DAAR EL-QIBLATAIN: Journal of Hajj and Umrah Management

Vol. 2 No. 1 (2026) : 12-16
Hajj & Umrah Management Study Program
Islamic Economics and Business College,
Badri Mashduqi Probolinggo
p-ISSN: 3163-544X, e-ISSN: 3163-5431.

THE RELATIONSHIP BETWEEN ADMINISTRATIVE PERFORMANCE AND THE LEVEL OF SATISFACTION AMONG HAJJ AND UMRAH PILGRIMS

Siti Nurdiana
Institut Badri Mashduqi Probolinggo
Email: nurdiana12p@gmail.com

Diterima: 28 Juni 2026	*Direvisi: 29 Juni 2026*	*Diterbitkan: 30 Juni 2026*

Abstract :

The implementation of hajj and umrah pilgrimage is a form of religious service that is strongly influenced by the administrative performance quality of the organizing institution. This study aims to determine the relationship between administrative performance and the level of pilgrim satisfaction at PT Nurul Haramain. This research employs a quantitative approach with an associative research design. The population consists of all pilgrims who used the services of PT Nurul Haramain, with samples selected through purposive sampling. Data were collected through a Likert-scale questionnaire measuring indicators of administrative performance (service timeliness, data accuracy, procedural simplicity, information clarity, and staff attitude) and pilgrim satisfaction (expectation conformity, service satisfaction, and repurchase intention). The results indicate that administrative performance has a positive and significant effect on pilgrim satisfaction, with service speed and information clarity being the most dominant indicators. These findings emphasize the importance of human resource competency development, system integration, and procedural simplification as strategies to enhance pilgrim satisfaction

Keyword : *administrative performance; pilgrim satisfaction; hajj and umrah; service quality.*

Abstrak:

Penyelenggaraan ibadah haji dan umrah merupakan bentuk pelayanan jasa keagamaan yang sangat dipengaruhi oleh kualitas kinerja administrasi lembaga penyelenggara. Penelitian ini bertujuan untuk mengetahui hubungan antara kinerja administrasi dengan tingkat kepuasan jemaah haji dan umrah pada PT Nurul Haramain. Penelitian menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Populasi penelitian adalah seluruh jemaah yang menggunakan jasa PT Nurul Haramain, dengan teknik pengambilan sampel purposive sampling. Data dikumpulkan melalui kuesioner berskala Likert yang mengukur indikator kinerja administrasi (ketepatan pelayanan, keakuratan data, kemudahan prosedur, kejelasan informasi, dan sikap petugas) serta kepuasan jemaah (kesesuaian harapan, kepuasan layanan, dan minat menggunakan kembali).Temuan ini menegaskan pentingnya peningkatan kompetensi sumber daya manusia, integrasi sistem, dan penyederhanaan prosedur administrasi sebagai strategi peningkatan kepuasan jemaah.

Kata Kunci: *kinerja administrasi; kepuasan jemaah; haji dan umrah; kualitas pelayanan*

INTRODUCTION

The organization of the Hajj and Umrah pilgrimages is a form of religious service with unique characteristics, as it involves not only administrative and operational aspects but is also closely tied to the spiritual dimension and the faith of the pilgrims. Service quality is a crucial factor, given that pilgrims have high expectations regarding the smoothness and comfort of their religious observances (Zahdi, 2021). One aspect that plays a key role in determining the quality of these services is administrative performance, which reflects an institution's ability to manage all administrative processes effectively, efficiently, and professionally—from registration and document management to information dissemination and post-pilgrimage services (Sari Rahmadini, 2021).

Optimal administrative performance is characterized by timely service, data

accuracy, streamlined procedures, and transparency of information. If these aspects are met, the service process will run smoothly and provide a positive experience for pilgrims; conversely, delays in document processing, a lack of clarity in information, or convoluted procedures can lead to dissatisfaction and erode pilgrims' trust (Akbar Sabiruddin et al., 2024).

As the number of pilgrims increases and competition among Hajj and Umrah travel agencies intensifies, the demand for improved administrative performance is growing, while challenges such as limited human resources, a lack of training, and non-integrated systems remain common. This study was conducted at PT Nurul Haramain, a Hajj and Umrah travel agency known for its strong commitment to providing well-organized, responsive, and professional administrative services. Based on this background, this study aims to determine the relationship between administrative performance and the level of satisfaction among Hajj and Umrah pilgrims, as well as to identify factors that can improve the quality of administrative services (Erin Nur Putriani, 2024)

RESEARCH METHOD

This study employs a qualitative approach using a descriptive research design, aiming to understand and describe in depth the implementation of information system quality at PT Nurul Haramain and its impact on the satisfaction of Hajj and Umrah pilgrims based on the experiences, perceptions, and meanings attributed to the system by both pilgrims and administrators. The research subjects include management or information system staff, as well as Hajj and Umrah pilgrims who have used the information system's services. Informants were selected using purposive sampling, taking into account specific criteria such as their involvement in using the information system for administrative processes and Hajj and Umrah services to ensure they could provide relevant and in-depth information aligned with the study's focus. Data collection was conducted through semi-structured interviews with administrative staff and pilgrims to explore their experiences, perceptions, and levels of satisfaction regarding ease of use, system reliability, access speed, data security, and information accuracy. This was supplemented by direct observation of the information system usage process from registration to the delivery of departure information as well as documentation of the information system's features, standard operating procedures (SOPs), and supporting documents related to the management of pilgrim data. The data obtained were analyzed using the qualitative data analysis model proposed by Miles and Huberman, which includes the stages of data reduction, data presentation, and drawing conclusions or verification to produce a comprehensive picture of the impact of information system quality on pilgrim satisfaction, including various obstacles and improvement efforts identified during the study (Fikri et al., n.d.).

FINDINGS AND DISCUSSION

Theoretical Framework of the Relationship Between Administrative Performance and Pilgrims' Satisfaction

Administrative performance essentially reflects the quality of management of all administrative processes, which serve as the primary foundation for the delivery of Hajj

and Umrah services. This performance encompasses the timeliness of service, the accuracy of data processing, the clarity of information, the ease of procedures, and the ability of staff to provide responsive and communicative service. In practice, administration is not merely a technical process but an integral part of the service experience directly felt by pilgrims; thus, the quality of administrative performance significantly shapes pilgrims' perceptions of the organizing institution's professionalism (Azmi Nawaf, 2024).

From the perspective of service theory, pilgrims' satisfaction is the result of evaluating the alignment between their expectations and the service performance they receive. Hajj and Umrah pilgrims generally have high expectations because the religious rituals they perform are sacred and require thorough preparation, both spiritual and administrative. When administrative performance provides convenience, certainty, and comfort at every stage of service, pilgrims will experience high satisfaction; conversely, discrepancies between expectations and reality such as delays, data errors, or a lack of information can erode pilgrims' trust in the organization (Rifka Alkhilyatul Ma'rifat, I Made Suraharta, 2024). Prompt, accurate, and transparent administrative services also foster a sense of security and trust, as congregants feel that the processes they undergo are managed professionally; thus, improvements in administrative performance have an impact on both short-term satisfaction and the institution's long-term loyalty and reputation (Muhammad Hanbalil Bakti, 2023).

The Effect of Administrative Performance on Pilgrims' Satisfaction

The research findings indicate that administrative performance has a positive and significant effect on the level of satisfaction among Hajj and Umrah pilgrims. The better the administrative performance provided by the organizing agency, the higher the level of satisfaction felt by the pilgrims. Service speed and clarity of information are the dominant factors influencing satisfaction, as pilgrims have a strong need for certainty in every process they undergo. A friendly and communicative attitude on the part of staff also plays a crucial role in enhancing satisfaction, as direct interaction between staff and pilgrims is an integral part of the overall service experience (Hani Awaliyah, 2021).

Implications for Trust, Loyalty, and Challenges Faced

Administrative performance not only directly influences satisfaction but also has the potential to affect congregants' trust and loyalty. Satisfied congregants tend to have a higher level of trust in the organization and are more willing to use its services again in the future; thus, administrative performance can be considered a key factor in building long-term relationships between the organizing institution and its congregants (Tiara Syafira1, 2025). However, this study also identified several challenges that still exist, such as a limited number of administrative staff, a lack of adequate training, and a service system that is not yet fully integrated (Marendengi et al., 2025). These challenges can affect service quality, necessitating continuous improvement efforts through enhancing human resource competencies, leveraging information technology, and streamlining administrative procedures.

Overall, the results of this study confirm that administrative performance plays a crucial role in determining the level of satisfaction among Hajj and Umrah pilgrims. Organizing agencies need to give serious attention to improving the quality of administration as part of their service improvement strategy, so as to provide professional, reliable, and pilgrim-centered services.

CONCLUSION

Based on the findings of this study, it can be concluded that administrative performance has a strong, positive, and significant relationship with the level of satisfaction among Hajj and Umrah pilgrims. Good administrative performance such as timely service, data accuracy, clarity of information, ease of procedures, and the professional attitude of staff—can provide a positive service experience for pilgrims. The more optimal the administrative performance provided by the organizing agency, the higher the pilgrims' satisfaction levels, which in turn contributes to increasing their trust and loyalty toward the agency.

Nevertheless, several challenges remain, such as limited human resources, a lack of training, and systems that are not yet fully integrated. Therefore, efforts are needed to improve the quality of administration through human resource development, the utilization of technology, and the simplification of service procedures. Thus, administrative performance can be identified as a key factor in ensuring pilgrim satisfaction and should therefore be a top priority in strategies to improve the quality of Hajj and Umrah services..

.

REFERENCES

Akbar Sabiruddin, Patta Hindi Asis, Yunitawati Lampasa, Darwan Sari, Muhammad Ihsan Mattalitti, & Andi Awaluddin Ma'ruf. (2024). Kualitas Pelayanan Administrasi Kependudukan Di Desa Bou Kecamatan Lambandia Kabupaten Kolaka Timur. Journal Publicuho, 7(4), 1976–1990. https://doi.org/10.35817/publicuho.v7i4.561

Azmi Nawaf, D. N. (2024). Efektivitas Pelayanan Haji dan Umrah Dalam Meningkatkan Kepuasaan Jamaah. 2, 306–312.

Erin Nur Putriani. (2024). Optimalisasi Pelayanan Administrasi Dalam Meningkatkan Kepuasan CalonJemaah Haji (Studi Penyelenggara Haji Dan Umrah KementerianAgama Kabupaten Probolinggo).

Fikri, A., Azmi, G., Darul, N., Muhammad, N., Hasan, A., Tri, S., & Utami, N. (n.d.). Efektivitas Pelayanan Haji dan Umrah Dalam Meningkatkan Kepuasaan Jamaah.

Hani Awaliyah. (2021). Kepuasan Masyarakat Terhadap Pelayanan Penyelenggara Haji DanUmroh Pada Kantor Kementerian Agama Kota Bandung.

Marendengi, S. A., Julyani, S., & Alwi, M. K. (2025). Literature Review Pencegahan Penyakit Meningitis Dalam Pandangan Ilmu Kedokteran Islam : Vaksin Meningitis Meningokokus. Jurnal Kesehatan Tambusai, 6(2), 6578–6586. https://doi.org/10.31004/jkt.v6i2.46629

Muhammad Hanbalil Bakti. (2023). 211801010- Muhammad Hanbali Bakti Fulltext.

Ridho, Z., Hidayat, M. I., & Rahman, T. (2024). Integrasi Manajemen Dan Etika Bisnis Islam Dalam Layanan Ibadah Umrah. Iltizam: Jurnal Ekonomi dan Keuangan Islam, 1(2), 70-82.

Rifka Alkhilyatul Ma'rifat, I Made Suraharta, I. I. J. (2024). Manajemen Pelayanan Haji dan Umroh Pada Kantor Kementrian Agama Kota Padangsidimpuan. 2, 306–312.

Rohmatillah, L., & Ridho, Z. (2021). Efektivitas Manajemen Layanan Prima Ibadah Umrah Pt. Nur Haramain Mulia. Haramain: Jurnal Manajemen Bisnis, 1(01), 53-61.

Sari Rahmadini. (2021). PENGARUH KINERJA PEGAWAI TERHADAP KUALITAS PELAYANAN PENYELENGGARA HAJI DAN UMROH PADA KANTOR

KEMENTERIAN AGAMA KABUPATEN SUMEDANG.
Tiara Syafira1, A. E. (2025). PENGARUH KUALITAS PELAYANAN TOUR LEADER TERHADAP KEPUASAN JAMAAH UMROH DI PT RAMAH FISTA KLATEN TAHUN 2024. 7(2), 264–277.
Zahdi. (2021). ANALISIS PENCAPAIAN KEPUASAN LAYANAN HAJIDAN UMRAH DI KOTA BANDAR LAMPUNG.