfying consumer expectations. Consumer satisfaction is a person's feeling of happiness or disappointment as a result of comparing the perceived service appearance with the person's expectations before using the service.²⁰ The reasons people choose to use Hajj and Umrah travel agencies are generally based on personal, social and cultural factors²¹ which are supported by satisfaction from travel agency consumers because they get maximum service.²² Service is the main key in a Hajj and Umrah travel service agency. Congregation satisfaction is the starting point for measuring the success and success of a travel agent to label it good or bad. The form of service starts from planning, budgeting, implementation and evaluation.²³ The data regarding preferences regarding the level of ease of Hajj and Umrah services expressed by respondents towards the four bureaus or agents is shown in Table 3.

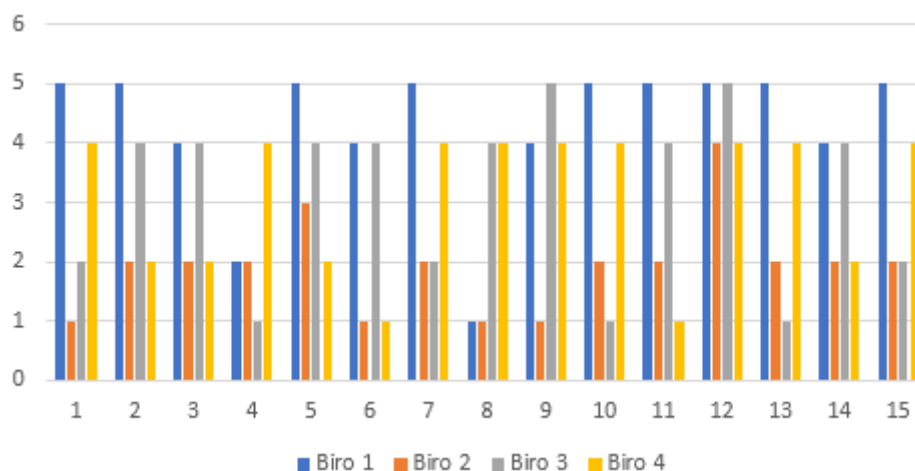
²⁰ Nur Aini Fitria & Budhi Satrio, "Pengaruh Kualitas Pelayanan, Harga dan Promosi Terhadap Kepuasan Konsumen Pada PT. Arofah Mina," *Jurnal Ilmu dan Riset Manajemen, Jurnal Ilmu dan Riset Manajemen*, Vol. 7, No. 5 2018: 1-17.

²¹ Azyani, S., Srisusilawati, P. and Wijayanti, I. M., "Analisis Keputusan Konsumen terhadap Pemilihan Travel Umroh Menggunakan Metode AHP," *Prosiding Hukum Ekonomi Syariah*, Vol. 6, No. 2 2020: 547-551.

²² Faza, H. and Widiyanto, I., "Studi Minat Mereferensikan Dalam Jasa Travel Umroh," *Diponegoro Journal of Management*, Vol. 5, No. 1 2016: 1-15.

²³ Mustofa, Depi Putri, Elce Purwandari, & Agussalim, "Manajemen Pelayanan Haji dan Umrah di Agen PT. Tauba Zakka ATki Kabupaten Musi Rawas dalam Meningkatkan Kepuasan Jamaah," *Al-Idarah: Jurnal Manajemen Dakwah*, Vol. 1, No. 2 2021: 13-22.

Figure 2. Respondents' answers regarding the level of ease of Hajj and Umrah services



Source: Processed data

In the quality vocabulary, quality is defined as the totality of the characteristics of a product that supports its ability to satisfy specified or determined needs. Quality is often defined as customer satisfaction or conformity to the requirements. Meanwhile, service in this case is closely related to providing satisfaction to customers. Good quality service can also provide good satisfaction to customers, so that customers can feel more cared for by the company. The scope of management of Hajj and Umrah services as regulated by the laws of the Republic of Indonesia, includes service, guidance and protection.²⁴

1. Administrative services. The administrative process is the initial step taken for registration for prospective Hajj and Umrah pilgrims
2. Transportation services, Transportation is the transportation of Hajj and Umrah pilgrims
3. Health services. Health services are the examination, care and maintenance of the health of Hajj and Umrah pilgrims.
4. Consumption services. Food and drink needs are provided by the hotel where the congregation is staying so that the congregation no longer needs to bother thinking about consumption. Food is served in a buffet style cooked by hotel chefs using Indonesian dishes.
5. accommodation services. Accommodation is a place of accommodation or boarding house as temporary shelter for Hajj pilgrims at the embarkation, disembarkation and lodging places while they are in Saudi Arabia.

Based on the answers given from 15 respondents who gave a scale of 1 to 5, it can be seen from Figure 2. The variations in the answers given by respondents to the four hajj and umrah service bureaus or agents. Many respondents gave a score of 5 for bureau 1. 60% of the 15 respondents gave very satisfactory answers for bureau 1, while 2 respondents gave very satisfactory answers for the level of ease of Hajj and Umrah services for bureau 3. Meanwhile, respondents did not give very satisfactory answers for bureau 2 and bureau 4.

²⁴ Sukayat, Tata, *Manajemen Haji Umroh dan Wisata Agama*, (Bandung: PT Remaja Rosda Karya, 2016), h. 132.

Several procedures carried out in testing hypothesis analysis of variance through Friedman's two-way level in this research include:

Formulating a hypothesis, in essence the null hypothesis states that respondents do not have significant differences in preferences for the four bureaus or agents for the level of ease of Hajj and Umrah services. Meanwhile, the alternative hypothesis states that respondents have significant differences in preferences for the four bureaus or agents for the level of ease of Hajj and Umrah services. The formulation of the two hypotheses in this research is:

- H₀ : The respondents did not have significant differences in preferences for the four bureaus or agents for the level of convenience of Hajj and Umrah services
 H₁ : The Respondents have significant differences in preferences for the four bureaus or agents for the level of convenience of Hajj and Umrah services

Determining a certain significance level, in this research, the significance level was determined at 5%. The number of learning models is 4. Thus, the degrees of freedom are 3 (4 - 1). From the table, the chi-square value for the 5% significance level and 3 degrees of freedom is 7.815. The chi-square value of 7.815 is the basis for formulating test criteria and the final conclusion in the description of this research.

Formulating the test criteria, the chi-square value in the table is known, namely 7.815. Based on this value, the test criteria that apply in the description of this research are that the null hypothesis is accepted if

$$X_r^2 \leq 7,815$$

And the null hypothesis will be rejected if

$$X_r^2 > 7,815$$

Calculating the chi-square value, if the hypothesis testing procedure using Friedman's two-way ladder has reached this stage, the chi-square value must be calculated. However, several steps must be taken beforehand. One of them is counting the number of levels. The calculation steps that must be taken to determine the chi-square value are briefly shown in the table. Level values are given to sample members in each row.

Table 4. Calculation of the Number of Respondents' Preference Levels

No	Service Level Value for Hajj and Umrah			
	Bureau 1	Bureau 2	Bureau 3	Bureau 4
1	4	1	2	3
2	4	1.5	3	1.5
3	3.5	1.5	3.5	1.5
4	2.5	2.5	1	4
5	4	2	3	1
6	3.5	1.5	3.5	1.5
7	4	1.5	1.5	3
8	1.5	1.5	3.5	3.5

9	2.5	1	4	2.5
10	4	2	1	3
11	4	2	3	1
12	3.5	1.5	3.5	1.5
13	4	2	1	3
14	3.5	1.5	3.5	1.5
15	4	1.5	1.5	3
Total	52.5	24.5	38.5	34.5

Source: Processed data

Through the calculations carried out in the table above, the overall number of levels for the first (R1), second (R2), third (R3), and fourth (R4) sample groups is 52.50, 24.50, 38.50, 34.50. Then the chi-square value is found by applying calculations via a formula. In the description of this research, the chi-square value is

$$X_r^2 = \left[\frac{12}{(n \times k) \times (k + 1)} \times \sum_{j=1}^k (R_j)^2 \right] - [(3n) \times (k + 1)]$$

$$X_r^2 = \left[\frac{12}{(15 \times 4) \times (4 + 1)} \times (52.50^2 + 24.50^2 + 38.50^2 + 34.50^2) \right] - [(3 \times 15) \times (4 + 1)]$$

$$X_r^2 = [0.04 \times 6029] - [225]$$

$$X_r^2 = [241.16] - [225] = 16.16$$

Based on the test above, it was found that the calculated chi-square value was greater than the chi-square value in the table. So reject the null hypothesis and accept the alternative hypothesis. In the sense that the respondents have significant differences in preferences for the four bureaus or agents for the level of ease of Hajj and Umrah services, so it is proven that certain bureaus are considered to have a more satisfactory level of ease of Hajj and Umrah services compared to other bureaus.

The Hajj is a worship that has multi-aspect meaning including ritual, political, psychological and social. It is said to be a ritual aspect because the Hajj is the fifth pillar of Islam which must be carried out by every Muslim who meets the istitha'a requirements. From a political psychology aspect, the state is responsible for implementing religious agendas, including organizing the Hajj pilgrimage. From a social aspect, people think that Hajj has more implications for each individual compared to people who have never performed Hajj. However, organizing the Hajj always leaves problems, especially regarding its management.²⁵ The characteristics of good service are the availability of good employees, the availability of good facilities and infrastructure, being responsible for each congregation from start to finish, being able to serve quickly and precisely, being able to communicate,

²⁵ Bayu Mitra Adhyatma Kusuma, "Membumikan Dynamic Governance dalam Meningkatkan Profesionalisme Manajemen Penyelenggaraan Haji," *Journal of Public Sector Innovation*, Vol. 1, No. 1 2016: 23-38.

having good knowledge and abilities, trying to meet the needs of the congregation, and able to give confidence to the congregation.²⁶ In this case, there are five dimensions of good service quality, which are defined by Parasuraman Quoted by Tjiptono, it includes: Reliability, namely the ability to carry out the services provided correctly and reliably.²⁷

Responsiveness is the desire to help consumers and provide the best possible service. Confidence (assurance), namely the knowledge and politeness of company employees and the ability to foster consumer confidence in the company.²⁸ Empathy includes ease of relationships, good communication, personal attention, and understanding customer needs. Furthermore, it is tangible, namely physical appearance, equipment, personnel and communication media.

The services expected by people who want to perform the Hajj and Umrah are a level of convenience which includes: services before departure and during the trip in accordance with Republic Law Number 8 of 2019. such as Health Services in CHAPTER III Paragraph 4 Article 34, Transportation Services CHAPTER III Article 35 and 36, Accommodation Services CHAPTER III Article 39. Then the community expects bureaus or agents to meet the needs of the congregation and provide useful education in accordance with Republic Law Number 8 of 2019, such as guidance in CHAPTER III Articles 32 and 33. Apart from that, it is also expected to provide guidance regarding the Umrah pilgrimage until they truly understand what is stated in Republic Law Number 8 of 2019. In CHAPTER III Article 33, the Bureau is also expected to provide facilities and infrastructure that suit the needs of the congregation. such as: assisting in making the required documents for Umrah pilgrims including making a passport by accompanying the congregation to Immigration and registering online; Meningitis injections with congregants are also accompanied to the health office and also registered online; Guiding the congregation to perform the Umrah 3-4 times following the applicable regulations, and providing knowledge to the congregation regarding the science of performing Umrah until they understand the meaning of each process.

All efforts to provide facilities in order to achieve the satisfaction of prospective pilgrims. According to Kasmir, the characteristics of good service are the availability of good employees, the availability of good facilities and infrastructure, being responsible for each congregation from start to finish, being able to serve quickly and precisely, being able to communicate, having good knowledge and abilities, trying meet the needs of the congregation, and be able to provide trust to the congregation.

Conclusion

This research concluded that based on testing the Cochran version of the change hypothesis (Cochran change test), it was concluded that the five promotional means, both

²⁶ Takwim, Tahmit Ansar, & Yuliana Musin, "Manajemen Pelayanan Ibadah Haji Kantor Kementerian Agama Kabupaten Konawe, Sulawesi Tenggara," *Intelektiva: Jurnal Ekonomi, Sosial & Humaniora*, Vol. 3, No. 1 2021: 55-61.

²⁷ Iseu Susilawati, Ahmad Sarbini, & Asep Iwan Setiawan, "Implementasi Fungsi Manajemen dalam Pelayanan Bimbingan Manasih Haji di Kelompok Bimbingan Ibadah Haji," *Tadbir: Jurnal Manajemen Dakwah*, Vol. 1, No. 2 2016: 190-206.

²⁸ Utari Nur Rahma, Dian Yunita Sari, Siti Nur Afifah, & Falichatus Sholichah, "Manajemen Pelayanan Haji dan Umrah KBIH Nasrul Ummah," *Multazam: Jurnal Manajemen Haji dan Umrah*, Vol. 3, No. 1 2023: 15-24.

conventional and social media, used by Hajj and Umrah bureaus or agents had significant differences in effectiveness. In this condition, among brochures, Instagram, YouTube, Websites and Facebook have different levels of effectiveness in supporting promotions for bureaus or agents related to Hajj and Umrah services in the Pantura area of Indonesia. The most effective means of promotion through social media are promotions on YouTube and via websites. Meanwhile, based on analysis of variance through Friedman's two-way level, the final conclusion was that respondents had significant differences in preferences for the four bureaus or agents for the level of convenience of Hajj and Umrah services. In this condition, people have a certain tendency to choose one of the Hajj and Umrah service bureaus which they think has a more satisfactory level of ease of service. The suggestion from this research is that further research is needed to ensure that promotional tools have a better level of effectiveness than the five promotional tools from this research. And it is recommended to test the hypothesis with a more comprehensive method related to measuring the level of ease of Hajj and Umrah services.

References

- Angraini, D., & Harwani, Y. "The Effect of Product Quality, Price Perception, and Promotion of Purchasing Decisions in Sari Roti in West Jakarta." *Icmeh*, 2020. <https://doi.org/10.2991/aebmr.k.200205.051>.
- Azyani, S., Srisusilawati, P. and Wijayanti, I. M. "Analisis Keputusan Konsumen terhadap Pemilihan Travel Umroh Menggunakan Metode AHP." *Prosiding Hukum Ekonomi Syariah*, Vol. 6, No. 2, 2020.
- Familmaleki, M., Aghighi, A., & Hamidi, K. "Analyzing the Influence of Sales Promotion on Customer Purchasing Behavior." *International Journal of Economics & Management Sciences*, Vol. 4, No. 4, 2015. <https://doi.org/10.4172/2162-6359.1000>.
- Faza, H., and Widiyanto, I. "Studi Minat Mereferensikan Dalam Jasa Travel Umroh." *Diponegoro Journal of Management*, Vol. 5, No. 1, 2016. <http://ejournal-s1.undip.ac.id/index.php/dbr>.
- Fitria, Nur Aini., and Satrio, Budhi. "Pengaruh Kualitas Pelayanan, Harga dan Promosi Terhadap Kepuasan Konsumen Pada PT. Arofah Mina. Jurnal Ilmu dan Riset Manajemen," *Jurnal Ilmu dan Riset Manajemen*, Vol. 7, No. 5, 2018.
- Halbouni, S. S., Obeid, N. and Garbou, A. "Corporate governance and information technology in fraud prevention and detection." *Managerial Auditing Journal*, Vol. 31, No. 1, 2016. doi: 10.1108/MAJ-02-2015-1163.
- Herman, Murdiansyah., Normajatun, and Rahmita, Desy. "Kualitas Pelayanan Haji dan Umrah Pada Kantor Kementerian Agama Kabupaten Hulu Sungai Tengah." *As Siyasah*, Vol. 3, No. 1, 2018.
- Hidayat, Taufik. "Strategi Pemasaran Produk Al Multazam Group dalam Meningkatkan Jumlah Calon Jamaah Selama Pandemi Covid-19." *MULTAZAM: Jurnal Manajemen Haji dan Umrah*, Vol. 2, No. 2, 2022.
- Kusuma, Bayu Mitra Adhyatm. "Membumikan Dynamic Governance dalam Meningkatkan Profesionalisme Manajemen Penyelenggaraan Haji." *Journal of Public Sector Innovation*, Vol. 1, No. 1., 2016.
- Liu, Q., Zhang, X., Huang, S., Zhang, L., & Zhao, Y. "Exploring consumers' buying behavior in a large online Promotion Activity: The role of Psychological Distance and

- Involvement." *Journal of Theoretical and Applied Electronic Commerce Research*, Vol. 15, No. 1, 2020. <https://doi.org/10.4067/S0718-18762020000100106>.
- Morimura, F., & Sakagawa, Y. "Information technology use in retail chains: Impact on the standardisation of pricing and promotion strategies and performance." *Journal of Retailing and Consumer Services*, Vol. 45, No. 1, 2018. <https://doi.org/10.1016/j.jretconser.2018.08.009>.
- Mustofa., Putri, Depi., Purwandari, Elce., and Agussalim. "Manajemen Pelayanan Haji dan Umrah di Agen PT. Tauba Zakka ATki Kabupaten Musi Rawas dalam Meningkatkan Kepuasan Jamaah." *Al-Idarah: Jurnal Manajemen Dakwah*, Vol. 1, No. 2, 2021.
- Niam, Ahmad Asrorun., & Eviana, Nova. "Strategi Promosi Agresif Melalui Pengayaan Media Sosial di Al Qadri Haji dan Umrah Jakarta." *Widya Manajemen*, Vol. 4, No. 1, 2022. <https://doi.org/10.32795/widyamanajemen.v4i1>.
- Nurfauzia, Vira., and Fikriyah, Khusnul. "Implementasi Strategi Pemasaran Pada Biro Perjalanan Umrah dalam Perpektif Pemasaran Syariah." *Jurnal Ekonomika dan Bisnis Islam*, Vol. 3, No. 2, 2022.
- Pai, F. Y., Chen, C.P., Yeh, T.M., & Metghalchi, M. "The effects of promotion activities on consumers' purchase intention in chain convenience stores." *International Journal of Business Excellence*, Vol. 12, No. 4, 2017. <https://doi.org/10.1504/IJBEX.2017.085005>.
- Prihanto, H. *Etika Bisnis dan Profesi: Sebuah Pencarian*. Depok: Rajawali Pers, 2018.
- Prihanto, Hendri. "Faktor-Faktor yang Berpengaruh Pada Keberlanjutan Usaha Biro Jasa Perjalanan Haji dan Umrah." *Journal of Management and Business Review*, Vol. 19, No. 1, 2022.
- Rahma, Utari Nur., Sari, Dian Yunita., Afifah, Siti Nur., and Sholichah, Falichatus. "Manajemen Pelayanan Haji dan Umrah KBIH Nasrul Ummah." *Multazam: Jurnal Manajemen Haji dan Umrah*, Vol. 3, No. 1, 2013.
- Rahmawati, Ristanti Putri., and Susanto. "Strategi Biro Umroh PT Galatama Tour dalam Mempertahankan Bisnis di Tengah Pandemi Covid-19." *Jurnal Mirai Management*, Vol. 7, No. 3, 2022.
- Salihah, K. "Strategi Bauran Pemasaran dalam Marketing 5.0." *Jurnal Ilmiah Ekonomi*, Vol. 3, No. 1, 2021.
- Saprudin, Usep., Saputri, Tri Aristi., Sulistiyanto, and Ikhsanto, M. Nur. "Workshop Digital Marketing Manajemen Haji dan Umroh IAIN Metro." *SELAPARANG: Jurnal Pengabdian Masyarakat Berkemajuan*, Vol. 6, No. 4, 2022.
- Suhesti, Deni Tri., and Amalia, Nisha Firda. "Strategi Manajemen Pemasaran Paket Umrah Era New Normal. *SEMJ Sharia Economic Management Bussiness Journal*, Vol. 2, No. 1, 2021. <https://siducat.org/index.php/sembj/article/download/176/151>.
- Susilawati, Iseu., Sarbini, Ahmad., and Setiawan, Asep Iwan. "Implementasi Fungsi Manajemen dalam Pelayanan Bimbingan Manasih Haji di Kelompok Bimbingan Ibadah Haji." *Tadbir: Jurnal Manajemen Dakwah*, Vol. 1, No. 2, 2016.
- Takwim., Ansar, Tahmit., and Musin, Yuliana. "Manajemen Pelayanan Ibadah Haji Kantor Kementerian Agama Kabupaten Konawe, Sulawesi Tenggara." *Intelektiva: Jurnal Ekonomi, Sosial & Humaniora*, Vol. 3, No. 1, 2021.

- Wang, S.-H. "The Internet Promotion Strategy on Consumer Buying Behavior." *South Asian Research Journal of Business and Management*, Vol. 1, No. 3, 2019. <https://doi.org/10.36346/sarjbm.2019.v01i03.006>.
- Widiastuti, E. "Peningkatan Pengetahuan, Ketrampilan Dan Kemampuan Sumber Daya Manusia Sebagai Strategi Keberlangsungan Usaha Pada Umkm Batik Di Kabupaten Banyumas." *Jurnal Ekonomi, Bisnis, dan Akuntansi (JEBA)*, Vol. 21, No. 1, 2019. www.journal.uta45jakarta.ac.id.
- Zulfikar, Iwan., and Palewa, Andika. "Analisis Strategi Pemasaran dalam Rangka Meningkatkan Kualitas Pelayanan Terhadap Jamaah Umroh Pada PT. Daanish Mika Salsa Di Bandar Lampung." *Jurnal Manajemen Mandiri Saburai*, Vol. 3, No. 1, 2019.