

ABSTRACT

Ebad Alrahman Wisata with the product name Ebad Wisata, which has been established since 1996, is the official organizer of Umrah and Hajj plus which is incorporated in the membership of the Muslim Association of Hajj and Umrah Organizers of the Republic of Indonesia (AMPHURI). AMPHURI stated that Umrah pilgrims have increased dramatically after the COVID-19 pandemic this year. The enthusiasm of the people greatly increased because the Hajj and Umrah pilgrimages had not been opened for 2 years. The purpose of this study was to determine the effect of service quality and facilities on the satisfaction of Umrah pilgrims at Ebad Wisata Tour and Travel Surabaya. This type of research used is the type of associative research. This study analyzes two or more variables. This study describes the relationship between quality and facilities on the satisfaction of Umrah pilgrims. In this study, the population included Umrah pilgrims at Ebad Wisata Tour & Travel Surabaya as many as 30 pilgrims, namely 8 pax in September, 14 pax in October, and 8 pax in November 2022. This study used SPSS software to perform data processing. Partially, there is an influence of service quality on the satisfaction of Umrah pilgrims at Ebad Wisata Tour and Travel Surabaya because $t_{count} > t_{table}$ ($2.401 > 2.052$). The magnitude of the influence of service quality variables on Umrah pilgrims at Ebad Wisata Tour and Travel Surabaya is 4.8% and 95.2% is influenced by other factors. Partially, there is an influence of facilities on the satisfaction of Umrah pilgrims at Ebad Wisata Tour and Travel Surabaya because $t_{count} > t_{table}$ ($2.156 > 2.052$). The magnitude of the influence of the facility variable on the satisfaction of Umrah pilgrims at Ebad Wisata Tour and Travel Surabaya is 3.9%. and 96.1% influenced by other factors. Simultaneously there is an influence of service quality and facilities on the satisfaction of Umrah pilgrims at Ebad Wisata Tour and Travel Surabaya because $F_{count} > F_{table}$ ($12.461 > 3.34$). The magnitude of the influence of the quality of services and facilities on the satisfaction of Umrah pilgrims at Ebad Wisata Tour and Travel Surabaya is 8.4%. and 91.6% influenced by other variables.

Keywords: Service Quality, Facilities, Umrah, Travel