DETERMINATION SERVICES AGAINST WORD OF MOUTH THROUGH CUSTOMER SATISFACTION : STUDY ON TRAVEL HAJJ AND UMRAH
PT. CAHAYA SUKSES MANDIRI

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Abstract: This study aims to analyze the effect of service on customer satisfaction, the effect of service on word of mouth, the effect of trust satisfaction on word of mouth and to analyze the indirect effect of service on word of mouth through customer satisfaction. Travel Hajj and Umrah PT. Cahaya Sukses Mandiri. The approach used in this research is an associative approach. Data collection techniques used were interviews (Interview), a list of questions (Questionaire) and documentation study. The sampling technique is a non-probability sampling technique. The study population was all of the PT Cahaya Sukses Mandiri Umrah pilgrims from 2019, totaling 63 people. And the sample in this study were 63 people by taking the sample by census. The data analysis technique is the analysis of the path (path analysis). The results showed that service has a positive and significant effect on customer satisfaction, service has a positive and significant effect on Word of mouth, customer satisfaction has a positive and significant effect on Word of mouth , and customer satisfaction acts as a mediator on the effect of service on Word of mouth on Hajj Travel. and Umrah PT. Cahaya Sukses Mandiri .
Keywords: Customer Service, Word of Mouth, Customer Satisfaction

Introduction

Indonesia has a very large number of Muslim population and even the most when compared to the population of Muslims in other countries. This situation causes community activities related to Islamic religious worship to be quite large, such as the pilgrimage and Umrah pilgrimage. In addition, the public's desire to travel for the Hajj and Umrah pilgrimage is also getting bigger along with the increase in the population in the middle to upper class, so that the demand for worship travel services accompanied by religious tourism has increased.

However, the visa quota for pilgrims was very limited and resulted in long waiting lists that could take years. This situation makes the majority of Muslims in Indonesia choose Umrah as an alternative, because Umrah can be held at any time without having to wait in line. In addition, travel agents also offer various attractive and inexpensive Umrah packages accompanied by tour trips, thus making the public's interest to perform Umrah pilgrimages higher and the demand for Umrah pilgrimage travel packages is also getting higher.

In line with the increasing demand for Umrah travel services, more and more travel companies are handling worship trips. The travel company provides services for people who want to travel on worship and tours, starting from booking tickets / hotels only, or ticket and hotel packages, to complete travel packages. There are many travel business actors who are interested

in handling these religious and tourism trips so that the travel business in Indonesia has developed quite rapidly. The development of travel in the future is also predicted to increase rapidly due to the increasing number of population and accompanied by an increase in the average income of the community, thus encouraging people's interest in traveling for worship and tourism.

Furthermore, the level of competition in the travel business is classified as tight. Of all the types of businesses found in Indonesia, the travel business ranks at the top in terms of intense business competition. The large number of travel companies, both large and small companies, has triggered increasingly fierce competition.This competition is getting sharper because it turns out that many travel businesses are illicit (bulging) or do not have valid operating permits, but are able to operate at low costs (because they are without operating permits) which means that they are more competitive in terms of pricing. This situation is certainly a challenge for travel companies to remain able to get customers in the midst of intense competition.

Travel company customers are customers who rarely make repeat purchases, and there are even many of them who make purchases (carry out Umrah) only once in a lifetime. Therefore, efforts to increase sales of Umrah packages at travel companies must be more focused on approaching congregations who have never performed an Umrah pilgrimage. But this approach will be more effective if it can be done through customers who have made purchases and are satisfied with the services provided by the company, so they are willing to provide recommendations to other people who want to go on an Umrah trip, which is called *word of mouth*.

Word Of Mouth (WOM), also known as word of mouth promotion, has become an interesting phenomenon for marketing, because promotion with WOM only requires a small fee or does not require any cost. Many customers are increasingly aware will tack the media tend to be excessive in the promotion, so that they are increasingly considering the views of the people they trust. Therefore, promotions that come out of the mouths of satisfied customers on a product with WOM can significantly boost sales of a product, so this type of promotion needs to be maximized.

Theoretically, there are many factors that influence WOM, namely service factors, promotion, price, customer satisfaction, location, distribution and other factors in marketing variables. But the factors discussed in this study are limited to service, promotion, price and customer satisfaction factors, because these factors are considered the most relevant in influencing loyalty to travel companies.

Service is any action or activity offered by one party to another which is basically intangible and does not result in any ownership. This service is an additional service to customers that is provided (done) during the transaction process, from the beginning of the order process to the post-purchase.A good service process will certainly create a special attraction for customers, because consumers will always be reminded of impressive service. Their memory of these good impressions can certainly encourage customers to make recommendations to other people who want to make purchases.

Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing their perceptions or impressions of a product with their expectations. In this case the customer will feel the benefits of the product purchased and compare it with the expectations that were built before a product was used (purchased). If the benefits of the product can meet expectations, the customer will be satisfied. Satisfied customers will recommend others to use the company's products, so that the position of WOM is profitable for the company.

PT. Cahaya Sukses Mandiri is a company engaged in providing Umrah worship services. The company seeks to seize it by offering cheap Umrah packages and quality services in the hope

of getting more customers. But in reality these efforts have not been successful because in fact the number of company customers has actually decreased.

Based on the description above, it is known that the company's hopes to increase the number of Umrah pilgrims from year to year have not been achieved, because in fact the number of Umrah pilgrims that the company departs has actually decreased. This situation shows that there are many company customers who are not satisfied, so they are not willing to recommend good impressions of the company's products to others.

Literature Review

Word Of Mouth **(WOM)**
According to WOMMA (*word of mouth marketing association*) cited by (Sari & Astuti, 2012) *word of mouth* is divulging u activities in which consumers provide information about a product to other consumers.

According to (Sumardy et al., 2013) *word of mouth* is a marketing activity carried out by a brand so that consumers talk about, promote and want to sell our brand to others. Meanwhile, according to (Sernovitz, 2012) *word of mouth* is a conversation that naturally occurs between people. According to (Hasan, 2009) *word of mouth* is a compliment, recommendation and comments from customers about their experiences of services and products that really influence customer decisions or their behavior.

Based on the opinions of several experts above, it can be said that *word of mouth* is a marketing activity that provides information on a product / service from one consumer to another to discuss, promote and want to sell a brand to others.

Word of mouth is basically informal communication about a product or service, different from formal communication, because in informal communication 1 The influence of a person in word of mouth is very strong because information from word of mouth sources is relatively trusted and reliable, besides it can reduce the risk in decisions purchase. The dimensions of *word of mouth* according to (Muis et al., 2020), namely : 1) positive story, is the desire of consumers to report or tell positive things about the products they consume to others , 2) recommendations, is the desire of consumers to provide recommendations to other people who need information about quality products and 3) action, is the willingness of consumers to invite others to use the products they have consumed. According to (Sernovitz, 2012) the Word of Mouth consists of two types, namely: 1) *Organic Word of Mouth* is talk that springs naturally from the positive qualities of your company and 2) *Amplified Word of Mouth* is a conversation initiated by a deliberate campaign to get people talking.

Based on the opinion (Rangkuti, 2009) the message conveyed through the *Word of Mouth* can be measured using indicators, namely by looking at the relationship between your interlocutors regarding product X and your actions after talking about product X, with the following indicators: 1) the willingness of consumers to talk about positive things about the quality of the company's service to others , 2) recommending the company's services to others and 3) encouraging friends or relations to make purchases of company services.

Service
The service system is an activity or sequence of events in an effort undertaken by a person or group of people or a particular agency to provide assistance and services to the public who have an interest in the organization in order to achieve the objectives in accordance with the basic rules

and procedures for how to set. From the above understanding it is implied that a service basically involves two interconnected parties, namely the service provider organization on the one hand and the community as service recipients on the other.If the organization is able to provide services.

The term service comes from the word "serve" which means to help provide all that is needed by others for acts of service. Basically every human being needs service, even in the extreme it can be said that service cannot be separated from human life.

Services are basically activities offered by organizations or individuals to served consumers that are intangible and non-owned. This is in accordance with what was conveyed by (Nasution, 2011) that regarding the characteristics of service, namely: service is intangible, service in fact consists of actions and is an influence which is social action, production and consumption of services cannot be separated separately. real, because in general they occur simultaneously and occur in the same place. These characteristics can be the basis for how to provide the best service.

According to (Kotler, 2014) the definition of service is that any action or activity that one party can offer to another party is basically intangible and does not result in any ownership. According to (Tjiptono & Diana, 2012) the service (*service*) can be seen as a system consisting of two main components, namely the *service operations* that often do not appear or are unknown by the customer (*back office* or *backstage*) and *service delivery* that usually appear (*visible*) or known to the customer (often called the *front office* or *front stage*).

From the above understanding, it can be concluded that service is an action or activity that occurs in direct interaction with humans that is linked or not linked to physical products that provide consumer satisfaction. According to (Payne, 2012) there are three types of services that can be done by anyone, namely: 1) verbal services , 2) written services and 3) services with actions

According to (Kotler, 2014) *service quality* is the difference between the expectations and the reality of customers for the services they receive. *Service Quality* can be identified by comparing customer perceptions of the service they actually receive with the actual service they expect.

The quality of service offered by a company will affect the loyalty of consumers to take advantage of the services offered. (Tjiptono & Diana, 2012) said that service quality is centered on efforts to fulfill customer needs and desires as well as delivery accuracy to balance customer expectations.

There are five dimensions of service quality according to Parasuraman in (Lupiyoadi, 2014), namely: 1) *Tangibles* , or physical evidence, namely the company's ability to show its existence to external parties. What is meant is that the appearance and capability of the company's physical facilities and infrastructure and the condition of the surrounding environment are tangible evidence of the services provided. 2) *Reliability*, or reliability, namely the company's ability to provide services as promised accurately and reliably. 3) *Responsiveness*, or responsiveness, which is a willingness to help and provide fast and accurate service to customers by delivering clear information. 4) *Assurance*, or guarantee and certainty, namely the knowledge, courtesy, and ability of company employees to foster customer trust in the company. Consists of several components, including communication, credibility, security, competence and courtesy. 5) *Empathy*, namely giving sincere and individual or personal attention to customers by trying to understand customer desires. For example, the company must know the specific customer desires, from the physical form of the product or service to its proper distribution.

From the research of Parasuraman, Zeithaml, and Berry in (Tjiptono & Diana, 2012) , there are 10 general dimensions that represent the assessment criteria used by service users to assess service quality and summarized in 5 dimensions . The 5 general dimensions are 1) Direct Evidence

(*Tangibles*): Concerning physical facilities, personnel equipment and means of communication. 2) Reliability (*Reliability*): The ability to provide services that have been promised appropriately. 3) *Responsiveness* (*Responsiveness*): The ability to assist service users by providing appropriate services. 4) Assurance (*Assurance*): includes the knowledge, ability, courtesy and trustworthiness of every staff, and 5) Empathy (*Empathy*): The ease of relationships, good communication, personal attention, and understand the needs of customers. Dimensions / indicators of service quality according to (Zeithaml et al., 2010) is divided into five dimensions of service quality, namely: 1) *Reliability* (Reliability), the ability to perform the promised services with accurate and reliable. 2) *Responsive* (Response), ie a response or readiness of employees to help their customers and provide quick and responsive service, which includes the alertness of employees in serving customers, employees in the service transaction speed, and handling customer complaints. 3) *Assurance* (insurance), which includes the ability of employees to know the right product, quality of hospitality, attention and politeness in providing services, skills in providing information. 4) *Emphaty* (empathy), which is the individual attention the company gives to customers, such as the ease of contacting the company, the ability of employees to communicate with customers, and the company's efforts to understand the needs and desires of its customers. 5) *Tangible* (Physical Evidence), covering the appearance of physical facilities, such as a front office building, available parking space, cleanliness, tidiness and comfort of the room, completeness of communication equipment and appearance.

Customer satisfaction

Satisfaction is the level of a person's feelings after comparing the performance / results he feels with his expectations. Meanwhile, according to (Kotler & Keller, 2009) *satisfaction* is a feeling of pleasure or disappointment in someone who arises after comparing their perceptions / impressions of the performance (or results) of a product and their expectations.

Thus, the level of satisfaction is a function of the difference between perceived performance and expectations. If the performance is below expectations, the customer will be disappointed. When performance is as expected, customers will be satisfied. Meanwhile, if the performance exceeds expectations, customers will be very satisfied. Customer expectations can be shaped by past experiences, comments from relatives and promises and marketing information from competitors. Satisfied customers will stay longer, be less price sensitive and leave good comments about the company.

Measuring consumer satisfaction is very important to do because it provides useful information for companies, shareholders, investors, government and consumers. According to (Tjiptono, 2000) there are six core concepts regarding measurement objects that are used as indicators of consumer satisfaction :

1. Overall customer satisfaction (*Overall Customer Satisfaction*) . Customers are immediately asked how satisfied they are with the product or service. Satisfaction is measured based on the company's products or services and compares it with the overall level of satisfaction with competitors' products or services.

2. The customer satisfaction dimension identifies the key dimensions of customer satisfaction and asks the customer to rate a product or service based on specific items, such as speed of service, service facilities or staff friendliness. Ask customers to rate competitors' products or services based on specific items and determine the dimensions that are most important in assessing overall customer satisfaction.

3.   Confirmation hope not be measured directly. However, it is concluded based on the suitability / mismatch between customer expectations and actual product performance on a number of important attributes or dimensions

4.   Repurchase interest. Customer satisfaction is measured based on behavior by asking customers whether to shop or use the company's services again.

5.   Willingness to recommend. In the case of a product whose repurchase takes a relatively long time or is not a one-time purchase (such as a car purchase, home brokerage, life insurance, tour) the customer's willingness to recommend the product to friends or family .

6.   Customer dissatisfaction. Customer dissatisfaction includes complaints, returns, warranty costs, *product recall*, negative rumors and consumers turning to competitors.

Customer perceptions about the quality of a service and overall satisfaction, they have several indicators / clues that can be seen. Customers may smile when they talk about goods or services. They may say nice things about goods or services. A smile is proof that someone is satisfied, frowning on the contrary reflects disappointment.

Both of the above smiling and saying good things are manifestations or indicators of a *construct* called customer satisfaction. Constraction is an idea / conception.

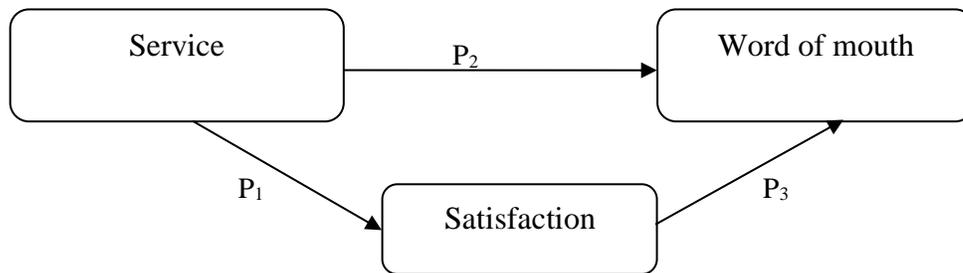Based on the description of the variables above, this framework can be described as follows:

Figure 1. Research Paradigm

Method

This research is a descriptive collaborational study, where the data obtained is disclosed based on data in the field. The data is then analyzed using descriptive statistical analysis methods and correlational analysis using path analysis. Data collected include two variabe l free the customer service and satisfaction as well as a variabe l tied that *word of mouth*. The data used is d ata primary and d ata secondary, i instrument is (tools) collection of research data used is k uesioner and interviews. The study population was all of the PT Cahaya Sukses Mandiri Umrah pilgrims from 2019, totaling 63 people. D an sample in penel i tian as many as 63 people by taking a sample census. The data analysis technique is the analysis of the path (*path analysis*) .

Result and Discussion

Result

This study using path analysis (*path analysis*) . The path analysis model equation in this study is as follows: (1) SAT = 0, 851 SERV + ε_1; (2) WOM = 0.366 SERV + 0.377 SAT + ε_2
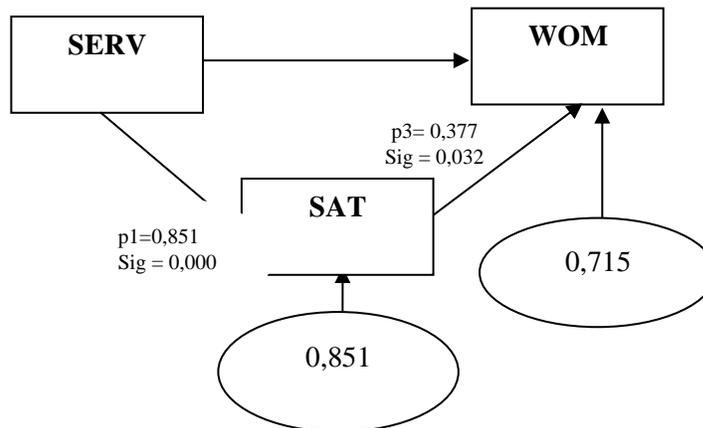
p2 =0,366
Sig = 0,037

Figure 2. Path Analysis Model

The coefficient values shown in Figure 1 show how the direct and indirect effects of the variables in this study are. The interpretation of these values is described in the following sections. *First.* The direct effect of service (SERV) on customer satisfaction (SAT) has a path coefficient value (p_1) of 0.851 positive and a probability value (sig) of 0.000 (significant). This positive value shows that if the value of service increases, the value of customer satisfaction also increases. *Second.* The direct effect of service (SERV) on the *Word of Mouth* (WOM) value of the path coefficient (p_2) is 0, 366 (positive) and the probability value (sig) is 0, 037 (significant). This positive value shows that if the value of service increases, the value of customer loyalty also increases. *Third.* The direct effect of customer satisfaction (SAT) on *Word Of Mouth* (WOM) has a path coefficient value (p_3) of 0.377 positive and a probability value (sig) of 0.0 32 (significant). This positive value indicates that if the customer satisfaction value increases, the *Word Of Mouth value* will increase. *Fourth.* The indirect effect (*indirect effect*) services (SERV) to *Word Of Mouth* (WOM) through the satisfaction of customers (SAT) is equal to p_1(0,851) xp_3(0,377) = 0,321 . While the *direct effect* (*direct effect*) service (SERV) to the *Word Of Mouth* (WOM) is equal to p_2= 0,366 . Thus the value of the coefficient of indirect effect (0,321 <value of the coefficient of direct effect (0,366). This comparison shows that customer satisfaction (SAT) acts as a mediator.

Discussion

Effect of Service on Customer Satisfaction

The result of the research conducted shows that service has a positive and significant effect on customer satisfaction, which means that if the service provided is good, it will be able to increase customer satisfaction. This proves that the quality of service provided by the company is able to affect customer satisfaction, this is indicated by competence, credibility, and employee attention in providing services that are considered good by respondents with positive answers with the majority answering strongly agree.

Service quality according to (Lovelock & Wirtz, 2010) is a customer perspective in the long term and is a cognitive evaluation of transfer services. Companies that are committed to quality and consistently provide quality service will enjoy competitive advantages so that the

company can easily foster customer loyalty and build successful customer relationships. This means that *service quality* is one aspect that contributes to the success of an organization.

The results of research (Azhar et al., 2018) , (Radiman et al., 2018) , (Azhar & Jufrizen, 2017) state that by maintaining good service for consumers, so as to provide a good experience for consumers, it can improve recommendations or positive *word of mouth* for other potential consumers. So are the results of other studies which conclude that service has an effect on customer satisfaction (Gultom & Jufrizen, 2016) , (Arianty, 2015) and (Christina, 2014) .

Influence of Service on *Word Of Mouth*

The result of the research conducted shows that service has a positive and significant effect on *Word Of Mouth*, which means that customers feel that the service provided is good enough, it will increase the *Word Of Mouth.* Service quality is needed, especially in the service industry, considering that consumers have desires that always want to be fulfilled and satisfied. Consumers always expect to get maximum service from service providers in this case they want to be treated professionally and get something according to what they expect. Service quality is one of the factors that support the achievement of *customer loyalty* because good service will make customers feel comfortable and appreciated.

Service quality according to (Lovelock & Wright, 2010) is a customer perspective in the long run and is a cognitive evaluation of transfer services. Companies that commit to quality and consistently provide quality service will enjoy competitive advantages so that companies can easily foster customer loyalty and foster successful customer relationships. This means that *service quality* is one aspect that contributes to the success of an organization. Satmoko et al., (2016) , (Andayani, 2015) and (Anita & Rahanatha, 2015) in their research show that with good service for consumers, it can increase positive *word of mouth* .

Effect of Customer Satisfaction To The *Word Of Mouth*

The results of the research conducted show that customer satisfaction has a positive and significant effect on *Word Of Mouth* , which means that customers feel satisfied from the experience they have felt and lead to customer *Word Of Mouth* . Consumers who are satisfied with services will provide a decision, consumers do not just stop at the consumption process. Consumers will conduct an evaluation process of the consumption they have done. Customer satisfaction has become a central concept in marketing theory and practice, and is one of the essential goals for business activities. Engel et al. in (Tjiptono & Chandra, 2012) states that customer satisfaction is an after-purchase evaluation in which the chosen alternatives are at least equal to or exceed customer expectations, while dissatisfaction arises when the results (*outcomes*) do not meet expectations. Meanwhile, Kotler et al. in (Tjiptono, 2015) states that customer satisfaction is the level of a person's feelings after comparing the perceived performance or results with his expectations. According to (Tjiptono & Chandra, 2012) customer satisfaction or dissatisfaction is the customer's response to the evolution of discrepancies (*discinfirmation*) that is felt between previous expectations and the actual performance of the product, it is felt that in increasingly fierce competition, more and more producers are involved in fulfilling consumer needs and desires. so that this causes each company to place an orientation on customer satisfaction as the main goal, among others, with the increasing number of companies that declare commitment to customer satisfaction in mission statements, advertisements. Satmoko et al., (2016), (Andayani,

2015) and (Anita & Rahanatha, 2015) in their research show that customer satisfaction has a positive and significant effect on *word of mouth*.

Conclusion

Based on the results of the research that has been done in this study, it could be concluded that the p elayanan ber influence positively and significantly to customer satisfaction, service positive and significant effect on *Word of mouth* , k epuasan p elanggan ber influence positively and significantly on *word of mouth* , as well as customer satisfaction , acts as a mediator on the effect of service on the *Word of mouth* Travel Hajj and Umrah PT. Cahaya Sukses Mandiri . While the suggestion-sara n given is should PT. Cahaya Sukses Mandiri is even better at providing maximum service to the Jamaah who is leaving for Umrah. By providing good service, the delivery of *word of mouth* will also be good for prospective pilgrims, so that it can increase the number of prospective Umrah pilgrims of PT. Cahaya Sukses Mandiri . To increase customer satisfaction, aka PT. Cahaya Sukses Mandiri must be able to improve excellent service, good promotion and very competitive prices which have a significant impact on the Word Of Mouth to prospective pilgrims who have not used the services and products of PT. Cahaya Sukses Mandiri. For further researchers, they should add other independent variables and increase the research sample to get maximum results.

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