



**THE EFFECT OF PERSONAL CHARACTERISTICS AND  
COMPETENCY EFFECT OF SERVICE QUALITY THROUGH  
INTEGRATED COMPUTERIZED PILGRIMAGE SYSTEM TO  
SATISFACTION OF PROSPECTIVE PILGRIMS (CASE  
STUDY AT KANTOR KEMENTERIAN AGAMA KOTA  
SUNGAI PENUH, JAMBI, INDONESIA)**

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**Abstract**

*The research is proposed to test the influence of service quality through SSKOHAT on calon jemaah haji satisfaction. The population in this study was a calon jemaah haji who registered at the Kantor Kementerian Agama Kota Sungai Penuh of 260 people, amounting to 158 people. Furthermore, by using the Slovin formula, a sample size of 158 people was chosen with a sampling technique based on Propotional Cluster Random Sampling. This study uses primary data and secondary data. Data analysis techniques used are path analysis and hypothesis testing using t test with data analysis using SPSS version 20. The results of the study based on showing that partially the service quality and SSKOHAT had a*

*positive and significant effect on calon jemaah haji satisfaction. The results also show that SISKOHAT variable plays a role as an intervening variable between satisfaction of pilgrims and the satisfaction of pilgrims.*

*Keywords: Service Quality, SISKOHAT, Satisfaction, Pilgrims*

## **INTRODUCTION**

Organizing pilgrimage is conducted every year by Muslims in Indonesia. Based on Undang-Undang No.17 in 1999 about organizing pilgrimage, it is stated that government is responsible in giving the best counselling, service and protection to the pilgrims through system and pilgrimage organizing management. Organization system and pilgrimage management are meant so the execution of pilgrimage can be run safely, sequentially, smooth and comfortable based on religion demands. The plagiarism can pray independently so the best pilgrimage experience can be obtained.

Therefore, in practice, pilgrimage management execution still gets many offensive critiques from the public. Sequence of problems always occurs every year. Meanwhile, pilgrimage management execution is done repetitively and continuant. It means that it should be claimed in the other side that even though there are revising efforts for service quality but those efforts are not fully satisfying in the application. Badan Pusat Statistik (BPS) announced the satisfaction of prospective pilgrim survey in 2013 by Ministry of religion. Then, the result shows that the pilgrimage services in 2013 are satisfying and are improved rather than in 2012. Survey was done on total 8.263 respondents from prospective pilgrims in 2013 with questionnaire, interview and observation on services for pilgrims as the method of data collection.

As the organizer and servicer. Kantor Kementerian Agama Kota Sungai Penuh has full responsibilities as the organizer and servicer for pilgrims and states many kinds of policy related to the pilgrimage service, start from formulating and executing, norms managing, operational standard, procedures and criteria, technical manual, monitoring and pilgrimage operational and also evaluation of pilgrimage management service.

Based on the result of observation, the writer found some issues which occur in pilgrimage service at Kantor Kementerian Agama Kota Sungai Penuh. Based on initial survey toward the satisfaction of prospective pilgrims about the services of Kantor Kementerian Agama Kota Sungai Penuh, the result is shown in the table 1.

Table 1 Issues prevailing in pilgrimage service at Kantor Kementerian Agama Kota Sungai Penuh

NO	IKM Indicators	Value (%)	Category
1.	Convenience of service	59,5	Fair
2.	The equality of service requirements	58,5	Fair
3.	Clearness and certainty of service	52,5	Fair
4.	Discipline of employee	57,0	Fair
5.	Responsibility of employee	59,5	Fair
6.	Serving ability	60,5	Good
7.	Service velocity	55,0	Fair
8.	Fairness for getting service	57,0	Fair
9.	Employee hospitality	61,0	Good
10	Fee equity	58,05	Fair
11	Compatibility between fees paid and set fee	56,00	Fair
12	Implementation consistency with the schedule of execution	54,22	Fair
13	Comfort	60,00	Good
14	Security	61,04	Baik

Source: Data Kementerian Agama Kota Sungai Penuh, 2018

Based on the survey, it is shown that the satisfaction of prospective pilgrims to the service of Kantor Kementerian Agama Kota Sungai Penuh is generally low. There are often complaints from the public all this time because there is a temporal false perception or false assumption about the process of prospective pilgrim registration at Kantor Kementerian Agama Kota Sungai Penuh: (1) Too many requirements of pilgrimage registration for the community; (2) long-term and complicated management; (3) assumptions about illegal funding by governmental agents who handle the service.

A certain way, which has been chosen by the Ministry of religion in order to improve the pilgrimage service, is by constructing an integrated computerized pilgrimage system or SISKOHAT. This system is a facility to improve manual pilgrimage system to *automatic* through the application of information, communication and technology which is applied in the homeland and also in Saudi Arabia (Kementerian Agama RI, 193:2010). SISKOHAT becomes a device to register pilgrimage enrolment which is done during the year and also can be monitored and be controlled every time in *real time* procedure.

Another issue occurs in the level of implementation such as, not all of well-educated community understands about the procedure of pilgrimage registration, they feel saturated with the regulation and complicated bureaucracy which compounds the public with banking

regulation in pilgrimage registration or SISKOHAT. Even though SISKOHAT has been applied *Online* but it is not *real time* yet. This matter is caused by improper infrastructure and network connection in whole Indonesia, especially in the region like Sungai Penuh City. Slow connection is quite disturbing for the service to the pilgrims.

This matter is strengthened by the news about the regional pilgrimage recruitment announcement on 3 January 2018 which is stated that trouble is often happened to SISKOHAT, this matter causes the registration disturbed, the details are as follows: (1) the use of application Siskohat is overload at this time (2) process of photo and fingerprint registration consumes too much memory storage. (3) This matter causes the application (looks like) incapable to handle the data. (4) This kind of situation has been happened in every part of Indonesia. (5) Central Siskohat is looking for solution to solve that matter by optimizing the existing system while waiting for server procurement and vendor maintenance for 2018. Besides that, the implementation of SISKOHAT must have employees who are expert in technology. Generally, the employees of ministry of religion have educational backgrounds on bachelor of religion so they are not capable enough to implement SISKOHAT. The employees of SISKOHAT department do not have educational background in organizing information system of SISKOHAT which causes high-rate of error in encoding the information of prospective pilgrims. This matter causes the service to the community become less-maximal through SISKOHAT so it leads to the low-rate of satisfaction from the community.

SISKOHAT issues at Kantor Kementerian Agama Kota Sungai Penuh are also caused by no one-way service among Kantor Kementerian Agama Kota Sungai Penuh, migration office and Setoran Haji Bank because in implementing pilgrimage for the three institutions, they have correlation, as it was experienced by Sekda of Sungai Penuh City, Bapak Pusri Amsi, in which he has deposited his money in Bank Rakyat Indonesia and he thought that has been registered after doing that. In fact, he should report the deposit first to Kantor Kementerian Agama Kota Sungai Penuh through SISKOHAT to get portion number because 1 minute of report lateness for registration in SISKOHAT can be replaced with dozens of other prospective pilgrims. In order to register SISKOHAT, it takes 2 hours to be registered. Based on the phenomenon above, it is essential to see the base of problem which cause less-maximal service through SISKOHAT.

Based on the background, there are some problems which can be formulated as follows: (1) How are the effects of service quality to satisfaction of prospective pilgrims at Sungai Penuh City? (2) How are the effects of integrated computerized pilgrimage system to the satisfaction of prospective pilgrims in Sungai Penuh City? (3) How is the effect of service quality to integrated computerized pilgrimage system? (4) How is the role of integrated computerized pilgrimage

system as *intervening* variable between service quality and satisfaction of prospective pilgrims in Sungai Penuh City?

## METHOD OF THE RESEARCH

The design of the research is causal research which analyses the correlation between one *variable* or more to other variables (Bungin, 2010). In the context of this research, the variables are service quality, integrated computerized pilgrimage system and satisfaction of prospective pilgrims. The target of this research is prospective pilgrims of Sungai Penuh City.

The technique of sampling *Simple Random Sampling* is a technique which obtaining members of sample from population randomly without considering the differences among data in the population. Total of sample was determined based on calculation with Slovin equivalence within tolerated missing level at 5%. By using the equivalence, it was obtained 158 prospective pilgrims of Sungai Penuh City. Type and source of the data in this research are divided into primary and secondary data.

This technique of data collection was executed through questionnaire. The instrument of the research is questionnaire with likert scale. Before questionnaires were used, Validity and reliability test was conducted first. Technique of data analysis, used in this research, is path analysis. Then, hypothesis was tested by using t-test and significant value  $\alpha = 0.05$ .

## FINDINGS AND DISCUSSION

Before path analysis was conducted, pre-requirement tests were applied; (1) normality test (2) heteroscedasticity test. The result of these tests passed the requirement to conduct path analysis. The results of path analysis can be seen at the figure below:

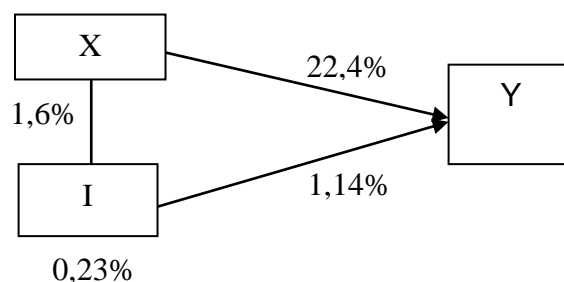


Figure 2 The Result of Path Analysis

### The Effect of Personal Characteristics (X) to Service Quality (Y)

If rate of service quality variable is seen from the result of TCR, it is 67,08% or categorized as pretty good so it must be upgraded maximally. Meanwhile, the result of hypothesis 1 shows that

service quality has positive and significant effects to satisfaction of prospective pilgrims at Kantor Kementerian Agama Kota Sungai Penuh. Hence, if service quality is raised so the satisfaction of prospective pilgrims will also increase.

Results of simple linear regression analysis about the effects of service quality to satisfaction of prospective pilgrims reaches coefficient rate 0.474. This matter shows that service quality has effects to satisfaction of prospective pilgrims for 0.474 rate and service quality have positive and significant effects to satisfaction of prospective pilgrims so the higher service quality rate, possessed by an employee, makes the satisfaction of prospective pilgrims also higher. If the service quality is increased so the satisfaction of prospective pilgrims also increases up to 47,4%

Result of the research is relevant with the research conducted by Khasanah, (2017) from UIN Sunan Kalijaga Yogyakarta *entitled The Effect of Service Quality to The Satisfaction of Prospective Pilgrims (Research on Registrants of Prospective Pilgrims by The Pilgrimage Organizer and Umrah in Kantor Kementerian Agama Kabupaten Grobogan)*". The result, obtained by using SPSS 21.0 for Windows Version, shows that the statistics of t Hitung from the coefficients output, if it is compared with t Tabel, is -1,6080,197 with significance level 0,2880,05, so  $H_0$  is accepted. Within the acceptance of  $H_0$ , the hypothesis which mentioned that there were positive and significant effects to the satisfaction of prospective pilgrims on pilgrimage registration at Kantor Kementerian Agama Kabupaten Grobogan ( $H_a$ ) is rejected. The conclusion is service quality has no positive and significant effect to the satisfaction of prospective pilgrims who register at Kantor Kementerian Agama Kabupaten Grobogan.

Hence, if the ministry of Religion Sungai Penuh City wants to improve the satisfaction of prospective pilgrims, the employee service quality must be improved because if there is no improvement so the satisfaction of prospective pilgrims will decrease. Good service quality tends to increase the satisfaction of prospective pilgrims and vice versa.

### **The Effect of SISKOHAT (I) to The Satisfaction of Prospective Pilgrims (Y)**

If rate of SISKOHAT variable is seen from the result of TCR, it is 65,78% or categorized as pretty good so it must be upgraded maximally. Meanwhile, the result of hypothesis 2 shows that SISKOHAT has positive and significant effects to satisfaction of prospective pilgrims at Kantor Kementerian Agama Kota Sungai Penuh. Hence, if SISKOHAT is raised so the satisfaction of prospective pilgrims will also increase.

Results of simple linear regression analysis about the effects of SISKOHAT to satisfaction of prospective pilgrims reaches coefficient rate 0.038. This matter shows that SISKOHAT has effects to satisfaction of prospective pilgrims for 0.038 rate and it has

positive and significant effects to satisfaction of prospective pilgrims so the higher SISKOHAT rate, possessed by an employee, makes the satisfaction of prospective pilgrims also higher. If the SISKOHAT is increased so the satisfaction of prospective pilgrims also increases up to 3,8%.

Result of the research is relevant with the research conducted by Anggih Risdiyanto, (2014) from Universitas Negeri Yogyakarta entitled The Effect of Information, System and Service Quality to The Satisfaction of Users on Clinic Information System. Based on the result of the research, it can be stated that: (1) System quality has positive and significant effects around 70,22% to the satisfaction of users. (2) Information quality has positive and significant effect around 67,40% to the satisfaction of users. Service quality has positive and significant effects around 63,52% to the satisfaction of users in clinic information system.

Thus, if the ministry of Religion Sungai Penuh City wants to improve the satisfaction of prospective pilgrims, the SISKOHAT must be improved because if there is no improvement so the satisfaction of prospective pilgrims will decrease. Good SISKOHAT tends to increase the satisfaction of prospective pilgrims and vice versa.

### **The Effect of Service Quality (X) to SISKOHAT (I)**

Results of simple linear regression analysis about the effects of service quality to SISKOHAT reaches coefficient rate 0.0129. This matter shows that service quality has effects to SISKOHAT for 0.129 rate and it has positive and significant effects to SISKOHAT so the higher service quality rate, possessed by an employee, makes the SISKOHAT also higher. If the service quality is increased so the SISKOHAT also increases up to 12,9%

Result of the research is relevant with the research conducted by Novitasari (2017) from UIN Suna Kalijaga Jogjakarta entitled The Effectivity of Integrated Computerized Pilgrimage System (SISKOHAT) in Giving Service of Special Pilgrims Registration at Regional Office of Kementerian Agama Daerah Istimewa Yogyakarta. The result of the research shows that effectivity measurement for SISKOHAT by applying DeLone and McLean model is assumed to be effective and efficient and it has been compatible with the set purposes in the process of special pilgrimage registration service at regional office of Kemenag DIY.

Thus, if the ministry of Religion Sungai Penuh City wants to improve the SISKOHAT, the service quality must be improved because if there is no improvement so the SISKOHAT will decrease. Good service quality tends to increase the SISKOHAT and vice versa.

## The Effect of SSKOHAT as *Intervening* Variable Between Service Quality and Satisfaction of Prospective Pilgrims

The same rate of personal characteristics persona effect to service quality with the result of path analysis shows that service quality is able to affect the satisfaction of prospective pilgrims directly and also indirectly through SSKOHAT which belongs to *intervening* variable between service quality and the satisfaction of prospective pilgrims.

The rate of direct effect from the service quality to satisfaction of prospective pilgrims is 22,4% which means that if the given service quality increases 22,4% so the satisfaction prospective pilgrims will also increase to 22,4%. The rate of SSKOHAT effect to satisfaction of prospective pilgrims is 0,14% which means that if the given SSKOHAT increases to 0,14% so the satisfaction of prospective pilgrims rate will increase to 0,14%. The effect of service quality to public satisfaction of prospective pilgrims has the biggest effect rather than SSKOHAT to public satisfaction of prospective pilgrims. Therefore, Kantor Urusan Agama Kabupaten Kerinci must improve employee service quality more.

Indirect effect rate of service quality to satisfaction of prospective pilgrims through SSKOHAT is at 0,23%. It means that the higher service quality rate will cause higher SSKOHAT rate and then will cause higher satisfaction of prospective pilgrims and so vice versa. A lower service quality rate will cause lower SSKOHAT rate and then will cause lower satisfaction of prospective pilgrims.

Result of the research is relevant with the research conducted by *Devi Shasmitha, Yullyzar* (2017) entitled "The Competency of Human resources to The Quality of Nursery service". The result of analysis shows that directly the competency is the fundamental reason that relates someone with individual performance effectivity in a job or fundamental individual characteristics which has causal relation or as cause and effect relation with standard criteria, effectivity or maximum performance or superior in working place or in a particular situation. The result of the research shows that nursery service quality at 64% is categorized as pretty good category. There is no relationship between knowledge and nursery service quality within p-value 0,072, there is relationship between skills and nursery service quality within p-value 0,000, there is a relationship between character and nursery service quality within p-value 0,016. There is a relationship between self-concept and nursery service quality within p-value 0,001. There is a relationship between motivation and nursery service quality within p-value 0,009. The suggestion from the research to the hospital is that they should give extra information to the nurse about nursery service quality and also give motivation to them in order to improve service quality to the patient.



Hence, if service quality is increased, SSKOHAT will also increase and it will also increase satisfaction of prospective pilgrims at Kantor Kementerian Agama Kota Sungai Penuh. Good service quality will improve SSKOHAT and then will increase satisfaction of prospective pilgrims and vice versa. If service quality is low, SSKOHAT will also be decreased and then will decrease the satisfaction of prospective pilgrims

## CONCLUSION

Based on the findings which have been mentioned in the preceded chapter, some conclusions can be stated as follows: (1) Pilgrimage service quality of Kantor Kementerian Agama Kota Sungai Penuh is categorized as pretty good category by the residents within Respondent Achievement Level (TCR) at 67,08%. This matter indicates that service quality is at the pretty good category. Therefore, it can be said that the residents are quite satisfied about the employee service quality at Kantor Kementerian Agama Kota Sungai Penuh. (2) SSKOHAT at Kantor Kementerian Agama Kota Sungai Penuh is categorized as pretty good category by the residents within Respondent Achievement Level (TCR) at 65,78%. This matter indicates that SSKOHAT is at pretty good category. Therefore, it can be said that the residents feel quite satisfied with SSKOHAT at Kantor Kementerian Agama Kota Sungai Penuh. (3) The satisfaction of prospective pilgrims in receiving service at Kantor Kementerian Agama Kota Sungai Penuh is categorized into pretty good category within Respondent Achievement Level (TCR) at 66,11%. This matter indicates that the satisfaction of prospective pilgrims is at pretty good category. Therefore, it can be stated the residents feel quite satisfied dealing with Kantor Kementerian Agama Kota Sungai Penuh. (4) There are positive and significant effects of service quality variable to the satisfaction of prospective pilgrims which is proven with the coefficient value 0,474 within  $t_{hitung} > t_{tabel}$  ( $8,419 > 1,98698$ ). It means that the better service quality will make the higher satisfaction rate of prospective pilgrims in receiving services at Kantor Kementerian Agama Kota Sungai Penuh. Therefore, first hypothesis is accepted. (5) There are positive and significant effects of SSKOHAT variable to the satisfaction of prospective pilgrims which is proven with the coefficient value 0,038 within  $t_{hitung} > t_{tabel}$  ( $2,631 > 1,98698$ ). It means that the better SSKOHAT will make the higher satisfaction rate of prospective pilgrims in receiving services at Kantor Kementerian Agama Kota Sungai Penuh. Therefore, second hypothesis is accepted. (6) There are positive and significant effects of SSKOHAT variable to the service quality which is proven with the coefficient value 0,129 within  $t_{hitung} > t_{tabel}$  ( $3,294 > 1,98698$ ). It means that the better SSKOHAT will make the higher rate of prospective pilgrims in receiving services at Kantor Kementerian Agama Kota Sungai Penuh. Therefore, third hypothesis is accepted. (7) the result of path analysis shows that service quality service

quality is able to affect satisfaction of prospective pilgrims directly and indirectly through SISKOHAT which belongs to *intervening* variable between service quality and satisfaction of prospective pilgrims. (8) The direct effect value of service quality to the satisfaction of prospective pilgrims is 22,4%. It means that if the given service quality increases to 22,4%, the satisfaction of prospective pilgrim rate will also increase to 22,4%. The effect of SISKOHAT value to the satisfaction of prospective pilgrims is 0,14%. It means that if SISKOHAT increases to 0,14%, the satisfaction of prospective pilgrims will also increase to 0,14%. (9) The indirect effect value of service quality to the satisfaction of prospective pilgrims through SISKOHAT is 0,23%. It means that the higher service quality rate will cause higher rate of SISKOHAT and then will cause higher satisfaction rate of prospective pilgrims and so vice versa. If service quality rate is lower, SISKOHAT rate will also be lower and then will cause the satisfaction of prospective pilgrims also lower.

## SUGGESTIONS

Based on the analysis and discussion which have been mentioned by in the previous chapter, there are some suggestions which are addressed to Kantor Kementerian Agama Kota Sungai Penuh, as follows: (1) In the relation with the improvement at satisfaction of prospective pilgrims, service procedure can be improved by giving understanding to the prospective pilgrims in comprehending about the conveniences of service procedure. (2) Service quality can be improved by increasing empathy. For example, Kantor Kementerian Agama Kota Sungai Penuh should have simple pilgrimage registration procedure. (3) In order to improve SISKOHAT, giving services to the public by the employees should be careful, swift, and smooth. (4) The effect of service quality to the satisfaction of prospective pilgrims has dominant effect rather than SISKOHAT, therefore Kantor Kementerian Agama Kota Sungai Penuh should prioritize the improvement of service quality in order to increase the satisfaction of prospective pilgrims.

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