

## ANALYSIS OF SERVICE QUALITY ON PILGRIMS SATISFACTION AND IMAGE OF HAJJ AND UMRAHS TRAVEL AGENTS IN SOUTH SULAWESI PROVINCE, INDONESIA

<sup>1</sup>MUHAMMAD ASHDAQ, <sup>2</sup>HARIS MAUPA, <sup>2</sup>MUHAMMAD YUNUS AMAR, <sup>2</sup>IDAYANTI  
NURSYAMSI

<sup>1</sup>Doctoral Candidate of Economic of Hasanuddin University Makassar, Indonesia

<sup>2</sup>Lecturer of Economic Faculty of Hasanuddin University Makassar, Indonesia

E-mail: <sup>1</sup>muhammad.ashdaq@yahoo.com

### ABSTRACT

*This study aims to investigate the effects of service quality on pilgrims satisfaction and image of hajj and Umrah travel agents in South Sulawesi Province. This is a cross-sectional research with 378 respondents of pilgrims that have travelled for hajj and Umrah in 2010-2014 by using hajj and Umrah travel agents in South Sulawesi. Samples are randomly selected in four big cities in South Sulawesi, namely Makassar, Palopo, Pare-pare and Bone. Variables of this research are service quality as independent variable, satisfaction of pilgrims as intervening variable and image of hajj and Umrah travel agents as dependent variable. Data were collected by questionnaire and measured with 5 levels of Likert. Hypotheses testing conducted with path analysis. The results shows that service quality significantly affects pilgrims satisfaction, pilgrims satisfaction significantly affects the image of hajj and Umrah travel agents, and service quality insignificantly affects the image of hajj and Umrah travel agents.*

**Keywords:** *Service Quality, Pilgrims Satisfaction, Travel Agent Image.*

### 1. INTRODUCTION

The implementation of hajj and Umrah by private travel agents in South Sulawesi for last few years has become an important and popular issue. Public attention regarding the is related to the implementation of hajj and Umrah travelling that inconsistently satisfying pilgrimss as service users, unil eventually affects the image of hajj and Umrahs travel agents. The increasing number of hajj and Umrah pilgrimss from year to year is one of the implication of community economic capacity improvement of South Sulawesi Province, which generates several consequences. Important components in hajj and Umrah implementation is increasing in terms of cost and management, such as transportation, accommodation, consumption, etc. and by itself the level of complexity of hajj and Umrah management is increasing which in turn will require better management. The image of travel agent is important, because in fact most of travel agents in South Sulawesi do not have spesific marketing division, so that they rarely conduct aggressive promotion regarding their services.

Aaker (2006) suggested that image is, “The total impression of what person or group of

people think and know about an object”. Which means that the total impression of a persrding a particular object.

Pilgrims with good valuation on particular travel agent can behave positively as well as assist the travel agents in acquiring new customers. In fact they can be and advocate of travel agent concerned, particularly related to negative issues regarding the company existence. Loyal customers are priceless as well as profitable assets for company, positive word of mouth can also be helpful to extent market share and to press marketing cost (Kotler. 2003).

Image is formed based on one’s impression and knowledge regarding particular object that eventually will generates a mental attitude, this mental attitude is used in decision making (Alma. 2007). So in addition to image generation influenced by such opinion which is formed from the media, it can also be generated from people experience in consuming the product concerned. From previous research it can be seen that there is influence between service quality and satisfaction on image. As stated in research by

Muchlis and Dewanto (2013), Sudirman (2012), Nugroho (2010), Marzaweny. et al (2011).

Service quality is a technical and functional dimension which consecutively related to the result ('what' is accepted by customer) and the process ('how' the service is accepted) (Gronroos, 2007). Service quality is an evaluation focuses which reflect customer's perception on specific dimension of service: reliability, responsiveness, assurance, empathy, tangibles. In the literature regarding services, service quality is a general understanding on attitude which focusing on natural superior of services (Li and Song, 2011). Satisfaction, on the other hand, more inclusively: is something that affected by perception of service quality, product quality, and price in situational and personal factors (Zeithaml. et al. 2009).

## 2. LITERATURE REVIEW:

### 2.1. Services

Kotler et al (1997) defining service as all the activities and benefits that can be offered by a group to others, which is basically not real and not led to any proprietary. Zeithaml. et al. (2003) defined service: service is all economic activities jasa merupakan semua aktifitas ekonomi which the result is not a physical or construction product, that usually consumed at the same time it is produced and provides added value (such as comfort, amusement, pleasure or health) or a solution to the problems faced by customers.

### 2.2. Hajj and Umrah

Etimologically, the word hajj means 'purpose, mean, and intentional'. Terminologically, hajj is destinate to Mecca City and particular sites to conduct particular worship activities as well. While Umrah in etimology is 'visiting namely intentionally come to the place which always visited'. Umrah in terminology is intentionally visit Mecca City to worshipping with particular manners namely perform a set of religious worship activities according to Islam. Hajj and Umrah are obliged for Muslims for once in a lifetime.

### 2.3. Service Quality

Analysis of Service Quality is a descriptive method to describe the level of customer satisfaction. This method was developed in 1985 by A. Parasuraman, Valarie A. Zeithaml, and Leonard L. Berry through their articles in Journal of Marketing.

In 1985, within the article they emphasized there was common phenomenon that the quality achievement in terms of product and service occupied a central position. Service quality,

according to them, is the comparison between Expectation and Performance. In Jahroni (2009), they stated:

"Service Quality is a measure of how well a service encounters compatibility with customer expectarion."

Subsequent development, namely in 1988, Parasuraman et.al. simplified the findings from ten dimensions condensed into five dimensions which eventually became the references for every research regarding service quality. The dimensions are tangible, empathy, responsiveness, reliability and assurance.

### 2.4. Customer Satisfaction

Drucker in Grigoroudis (2009) stated that the most important asset owned by a company is the customers, and if they are satisfied then the company will have a bright future.

Every service provided to customers, need to be evaluated by measuring the service quality the level of service quality rendered by the service providers to customers, in order to know the extent to which the quality of service rendered is capable to satisfy customers. Customer satisfaction is one of the most important goals in travelling agent services. Kotler (2003) stated that "Satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a products perceived performance (or outcome) in relation to his or her expectations".

### 2.5. Image

Kotler dan Keller (2009) mendefinisikan citra sebagai "The set of beliefs, ideas, and impressions a person holds regarding an object. People's attitudes and actions toward an object are highly conditioned by that object's Image." While Sudirman (2010) stated "Image is an expression or reproduction of identity or form or person, object or organization."

Nguyen (2001) stated that image is the overall response of service users, the response is related to the variations of product and service, organization ideology, organization name, and relationship when communicate with officers.

Aaker (2006) which stated that image is, "The total impression of what person or group of people think and know about an object". Which means that the total impressions of a person or a group thoughts and comprehension regarding an object.

## 2.6. Correlation between Service Quality, Satisfaction and Image

The most popular instrument used widely by researchers to measure service quality is SERVQUAL concept developed by Parasuraman. Basic dimensions of SERVQUAL model are Tangible, Empathy, Responsiveness, Reliability, Assurance. (Zeithaml & Binter in Prayang. 2009). On the other side, Service Quality became a good predictor on outcomes such as Satisfaction (Atilgan. et al. 2013). Although there is no exact definition of satisfaction, but the most accepted definition of satisfaction is the affective and emotional evaluation and response (Spreng & Mackoy. 1996).

Results of previous studies also showed that customer satisfaction had significant effect on institution image. Amin, et al. (2013), stated that customer satisfaction can provide prediction of image. These results are consistent with Kim, et al. (2008) in Hospital research, which stated that customer satisfaction had positive effect on hospital image. The study results also consistent with Andaleeb (1998), which stated that in order to maintain image, hospital should develop the service quality that can enhance customer satisfaction and trust.

In line with this, Alrubaiee (2011) in his research found that quality of health services can improve satisfaction, customer satisfaction can increase trust to hospital and hospital image as well. So as to increase the service utilization and subsequent market share. The satisfied customers will show positive behavior, which is beneficial for the long term success of the hospital.

## 3. CONCEPTUAL FRAMEWORK OF RESEARCH

### 3.1. Conceptual Framework of Research

Based on literature reviews, the conceptual framework of the research can be seen as the following Picture 1.

### 3.2. Research Hypotheses

The research hypotheses are:

- H1 : Service Quality has direct and positive effect on pilgrims satisfaction of hajj and Umrah travel agents in South Sulawesi.
- H2 : Pilgrims Satisfaction of Hajj and Umrah has direct and positive effect on the image of organizing travel agents in South Sulawesi.
- H3 : Service Quality has direct and positive effect on the image of Hajj and Umrah travel agents in South Sulawesi.

- H4 : Service Quality has indirect and positive effect on the image of Hajj and Umrah travel agents through pilgrims satisfaction.

## 4. RESEARCH METHODOLOGY

### 4.1. Research Sample and Population

Population in this research are all the hajj and umrah pilgrims that have conducted the religious trip by using the Hajj and Umrah travelling agency services in the year of 2010, 2011, 2012, 2013, 2014 in South Sulawesi Province. The reason for choosing the research subjects is that the Hajj and Umrah pilgrims on the concerned period have fresh and recent memories regarding the services they perceived during the trip. The number of population in this research are 18,150 pilgrims which scattered in 23 districts/municipalities in South Sulawesi.

Because the sample element is homogenous and that homogeneity is significantly meaningful to the achievement of research purposes, so that this study is using simple random sampling technique. The sample size is determined by using Slovin formula (Umar, 2001), namely:

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

Remarks:

n = Samples

N = Population

e = Margin of error desired.

Because the number of Hajj and Umrah pilgrims indefinite annually for each region in South Sulawesi, the sampling method in this study is random techniques which performed in four major cities in South Sulawesi, namely Makassar, Pare Pare, Bone and Palopo. Random technique is a random sampling technique as long as it is qualify as a sample of the population.

Based on previous description, the number of samples taken for Hajj and Umrah pilgrims population in South Sulawesi can be determined as follows:

$$n = \frac{18.150}{1 + 18.150(0,05)^2}$$

n = 391.37

n = 391 samples

### 4.2. Data Collecting Technique

The data collecting in this research is conducted by using structured questionnaires (respondents choose one of the multiple choice answers provided) as well as unstructured interviews (interviews freely)

### 4.3. Variable Operational Definition and Measurement Technique

In this study, the measurement of variables is using indicators that reflect the measured variables. Moreover, scales used in research instruments is a Likert scale of 5 points with 5 levels of answers namely : 1 = strongly disagree, 2 = disagree, 3 = less disagree, 4 = agree, 5 = strongly agree.

The variables studied in this research are:

1. Independent variable is service quality.

Based on previous researches it can be defined that service quality is the service perceived by pilgrims toward the hajj and umrah services organized by Hajj and Umrah travel agents, which measured with service quality (SERVQUAL) dimensions.

The variable indicators are reliability, responsiveness, assurance, empathy and tangible.

2. Intervening variable is satisfaction of Hajj and Umrah pilgrims.

The pilgrims satisfaction is measured by using two indicators namely satisfaction concerning the process served by travel agents before trip and satisfaction during the trip in trip destination (Holyland of Mecca).

3. Dependent variable (terikat) is the image of Hajj and Umrah travelling agencies.

Image is the impression in minds of the pilgrims based on perception of what they feel and think regarding the travelling agencies. This variable is measured by using four (4) indicators namely personality, reputation, value and better image.

### 4.4. Data Analysis Method

The path analysis was used to test the hypotheses. Path analysis is a method used to see the direct and indirect effects of one cause hypothesized variable on other affected hypothesized variable. Path analysis is essentially a regression analysis which performed in several stages according to the hypothesized equation structure. The analysis tool is Amos 20.

## 5. RESULTS OF RESEARCH AND DISCUSSION

### 5.1. Result

Of the 391 samples planned, there were 378 eligible samples to be processed as research data. The results of data processing using path analysis can be seen in Table 1

Based on the test results in Table 1, it can be seen the direct and indirect effects between

between service quality variable on pilgrims satisfaction and image of Hajj and Umrah travelling agencies in South Sulawesi.

The indirect effect occurred between service quality variable on image of travelling agencies through pilgrims satisfaction. Based on the path coefficient values obtained, it can be known the indirect effect amounted for  $1.008 \times 8.155 = 8.220$  with a total effect of  $-7.243 + 8.220 = 0.977$ .

In Table 1 it can be seen the significance of each relationship path. Based on the results of research conducted, it can be seen two significant relationships namely service quality on pilgrims and pilgrims satisfaction on image of travelling agencies, and one insignificant relationship namely service quality on image of travelling agencies. Thus, the final result of path analysis can be seen as follows.

### 5.2. Discussion

#### Hypothesis 1 : Effect of Service Quality on Pilgrims Satisfaction

From the data processing conducted, it can be seen positive and significant effect between service quality on pilgrims satisfaction. This is evident from the t value (critical ratio) which greater than t table ( $10.993 > 1.6449$ ) and the probability value or P value which less than 0.05 ( $*** < 0.05$ ). It can be concluded that the service quality (X1) significantly affect pilgrims satisfaction (Y1). This is similar to the results found by most management researchers that customer satisfaction can be enhanced by improving the service quality.

This is consistent with the statement of Atilgan. et al. (2013) that service quality can be a good predictor on outcomes such as satisfaction. It is also consistent with some previous researchers including research by Mutnainnah (2010) which examined the effect of service quality to satisfaction of Hajj applicants at the Ministry of Religious of Karanganyar District. Where in that study the researcher used Servqual instrument to examine the relationship between the service quality on pilgrims candidate satisfaction during the registration process of Hajj in Karanganyar District.

Based on research data processing, there are some things to be considered in service quality of Hajj and Umrah to pilgrims who use the travelling agency services, including the dimensions of the physical evidences which indicating that pilgrims expecting more Islamic atmosphere in service space design because Hajj and Umrah services is specific services for them. Moreover, the convenience of supporting facilities services in office registration services such as

toilets, musolah, parking area, office buildings need to be maintained and improved.

Another thing to be considered by travelling agencies of Hajj and Umrah in South Sulawesi, is regarding the quality and standardization of services that need to be maximized, where the service provided is seemingly not free from errors. Therefore, it is expected the better standardization of services by Hajj and Umrah travel agent employees in South Sulawesi, for example concerning the document maintenance and refund for cancellation.

### **H2 : Effect of Pilgrims Satisfaction on Image of Travelling Agencies.**

From the data processing it can be seen that  $t$  value  $>$   $t$  table (8,256  $>$  1.6449), the probability value  $P < 0.05$  (0.00  $<$  8 0.05). The correlation coefficient between pilgrim's satisfaction on image of Hajj and Umrah travelling agencies is 8.155. Based on data processing results it can be concluded that the pilgrim's satisfaction has positive and significant impact on image of Hajj and Umrah agencies in South Sulawesi.

This result is in line with the results of previous studies that showed positive and significant relationships between customer satisfaction and image of service providers. Research result of Muchlis. et. al., (2013) at hospital in Blitar City, showed that there was significant relationship between the variables of customer satisfaction, trust and relationship commitment on the hospital image. These results indicate that in general the hospital image affected by customer satisfaction, trust and relationship commitment.

These results also consistent with the statement of Kim, et al. (2008) that customer satisfaction has positive effect on company's image. Therefore, consistency in maintaining the satisfaction of Hajj and Umrah pilgrims should continuously be considered by travel agencies including the good service quality, ease of service delivery as well as the costs required. If customers have positive impression of the service, they might tolerate minor errors of travel agencies. But when a mistake is conducted repeatedly, then the image of travelling agencies will be disrupted. Results of this study are also consistent with Andaleeb (1998), which stated that in order to maintain image, the hospital must develop the quality of services that can improve the satisfaction and customers trust.

### **H3 : Effect of Service Quality in Image of Travelling Agencies.**

From the data processing conducted, it can be seen insignificant effect between service quality on image of travelling agencies. This is evident from the  $t$  test where  $t$  value is smaller than  $t$  table ( $-0.225 < 1.6449$ ), and it also showed that the Probability value is greater than 0.05 ( $0.822 > 0.05$ ). From the information of data processing it can be concluded that service quality of Hajj and Umrah travel agencies in South Sulawesi are not significantly related to the image of travelling agencies.

From the research data it can be seen that Hajj and Umrah traveling agencies in South Sulawesi have good image according to the perception of pilgrims in South Sulawesi. Only the dimension of better dimensional that shows several things that should be concerned, where pilgrims of South Sulawesi still consider that the implementation of the Hajj and Umrah organized by another party is still better than Hajj and Umrah organized by the travelling agencies concerned. This can be caused by the safety which still seems less assured.

Image of Hajj and Umrah agencies can not be printed like products in factory, but image is an impression which is obtained in accordance with pilgrims knowledge regarding the operation of the service. Image formed of how organizations implement operational activities by providing services and good communication so it affect the reputation and service value. Kennedy in Nguyen and LeBlanc (2001) stated that in principle there are two components of organization image namely functional and emotional. The image is formed by impressions, knowledge experienced by a person toward something so it eventually form a mental attitude, including Knowledge regarding organization personality and the impression on competitors who provide similar services. This mental attitude that will be used as consideration for decision making. The image is considered to represent the totality of a person's knowledge about something (Alma, 2007).

### **H4 : Effect of Service Quality on Image of Travelling Agencies through Pilgrims Satisfaction.**

In study conducted it can be seen from data processing that service quality is not significantly related to image of a travelling agencies which organize Hajj and Umrah in South Sulawesi. From the data processing it can be seen the indirect effect, through the intervening variable of satisfaction for 8.220 and total effect of 0.977.



The data processing results show that if service quality of Hajj and Umrah is not affecting pilgrim's satisfaction then it will be able to affect the image of Hajj and Umrah travelling agencies. In accordance to Atilgan. et al. (2013) that service quality become a good predictor on outcomes such as satisfaction. In another study, Amin, et al. (2013), stated that customer satisfaction can provide predictions about the image.

Therefore, the service quality need to has implications on pilgrims satisfaction, which in addition to quality service, the travelling agencies as organizers also need to pay attention to aspects of ease of implementation and cost aspects to satisfy the pilgrims, which in turn will impact the image of travelling agencies, this result is in accordance with Kim, et al. (2008) in a hospital research, stating that customer satisfaction has a positive influence on hospital image.

From the research results it can be seen also that service quality and ease at transit points as well as the cost certainty should be particularly considered by the Hajj and Umrah travelling agencies.

### 5.3. Conclusion

Referring to the analysis and discussion previously, then the next few conclusions can be drawn as follows:

1. Service Quality to pilgrims has significant effect on pilgrims satisfaction. These results indicate that, good service quality services to the pilgrims will increase the pilgrims satisfaction to this service. Service quality to pilgrims is conceptualized on the dimensions of physical evidence, empathy, responsiveness, reliability and assurance. Pilgrims satisfaction is conceptualized on the dimensions of pre-trip process satisfaction and during the trip satisfaction in destination (the Holy Land of Mecca)
2. Pilgrims satisfaction has positive and significant impact on image of a Hajj and Umrah travelling agencies in South Sulawesi. Results of this study indicate that pilgrims satisfaction which conceptualized on pre-trip process satisfaction and during the trip satisfaction has significant effect on the image of Hajj and Umrah travelling agencies in South Sulawesi which is conceptualized based on the dimensions of personality, reputation, value and better image
3. Service quality of does not have significant effect on image of travelling agencies in South Sulawesi. These results provide an indication

that service quality through the physical evidence, empathy, response, reliability, assurance in this study does not provide a significant direct impact on the image of travelling agencies which is conceptualized with the dimensions of personality, reputation, value and a better image. Based on the study results it can be concluded that good service not the only former of good image service delivery. Because based on expert opinion in previous studies it is concluded that image is formed by functional components as well as emotional component.

4. Service quality has positive influence on image of Hajj and Umrah travelling agencies in South Sulawesi through pilgrims satisfaction. These findings indicate that good service needs to be accompanied with good pilgrims satisfaction so that it can enhance the image of Hajj and Umrah travelling agencies.

### 5.4. Recommendations

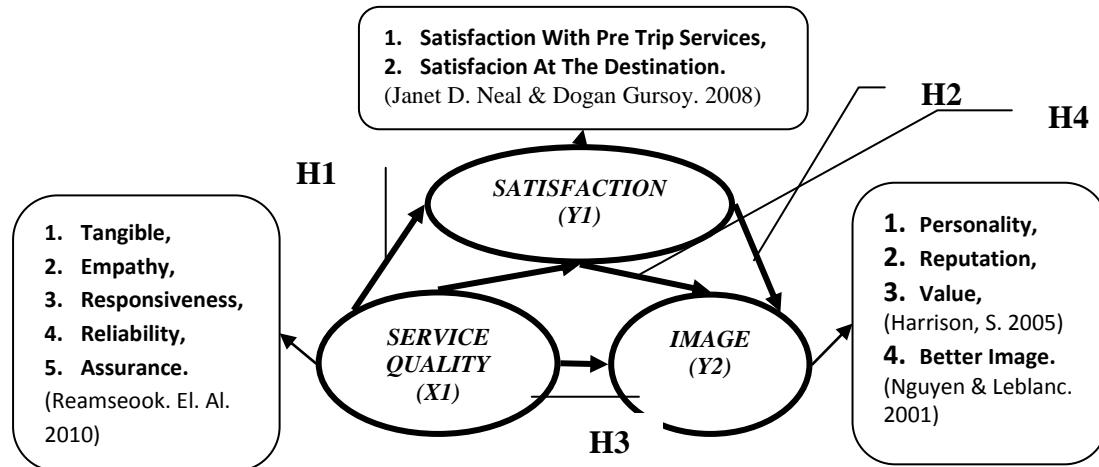
Based on the discussion and conclusion of the study, the suggestions and recommendations can be given as follows :

1. The importance of designing services that can improve service quality which affecting on pilgrims satisfaction in the implementation of Hajj and Umrah organized by travelling agencies in South Sulawesi. Several things that still need attention including the design and arrangement of service spaces that are still not showing Islamic atmosphere, supporting facilities (toilets, parking, small mosque, office building) are still inadequate, the effectiveness of service methods, standardization in service, as well as costs incurred during service.
2. The creation of good image in the implementation of Hajj and Umrah by travelling agencies in South Sulawesi organizers cannot be done by only improving service quality; it takes a good impression in society regarding this service. Therefore, it requires good understanding and good promotion to the society regarding the benefits and success that have been achieved in the implementation of Hajj and Umrah in South Sulawesi, because this impression may affect the image of Hajj and Umrah implementation by travelling agencies as a whole.

**REFERENCES**

4. Aaker, David. A. 2006 Strategic Market Management. 7<sup>th</sup> ed. John Willey & Sons, Inc. New York.
5. Alrubaiee, L. 2011. The Mediating Effect of Patient Satisfaction in the Patients' Perceptions of Healthcare Quality – Patient Trust Relationship. *International Journal of Marketing Studies*. Vol.3. No.1. Published by Canadian Center of Science and Education.
6. Alma, B. 2007. *Manajemen Pemasaran dan Pemasaran Jasa*. Alfabeta. Jakarta.
7. Amin, et al. 2013. Contrasting the Drivers of Customer Satisfaction on Image, Trust, and Loyalty of Muslim and Non-Muslim Customers in Malaysia. *International Journal of Bank Marketing*.
8. Andaleeb, S.S. 1998. Determinants of Customer Satisfaction with Hospitals : a Managerial Model. *International Journal of Health Care Quality Assurance*. MCB University Press.
9. Atilgan, E. Akinci, S. and Aksoy, S. 2013. Mapping Service Quality in The Tourism Industry, *Managing Service Quality*.
10. Grigoroudis, E. 2009. *Customer Satisfaction Evaluation*. New York: Springer.
11. Gronroos, C. 2007. *Service management and marketing: Customer management in service competition (3<sup>rd</sup> edition)*. Chichester, West Sussex: John Willey & Sons.
12. Harrison, Shirley. 2005. *Marketers Guide to Public Relation*. New York: John Willy and Son.
13. Jahroni. 2009. Pengaruh Kualitas Layanan Terhadap Loyalitas Nasabah Melalui Kepuasan, Komitmen, Kepercayaan Pada Bank Central Asia Tbk. *Jurnal Akuntansi, Manajemen Bisnis dan Sektor Publik*,
14. Kim, K.H., et al. 2008. Brand Equity in Hospital Marketing, © 2007 Elsevier Inc. All rights reserved, *Journal of Business Research*.
15. Kotler, Philip dan Kevin Lane Keller. 2009. *Manajemen Pemasaran Jilid I Edisi 13*. Jakarta : Erlangga.
16. Kotler, Philip. 2003. *Marketing Management*, 11<sup>th</sup> Edition. Prentice Hall. Inc. New Jersey.
17. Kottler, John, P. and Heskett, James, C. 1997. *Corporate culture and performance*. PT Prenhallindo. Jakarta.
18. Li, W. and Song, H. 2011. Tourist Perception of Service Quality in the Theme Park. Paper Presented at the International Conference on Management and Service Science, MASS 2011.
19. Marzeweny, Dizkha; Hadiwidjojo, Djumilah; Chandra, Teddy. 2011. Analisis kepuasan pasien sebagai mediasi pengaruh kualitas pelayanan kesehatan terhadap citra Rumah Sakit Umum Daerah (RSUD) Arifin Achmad Pekanbaru. *Jurnal Ekonomi dan Bisnis*.
20. Muchlis, Muhammad. Dewanto, Aryo. 2013. Pengaruh kepercayaan, kepuasan pelanggan dan komitmen hubungan terhadap citra Rumah Sakit di kota Blitar. *Jurnal aplikasi manajemen*.
21. Mulyadi. 2007. *Sistem Perencanaan dan Pengendalian Manajemen (edisi.3)*. Salemba Empat, Jakarta.
22. Mutmainnah, Hestin. 2010. Pengaruh kualitas pelayanan haji terhadap kepuasan pendaftar calon haji pada Kementerian Agama Kab. Karanganyar.
23. Neal, Janet. D. and Gursoy, Dogan. 2008. A multifaceted analysis of tourism satisfaction. *Journal of travel research*.
24. Nguyen, Nha. LeBlanc, Gaston. 2001. Image and reputation of higher educations in students' retention decisions. *International journal of educational management*.
25. Nugroho, Arissetyanto. 2010. Analisis Keterkaitan Antara Kepuasan Proses Belajar Mengajar, Citra dan Loyalitas Mahasiswa Terhadap Universitas. Disertasi – IPB.
26. Prayag, G. 2009. "Tourists' Evaluations of Destination Image, Satisfaction, and Future Behavioral Intentions – The Case of Mauritius," *Journal of Travel and Tourism Marketing*.
27. Reamseook, Prabha. Lukea, Soolakhna D. Naidoo, Perunjodi. 2010. Service quality in public service. *International journal of management and marketing research*.
28. Spreng, R. A. and R. D. Mackoy, 1996. "An Empirical Examination of a Model of Perceived Service Quality and Satisfaction," *Journal of Retailing*.
29. Sudirman, Rio. 2010. Analisis pengaruh kualitas pelayanan terhadap kepuasan mahasiswa dan citra perguruan tinggi. *Jurnal Manajemen*.

- 30. Umar, Husein 2001, Riset Akuntansi, Penerbit PT Gramedia Pustaka Utama, Jakarta
- 31. Zeithaml, V. A, Bitner, M. O, and Gremler, D. E. 2009. Service marketing: Integrating customer focus across the firm. Journal of service research.
- 32. Zeithaml, Valarie A and Bitner, M.J. 2003. Service Marketing. Tata McGraw-Hill.



Picture 1. Conceptual Framework

Table 1. Results of Hypotheses Testing

Dependent Variables	Independent Variables	Estimate	C.R.	P	Remarks	Conclusion
Pilgrims Satisfaction	<--- Service Quality	1,008	10,993	***	Direct Effect	H1 Accepted
Image of Travelling Agencies	<--- Pilgrims Satisfaction	8,155	8,256	,008	Direct Effect	H2 Accepted
Image of Travelling Agencies	<--- Service Quality	-7,243	-,225	,822	Direct Effect	H3 Rejected

Source: Data processing by using path analysis. 2015