

Service Quality, Brand Image and its Impact on Customer Satisfaction Levels of Umrah Rabbanitour Travel in Bandung, West Java

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Abstract: Business competition in the service sector it is getting tighter in this era. Focus on customer satisfaction by giving good service is one of the strategies to win the market competition. Cause in creating customer satisfaction, the company must be increasing value and image from its brand. The research method is used in this research is the explanatory method, and data collection is carried out using a questionnaire. The purpose of research is to know relation or service quality influences and brand image to customer satisfaction. The finding in this study is that there is a simultaneous effect (together) between quality service variable (X_1) and brand image (X_2) to customer satisfaction (Y). From double regression analysis linear result is getting significance value 0,000 that its value < significance level value α (0,01). The result of analysis in this research has also shown the magnitude of service quality support (X_1) and brand image (X_2) variable who indicated by R Square value 0,868, that is mean service quality simultaneously (together) gives support to 86,8% while the rest 13,2% influenced by other variables not examined in this study.

Keywords. Service Quality, Brand Image, Customer Satisfaction.

INTRODUCTION

The rapid growth of the world economy has increased competition. It requires marketers to always understand market conditions and think about their business strategies (Yusup, 2019). Customers, guests, clients, or consumers are precious assets in developing a service industry in the business world. Because the primary goal of a company engaged in service is to get and retain customers (Klementova, Zavadsky, & Zavadska, 2015).

One of the strategies to win the business competition in the service sector is that companies must focus on customer satisfaction by providing excellent service. Because good service can only be realized if, within the service organization, a service system prioritizes customers' interests, especially service users and human resources oriented towards customer interests. (Fajarianto & Lubis, 2013).

One of the service businesses that focus on the quality of service in the travel business. A Travel agency is one of the businesses in the service sector that needs to be maintained. Travel helps smooth and comfortable travel planning and arrangement management. So, prioritizing service quality for customers for travel service companies is a must (Riana, 2016).

In Islam, one type of pilgrimage tourism is Hajj and Umrah. Hajj and Umrah are travel activities that aim for worship or recreation activities, personal development, and learning the uniqueness and tourist attractions that are visited temporarily. According to tourism's meaning in article 1 of Law No. 10 of 2009 about tourism (Noviyanti, 2017). Furthermore, if a moeslim who wants to carry out Umrah based on Regulation of The Minister of Religion of Republic of Indonesia Number 8 of 2018 concerning the organization of a worship trip, it can be carried out by the government (Minister of Religion) and/or by a travel agency has a operational permit as an Umrah travel Organizer (PPIU).

Umrah travel service provider business in Bandung city is currently a considerable business, and the number is enormous. The following is data from the travel agency for Umrah Worship Service (PPIU) in 2019:

Table 1
Number of Travel Agencies Organizing Umrah Travel Services (PPIU)
in West Java Province

No	City/Districts	Number of PPIU Travel Agencies
1	Bandung District	8
2	West Bandung District	2
3	Bekasi District	7
4	Bogor District	9
5	Ciamis District	-
6	Cianjur District	2
7	Cirebon District	3
8	Garut District	1
	Indramayu District	1
10	Karawang District	4
11	Kuningan District	1
12	Majalengka District	-
13	Pangandaran District	-
14	Purwakarta District	1
15	Subang District	1
16	Sukabumi District	2
17	Sumedang District	-
18	Tasikmalaya District	1
19	Bandung	51
20	Banjar	-
21	Bekasi	50
22	Bogor	4
23	Cimahi	2
24	Cirebon	3
25	Depok	13
26	Sukabumi	3
27	Tasikmalaya	3

Source: haji.kemenag.go.id (October 2019) processed by researchers 2019

Seeing this data, Bandung's city has the largest number of travel agents for Umrah travel among other cities in West Java. This makes the competition between Umrah travel agencies tighter, so travel agencies must give a good impression to their customers. Leaving a deep impression on customers is one of the most valuable service factors (Bloemer & Peeters, 1998). One of the Umrah travel agents in great demand by prospective Umrah pilgrims in the city of Bandung is Rabbanitour. Rabbanitour is a travel agency certified by the National Accreditation Board with seven national standard tour leaders. It has travel consultants with National and ASEAN standards. This indicates that Rabbanitour is committed to serving the customers or prospective Umrah pilgrims by providing full service. Because in creating customer satisfaction, a company must be able to increase the values and image of the brand it has. The better the consumer's assessment, the higher the satisfaction (Sondakh, 2014). Customer satisfaction forms can be obtained through the quality of service or the quality of existing services because quality and service can achieve satisfaction and bonding. The company's main goal is not for quality products or services but to produce satisfied and loyal customers (Sugiarto, 2002).

This research assumes that there is an influence between service quality and brand image on the level of customer satisfaction. Because of previous research conducted by Brilliance Hymy Imanuel and Sherly Tanoto (2019), the quality variable significantly affects customer satisfaction at Hastaco Tour and Travel Ltd. Similar research conducted by Kho, Dessy

Prayogo, Fransisca Andreani (2014) shows that the results are not much different, namely brand image has a positive and insignificant effect on TX travel customers satisfaction through perceived value as a moderating variable. Regarding the influence of service quality and brand image on satisfaction, research has also been conducted by Dewa Ayu Putu Mega Puriani (2017). This research concluded that brand image and service quality simultaneously influence tourists' satisfaction. Based on the descriptions that have been previously described, then this article will discuss how service quality affects (X_1) and brand image (X_2) to influence the level of customer satisfaction (Y).

LITERATURE REVIEW

Service Quality

Service quality measures how well the level of service provided is according to customer satisfaction (Parasuraman, Zeithaml, & Berry, 2009). Service quality is an effort to fulfill customer needs and desires in order to balance consumer expectations (Tjiptono, 2009). Suppose the service received or perceived by the customer is as expected. In that case, the service quality is perceived as good or satisfactory, and vice versa (Yulianto & Mawardi, 2015). The service quality measurement model, which is popular and often used as a reference in marketing research, is the ServQual model (Service Quality). There are five servQual dimensions to measure service quality (Parasuraman et al., 2009). The five dimensions are 1) *Tangible (physical evidence)*, namely the company's ability to show its existence to outsiders. The appearance and ability of the company's physical facilities and infrastructure and the condition of the surrounding environment is clear evidence of the services provided by the service provider, which includes physical facilities (buildings, vehicles, etc.), equipment and equipment used (technology), as well as the appearance of employees; 2) *Reliability (Keandalan)*, namely the company's ability to provide services as promised accurately and reliably. Performance must be by customer expectations, which means punctuality, in the same service for all customers without error, a sympathetic attitude and with high accuracy; 3) *Responsiveness*, namely the ability to assist and provide fast (responsive) and appropriate services to customers by delivering clear information; 4) *Assurance*, namely knowledge, politeness and the ability of company employees to foster customer trust in the company. Consists of several components including communication, credibility, security, competence and courtesy; 5) *Empathy (empati)*, is giving sincere and personal attention to customer by understanding consumer desires where a company is expected to have understanding and knowledge of customer, understand specific customer needs, and has time for comfortable operations for customers.

Thus it can be concluded that a factor that boosts a company's market share is service quality. Good service quality or integrated service quality can be influenced by human resources, systems, or management in a service business (Gomes, 2002).

Brand Image

Brand image is perception and belief carried out by consumers, as reflected in associations that occur in consumer memory (Kotler, 2008). Brand image is a description of the association and consumer beliefs in a particular brand (Tjiptono, 2005). The brand image component is explained to three components, 1) The image and service of the producer; 2) The image of the consumer; 3) The image of the product/service itself (Consuegra, 2006).

Customer Satisfaction

Customer satisfaction is the level of a person's feelings after comparing the performance or the results that are felt and then compared with expectations (Tjiptono, 2004). Customer satisfaction is an evaluation made by customers of a product or service, whether the service is by reality and satisfies consumer expectations (Parasuraman et al., 2009). To achieve and maintain customer satisfaction, service organizations must do four things. *First*, identify who the customer is. *Second*, understand the level of customer expectations for quality. *Third*, understand the customer service quality strategy, and *fourth*, understand the measurement and feedback cycle of customer satisfaction (Tjiptono, 2004).

RESEARCH METHODS

This type of research uses explanatory. Explanatory research explains the causal relationship between the variables that affect the hypothesis (Sugiyono, 2006). The total population in this field is 2.149 people. Based on the Slovin form, the number of samples in this research is 96 people. The sampling technique is used *accidental sampling*. *Accidental sampling* is a technique for determining samples based on chance, i.e., anyone who accidentally meets a researcher can be used as a sample if seen by someone who happens to be found suitable as a data source (Husaeni, 2017). The data analysis technique used is descriptive analysis and SEM (*Structure Equation Modeling*) multiple regression linear analysis.

RESULT AND DISCUSSION

Result

Multiple regression linear analysis in this research aims to calculate the magnitude of the influence between two independent variables, namely service quality (X_1) and brand image (X_2) on the dependent variable: namely customer satisfaction (Y), is carried out by using SPSS. Based on the results of multiple regression linear analysis in Table 2, the regression equation is obtained as follows:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = -1.859 + 0.199X_1 - 0.472X_2$$

From the results of multiple regression equation analysis above, it can be concluded that: 1) a constant of -1.859 states that if there is no service quality value, the customer satisfaction value is -1.859. It means if the service quality variable (X_1) and the brand image variable (X_2) remain constant, the level of customer satisfaction is negative, namely -1.859; 2) the regression coefficient X_1 is 0.199, a statement that for each additional 1 value of service quality, the customer satisfaction value will increase by 0.199; 3) The customer satisfaction level will increase by -0.472 for each increase in the increase in X_2 (brand image). Therefore, if the brand image increases 1 unit, the level of customer satisfaction will increase by -0.472 with the assumption that other variables are constant.

1. Hypothesis Testing Results

The amount of the influence of service quality (X_1), and brand image (X_2) together on the level of customer service (Y) can be seen from R^2 or R Square (Coefficient of determination), which is 0.141 or 14.1%. That means 14.1% of the customer satisfaction variable (Y) will be influenced by the independent variable, namely service quality (X_1) and brand image (X_2). The remaining 85.9% level of customer satisfaction (Y) is influenced by other variables discussed in this research.

Based on the ANOVA *output* table in the SPSS calculation, it is known that the signification value (Sig.) in the F test is 0.001. Because of Sig. $0.001 < 0.01$, as the basis for decision making in the F test, is H_0 is rejected, and H_1 is accepted. Therefore, it can be concluded that service quality (X_1) and brand image (X_2) simultaneously (together) affect customer satisfaction (Y).

Table 2
The Results of Partial Regression Recapitulation

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Decision on H_0
	B	Std. Error	Beta			
(Constant)	-1.859	2.296		-0.810	0.420	
Service Quality	0.854	0.035	1.030	24.644	0.000	Accepted
Brand Image	-0.472	0.052	-0.381	-9.128	0.000	Accepted

From the *output* above, it can be used for the variable service quality (X_1), the value of T count =

24.644 with a significance value of $0.000 < 0.01$, so H_0 is accepted and H_1 is rejected, which means a significant effect of service quality variable on customer satisfaction variable. Furthermore, for the brand image (X_2), the value of T count = - 9.128 with a significance value of $0.000 < 0.01$, then H_0 is accepted, and H_1 is rejected, which means there is an effect on the brand image on the customer satisfaction variable.

From table 2, it is known that of the two independent variables, the most dominant influence on customer satisfaction is service quality. This is shown by the regression coefficient (B) of 0.854, greater than the regression coefficient (B) for the brand image, which is -0.472.

Table 3
Simultaneous Recapitulation of Regression Results

Model	Sum of Squares	df	Mean Square	F	Sig.	Decision on H_0
1 Regression	218.699	2	109.350	7.645	.001 ^b	Accepted
Residual	1330.259	93	14.304			
Total	1548.958	95				

2. Coefficient of Determination (R^2)

The Coefficient of Determination (R^2) measures how far the model's ability to explain the variation of the dependent variable.

Table 4
Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.932 ^a	0.868	0.865	1.430

From the *output*, The Coefficient of Determination (R^2) is 0.868, which means that the influence of the independent variable service quality (X_1) and brand image (X_2) on the dependent service quality (Y) is 86.8% while the rest is 13.2% influenced by other variables.

Discussion

The main objective in this research is to determine relationship between service quality variable (X_1) and brand image (X_2) on customer satisfaction.

1. The Influence of Service Quality Variables on Customer Satisfaction

In the service quality variable, the significance value is $0.000 < 0.01$. So that the hypothesis which says there is a significant positive effect between service quality on customer satisfaction is accepted (H_0 is accepted and H_1 is rejected). This means that partially the better the quality of services provided by Rabbatour Umrah Travel, the more customer satisfaction will be. This is in line with the research of Fajarianto (2013) which states service quality and satisfaction can explain loyalty. Likewise this research is in line with the research of In'amul Chulaifi (2018) which is conducted research on "The Effect of Service Quality, Price Perception and Trust on Customer Satisfaction of Umrah and Hajj Travel Services at PT. Sebariz Warna Berkah in Surabaya" where the results obtained that service quality has a significant relation with satisfaction.

2. The Influence of Variable Brand Image on Customer Satisfaction

In the brand image variable, the significance value is $0.000 < 0.01$. So the hypothesis that says there is an influence between a brand image on customer satisfaction is accepted (H_0 is accepted and H_1 is rejected). This means partially, there is an influence between the brand image on customer satisfaction. The increasing brand image if is conducted by Rabbatour will increase customer satisfaction. This is because Rabbatour brand image has been known by the broader community

in the city of

Bandung. For any customer, logos, symbols, or are often not a problem because the image of Rabbanitour has been embedded in the minds and hearts of loyal customers.

The results of this research do not support statements put forward by Kotler. According to Kotler (2007), brand image is a name, term, symbol, unique design, or combination of these elements that serves to identify a company's product that not only differentiates it from competitors' products but is a manufacturer's promise or contract. Trust from producers to consumers by ensuring consistency that a product will always convey the value consumers expect.

3. The Influence of Service Quality Variables and *Brand Image* on Customer Satisfaction

In the service quality variable and brand image, the significance value is $0.001 < 0.01$. The hypothesis states that there is an effect between service quality and brand image on customer satisfaction (H_0 is accepted, and H_1 is rejected). That means there is a simultaneous influence between service quality and brand image on customer satisfaction.

With the quality of service and a good brand image of a service company, it will fulfill service customer satisfaction because the brand image itself concerns how a consumer describes what they feel about a brand after experiencing the quality of the goods or services that have been obtained (Fiqihta, Kuraesin, & Muniroh, 2019).

CLOSING

Based on the research results, there is a simultaneous effect (jointly) between the service quality variable (X_1) and brand image (X_2) on customer satisfaction (Y). The multiple linear regression analysis results obtained a significance value of 0.000, < the significance level value α (0.01).

The analysis results of this study also show very much support for service quality (X_1) and brand image (X_2) variable, which indicated by R Square value 0.868, it means that service quality simultaneously (together) provides support 86.8% while the remaining 13.2%. In contrast, other variables were not examined in this study.

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