

ABSTRAK

M. Arfan Ishaq: *Pengaruh Kompetensi Pembimbing Ibadah Terhadap Kepuasan Jemaah Umrah Di Saira Tour and Travel Kota Bandung.*

Meningkatnya minat masyarakat Indonesia terhadap ibadah umrah telah mendorong pertumbuhan biro perjalanan umrah yang semakin kompetitif. Dalam kondisi tersebut, pembimbing ibadah memiliki peran strategis dalam memberikan bimbingan manasik, arahan teknis, serta pendampingan spiritual kepada jemaah. Oleh karena itu, kompetensi pembimbing ibadah menjadi salah satu faktor penting yang dapat memengaruhi tingkat kepuasan jemaah selama menjalankan ibadah umrah.

Penelitian ini bertujuan menganalisis pengaruh kompetensi pembimbing ibadah terhadap kepuasan jemaah umrah di *Saira Tour And Travel* Kota Bandung, serta mengidentifikasi dimensi kompetensi yang paling dominan. Penelitian menggunakan *grand theory* kompetensi Spencer dan Spencer (*knowledge, skill, attitude, motives, self concept*) serta teori kepuasan pelanggan yang diadaptasi dari dimensi SERVQUAL.

Pendekatan kuantitatif dengan metode kausalitas dan teknik survei digunakan dalam penelitian ini. Data dikumpulkan melalui kuesioner skala likert kepada 61 responden jemaah umrah *Saira Tour and Travel* Kota Bandung. Analisis data dilakukan menggunakan program SPSS melalui uji validitas, reliabilitas, uji asumsi klasik, regresi linear berganda, koefisien determinasi, uji F, dan uji t.

Hasil penelitian menunjukkan bahwa kompetensi pembimbing ibadah yang terdiri atas *knowledge, skill, attitude, motives*, dan *self concept* berpengaruh signifikan terhadap kepuasan jemaah umrah dengan nilai $F = 23,762$ dan signifikansi 0,000, serta *Adjusted R Square* sebesar 0,655 atau 65,5%. Secara parsial, hanya dimensi *attitude* yang berpengaruh positif dan signifikansi ($\beta = 0,592$; $p = 0,030$). Semakin baik sikap pembimbing ibadah, semakin tinggi pula kepuasan jemaah umrah.

Kata Kunci: *Kompetensi Pembimbing Ibadah, Kepuasan Jemaah Umrah, Saira Tour and Travel, Regresi Linear Sederhana, Attitude.*

ABSTRACT

M. Arfan Ishaq: *The Influence of Pilgrimage Guide Competence on Umrah Pilgrim Satisfaction at Saira Tour and Travel in Bandung.*

The increasing interest of the Indonesian public in the Umrah pilgrimage has driven the growth of increasingly competitive Umrah travel agencies. In this environment, pilgrimage guides play a strategic role in providing guidance during the rituals, technical guidance, and spiritual guidance to pilgrims. Therefore, the competence of pilgrims is a crucial factor influencing pilgrims' satisfaction during the Umrah pilgrimage.

This study aims to analyze the influence of pilgrim guide competence on Umrah pilgrim satisfaction at Saira Tour and Travel in Bandung and to identify the most dominant competency dimensions. The study uses Spencer and Spencer's grand theory of competency (knowledge, skill, attitude, motives, self-concept) and customer satisfaction theory adapted from the SERVQUAL dimensions.

A quantitative approach using causality methods and survey techniques was employed. Data were collected through a Likert-scale questionnaire from 61 respondents from Umrah pilgrims at Saira Tour and Travel in Bandung. Data analysis was performed using SPSS through validity and reliability tests, classical assumption tests, multiple linear regression, coefficient of determination, F-tests, and t-tests.

The results showed that pilgrimage guide competence, consisting of knowledge, skills, attitudes, motives, and self-concept, significantly influenced Umrah pilgrim satisfaction, with an F-value of 23.762 and a significance level of 0.000, and an Adjusted R-square of 0.655 (65.5%). Partially, only the attitude dimension had a positive and significant effect ($\beta = 0.592$; $p = 0.030$). The better the pilgrim's attitude, the higher the Umrah pilgrim's satisfaction.

Keywords: *Pilgrimage Guide Competence, Umrah Pilgrim Satisfaction, Saira Tour and Travel, Simple Linear Regression, Attitude.*