

Service Quality Dimensions and Pilgrim Satisfaction Towards Hajj and Umrah Tour Operators: An Empirical Study

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Abstract—Pilgrimage is a journey to a sacred place for religious devotion, spiritual fulfilment, or to perform prescribed rituals by individuals or groups to a sacred or holy place, motivated primarily by religious, spiritual, or faith-based beliefs. Such journeys are often performed as an act of devotion, penance, thanksgiving, or spiritual fulfilment. Pilgrimage involves visiting places of religious significance, such as temples, churches, mosques, shrines, or other holy sites, and is considered an important religious practice in many cultures and faiths across the world. Pilgrimage has long been an integral aspect of religious and spiritual life, involving large-scale movement of devotees to sacred destinations for the fulfilment of faith, rituals, and spiritual aspirations. In recent years, pilgrimage travel has expanded significantly due to improved transportation, organized tour services, technological support, and increasing disposable income among devotees. Despite this growth, pilgrims often face challenges related to service quality, safety, affordability, information accessibility, accommodation, transportation, and overall travel management. The paired *t*-test analysis confirmed the presence of expectation–perception gaps across assurance, reliability, responsiveness, tangibility, and empathy dimensions. Among these, reliability and responsiveness exhibited the most prominent service deficiencies, indicating shortcomings in promptness, consistency, and operational efficiency. Tangibility and empathy showed comparatively better performance, though improvement is still required. The overall satisfaction analysis indicates a moderate level of pilgrim satisfaction, with mean values close to the average scale level.

Index Terms—Pilgrimage, tour operators, Service Quality, Hajj, Umrah, Satisfaction.

I. INTRODUCTION

Pilgrimage is a journey to a sacred place for religious devotion, spiritual fulfilment, or to perform prescribed rituals by individuals or groups to a sacred or holy place, motivated primarily by religious, spiritual, or faith-based beliefs. Such journeys are often performed as an act of devotion, penance, thanksgiving, or spiritual fulfilment. Pilgrimage involves visiting places of religious significance, such as temples, churches, mosques, shrines, or other holy sites, and is considered an important religious practice in many cultures and faiths across the world. Pilgrimage has long been an integral aspect of religious and spiritual life, involving large-scale movement of devotees to sacred destinations for the fulfilment of faith, rituals, and spiritual aspirations. In recent years, pilgrimage travel has expanded significantly due to improved transportation, organized tour services, technological support, and increasing disposable income among devotees. Despite this growth, pilgrims often face challenges related to service quality, safety, affordability, information accessibility, accommodation, transportation, and overall travel management.

The diverse expectations and experiences of pilgrims, coupled with varying levels of satisfaction with pilgrimage-related services, highlight gaps between service providers and pilgrims' needs. Moreover, limited empirical studies focus on pilgrims' perceptions, satisfaction, and decision-making behaviour, particularly in the context of organized pilgrimage services. Hence, there is a need for a systematic study to examine pilgrims' perceptions,

service quality, satisfaction levels, and the factors influencing their choice of pilgrimage arrangements, in order to improve service delivery and enhance the overall pilgrimage experience.

II. REVIEW OF LITERATURE

Customer satisfaction and loyalty have been extensively examined in service marketing literature as critical determinants of organizational sustainability. Rahmawaty (2011) established that customer satisfaction significantly influences loyalty, repurchase intention, and positive word-of-mouth. Similarly, Ileska (2013) emphasized that continuous monitoring of customer satisfaction is essential for long-term competitiveness, as dissatisfaction can severely impact financial stability. Nugroho (2013) further confirmed that service performance positively affects customer loyalty, while Sangadji and Sopiah (2013) argued that genuine loyalty is attitudinal and rooted in trust and emotional commitment rather than transactional repetition. Tjiptono (2014) reinforced this view by distinguishing behavioural loyalty from true attitudinal loyalty.

In the religious tourism context, service quality assumes additional spiritual and experiential dimensions. Eid (2012), applying the SERVQUAL framework, demonstrated that tangibles, reliability, responsiveness, assurance, and empathy significantly influence pilgrim satisfaction during Hajj. The study also highlighted cross-cultural differences in service quality perception, suggesting that expectations vary across nationalities. Extending beyond attribute-based evaluation, Yarimoglu (2014) conceptualized service quality from a transcendent perspective, arguing that quality in pilgrimage services is experienced holistically across all service stages rather than through isolated encounters.

Recent studies have emphasized the multidimensional and relational nature of Umrah services. Othman et al. (2021) found that integrated marketing communication and after-sale services significantly enhance pilgrim satisfaction and loyalty. Murshid and Hsi-Jui Wu (2022) introduced value co-creation as a mediating mechanism, showing that active pilgrim participation strengthens loyalty formation. Aisya (2023), through a systematic literature review, structured Umrah services into pre-journey, in-journey, and post-journey stages, highlighting the

importance of managing service quality consistently across the entire pilgrimage lifecycle.

Technological support has also emerged as an influential factor. Sharef et al. (2014) demonstrated that semantic question-answering systems can improve pilgrims' understanding and overall experience, indicating the growing role of digital service quality in religious tourism. Additionally, studies such as Sulaiman et al. (2015) suggest that emotional attachment and brand love significantly mediate the relationship between service perceptions and loyalty, further reinforcing the psychological foundation of long-term commitment.

III. SCOPE, SIGNIFICANCE AND STATEMENT OF THE PROBLEM

Hajj and Umrah pilgrimages constitute one of the largest segments of global religious tourism, where service quality plays a critical role in shaping pilgrims' overall experience and satisfaction. This study examines the service quality of Hajj and Umrah tour operators by evaluating pilgrims' perceptions across key SERVQUAL dimensions, namely reliability, responsiveness, assurance, empathy, and tangibles. The research focuses on services delivered by both government-authorized and private tour operators throughout the pilgrimage process, with particular attention to the needs of elderly and vulnerable pilgrims.

Despite increasing participation in pilgrimage travel, service delivery inconsistencies such as inadequate coordination, communication gaps, and substandard facilities continue to affect pilgrims' experiences. The absence of systematic empirical assessment of tour operators' performance creates challenges in identifying service deficiencies and improving accountability. By analysing the gap between pilgrims' expectations and perceived service performance, this study provides evidence-based insights to enhance service standards, strengthen customer satisfaction, and contribute to the advancement of service quality research within the religious tourism context.

IV. OBJECTIVES OF THE STUDY

- ❖ To investigate the tourist perception towards services offered by the tour operators.

- ❖ To assess the perception towards service quality by the tour operators.
- ❖ To evaluate the level of satisfaction among the tourists towards the tour operators.

H2: There is a significant difference in pilgrims' perception of service quality provided by Hajj and Umrah tour operators.

H3: There is a significant relationship between the perceived service quality of tour operators and the level of satisfaction among pilgrims.

HYPOTHESES OF THE STUDY

H1: There is a significant relationship between pilgrims' perception and the services offered by Hajj and Umrah tour operators.

V. ANALYSIS

Table 1

AGE	SERVICES OFFERRED BY OPERATOR						Total
	MEALS PLAN	ACCOMMODATION DETAILS	TRANSPORTATION DETAILS	SAFETY DETAILS	VISA AND IMMIGRATION PROCESS	LUGGAGE HANDLING	
UNDER25	26	13	16	20	16	8	99
26-35	31	23	14	18	17	17	120
36-45	49	22	21	17	23	20	152
46-55	37	34	19	14	15	19	138
ABOVE 55	47	23	20	19	19	23	151
Total	190	115	90	88	90	87	660

EDUCATION	SERVICES OFFERRED BY OPERATOR						Total
	MEALS PLAN	ACCOMMODATION DETAILS	TRANSPORTATION DETAILS	SAFETY DETAILS	VISA AND IMMIGRATION PROCESS	LUGGAGE HANDLING	
UPTO MATRIC	39	24	14	21	19	20	137
HSC	37	20	13	17	22	15	124
GRADUATION	30	31	22	16	13	19	131
DIPLOMA	38	29	23	15	20	12	137
NO FORMAL EDUCATION	46	11	18	19	16	21	131
Total	190	115	90	88	90	87	660

Table 2

ASSURANCE FACTORS		Paired Differences			t	df	Sig.
		Mean	Std. Deviation	Std. Error Mean			
Pair 1	ASSURANCE EXPECTED ASSURANCE PERCEIVED	-.414	1.923	.075	5.527	659	.000
Pair 2	ASSURANCE EXPECTED ASSURANCE PERCEIVED	-.011	2.062	.080	.132	659	.895
Pair 3	ASSURANCE EXPECTED ASSURANCE PERCEIVED	-.032	1.973	.077	.414	659	.679
Pair 4	ASSURANCE EXPECTED ASSURANCE PERCEIVED	-.145	2.049	.080	-1.823	659	.069
Pair 5	ASSURANCE EXPECTED ASSURANCE PERCEIVED	-.082	2.071	.081	1.015	659	.311

Pair 6	ASSURANCE EXPECTED ASSURANCE PERCEIVED	-.244	1.935	.075	-3.239	659	.001
Pair 7	ASSURANCE EXPECTED ASSURANCE PERCEIVED	-.162	2.093	.081	1.990	659	.047

Table 3

RELIABILITY FACTORS							
		Paired Differences			t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean			
Pair 1	RELIABILITY EXPECTED RELIABILITY PERCEIVED	-.414	1.927	.075	-5.513	659	.000
Pair 2	RELIABILITY EXPECTED RELIABILITY PERCEIVED	-.171	2.051	.080	-2.145	659	.032
Pair 3	RELIABILITY EXPECTED RELIABILITY PERCEIVED	-.152	1.897	.074	-2.052	659	.041
Pair 4	RELIABILITY EXPECTED RELIABILITY PERCEIVED	-.047	1.885	.073	-.640	659	.522
Pair 5	RELIABILITY EXPECTED RELIABILITY PERCEIVED	-.120	1.959	.076	-1.570	659	.117
Pair 6	RELIABILITY EXPECTED RELIABILITY PERCEIVED	-.165	1.842	.072	2.303	659	.022
Pair 7	RELIABILITY EXPECTED RELIABILITY PERCEIVED	-.023	1.853	.072	.315	659	.753

Table 4

RESPONSIVENESS FACTOR – PAIRED t - TEST							
		Paired Differences			t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean			
Pair 1	RESPONSIVENESS EXPECTED RESPONSIVENESS PERCEIVED	-.274	1.999	.078	-3.524	659	.000
Pair 2	RESPONSIVENESS EXPECTED RESPONSIVENESS PERCEIVED	-.405	1.959	.076	-5.305	659	.000
Pair 3	RESPONSIVENESS EXPECTED RESPONSIVENESS PERCEIVED	-.370	1.902	.074	-4.994	659	.000
Pair 4	RESPONSIVENESS EXPECTED RESPONSIVENESS PERCEIVED	-.044	1.955	.076	.578	659	.564
Pair 5	RESPONSIVENESS EXPECTED RESPONSIVENESS PERCEIVED	-.518	1.761	.069	-7.561	659	.000
Pair 6	RESPONSIVENESS EXPECTED RESPONSIVENESS PERCEIVED	-.388	1.971	.077	-5.055	659	.000
Pair 7	RESPONSIVENESS EXPECTED RESPONSIVENESS PERCEIVED	-.238	2.076	.081	-2.944	659	.003

Table 5

TANGIBILITY FACTORS		Paired Differences			t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean			
Pair 1	TANGIBILITY EXPECTED TANGIBILITY PERCEIVED	-.533	1.675	.065	-8.181	659	.000
Pair 2	TANGIBILITY EXPECTED TANGIBILITY PERCEIVED	-.018	1.825	.071	.256	659	.798
Pair 3	TANGIBILITY EXPECTED TANGIBILITY PERCEIVED	-.397	1.920	.075	5.311	659	.000
Pair 4	TANGIBILITY EXPECTED TANGIBILITY PERCEIVED	-.385	1.902	.074	5.198	659	.000
Pair 5	TANGIBILITY EXPECTED TANGIBILITY PERCEIVED	-.338	1.946	.076	4.460	659	.000
Pair 6	TANGIBILITY EXPECTED TANGIBILITY PERCEIVED	-.017	1.755	.068	-.244	659	.807
Pair 7	TANGIBILITY EXPECTED TANGIBILITY PERCEIVED	-.417	1.657	.064	6.462	659	.000
Pair 8	TANGIBILITY EXPECTED TANGIBILITY PERCEIVED	-.011	1.886	.073	-.144	659	.885
Pair 9	TANGIBILITY EXPECTED TANGIBILITY PERCEIVED	-.252	1.873	.073	3.450	659	.001

Table 6

EMPATHY FACTOR – PAIRED t - TEST		Paired Differences			t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean			
Pair 1	EMPATHY EXPECTED EMPATHY PERCEIVED	-0.241	0.827	0.032	7.484	659	.000
Pair 2	EMPATHY EXPECTED EMPATHY PERCEIVED	-0.403	1.115	0.043	9.289	659	.000
Pair 3	EMPATHY EXPECTED EMPATHY PERCEIVED	-0.118	1.135	0.044	2.675	659	.000
Pair 4	EMPATHY EXPECTED EMPATHY PERCEIVED	-0.658	1.137	0.044	14.852	659	.564

Table 7

SERVICE QUALITY	N	MEAN	STANDARD DEVIATION	t	df	Sig.	
Food and Accommodation	660	2.94	1.392	54.333	659	.000	REJECTED
Travel and Transport	660	2.96	1.400	54.395	659	.000	REJECTED
Immigration Services	660	3.01	1.419	54.562	659	.000	REJECTED
Places of Visit arrangements	660	3.01	1.392	55.620	659	.000	REJECTED
Shopping	660	2.96	1.377	55.253	659	.000	REJECTED

Foreign Exchange	660	3.03	1.385	56.166	659	.000	REJECTED
Guide	660	3.07	1.378	57.305	659	.000	REJECTED
Language Barrier	660	2.95	1.388	54.607	659	.000	REJECTED
Rest-Room	660	3.03	1.447	53.753	659	.000	REJECTED
Service by the Agent	660	2.99	1.410	54.499	659	.000	REJECTED
Help and Assistance to Senior Citizen	660	2.96	1.383	55.033	659	.000	REJECTED
Weather Problem	660	3.01	1.402	55.126	659	.000	REJECTED
Medical Facility on Emergency	660	2.97	1.381	55.232	659	.000	REJECTED
Communication Facility	660	3.08	1.333	59.371	659	.000	REJECTED
Overall satisfaction	660	3.01	1.461	52.934	659	.000	REJECTED

HAJJ / UMRAH PILGIRIM SERVICE SATISFACTION

	Mean	Std. Deviation	N
AGE	3.18	1.369	660
HAJJ/UMRAH SERVICE SATISFACTION	3.00	1.372	660
HAJJ/UMRAH SERVICE SATISFACTION	3.00	1.376	660
HAJJ/UMRAH SERVICE SATISFACTION	2.93	1.426	660
HAJJ/UMRAH SERVICE SATISFACTION	3.04	1.375	660
HAJJ/UMRAH SERVICE SATISFACTION	2.94	1.355	660
HAJJ/UMRAH SERVICE SATISFACTION	2.99	1.417	660
HAJJ/UMRAH SERVICE SATISFACTION	3.17	1.363	660
HAJJ/UMRAH SERVICE SATISFACTION	2.91	1.409	660
HAJJ/UMRAH SERVICE SATISFACTION	3.04	1.449	660
HAJJ/UMRAH SERVICE SATISFACTION	2.90	1.404	660
HAJJ/UMRAH SERVICE SATISFACTION	3.05	1.399	660
HAJJ/UMRAH SERVICE SATISFACTION	3.08	1.422	660
HAJJ/UMRAH SERVICE SATISFACTION	3.00	1.408	660
HAJJ/UMRAH SERVICE SATISFACTION	3.03	1.314	660
HAJJ/UMRAH SERVICE SATISFACTION	2.98	1.475	660

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. Change	
1	0.182	0.033	0.011	1.362	0.033	1.467	15	644	0.112	
ANOVA ^a										
Model	Sum of Squares			df	Mean Square	F	Sig.			
1	Regression			40.825	15	2.722	1.467			0.112 ^b
	Residual			1194.623	644	1.855				
	Total			1235.448	659					
Coefficients										
Model	Unstandardized Coefficients			Standardized Coefficients			t	Sig.		
	B	Std. Error		Beta						
1	(Constant)	2.549	.433				5.885	.000		

HAJJ/URAH SERVICE SATISFACTION	.012	.040	.012	.307	.759
HAJJ/URAH SERVICE SATISFACTION	.010	.039	.010	.250	.803
HAJJ/URAH SERVICE SATISFACTION	-.004	.038	-.004	-.111	.912
HAJJ/URAH SERVICE SATISFACTION	.017	.039	.017	.443	.658
HAJJ/URAH SERVICE SATISFACTION	.026	.040	.026	.648	.517
HAJJ/URAH SERVICE SATISFACTION	.121	.038	.125	3.144	.002
HAJJ/URAH SERVICE SATISFACTION	.027	.040	.027	.679	.497
HAJJ/URAH SERVICE SATISFACTION	-.079	.038	-.082	-2.087	.037
HAJJ/URAH SERVICE SATISFACTION	.058	.037	.061	1.561	.119
HAJJ/URAH SERVICE SATISFACTION	.003	.039	.003	.073	.941
HAJJ/URAH SERVICE SATISFACTION	.026	.039	.026	.665	.506
HAJJ/URAH SERVICE SATISFACTION	.031	.038	.032	.813	.416
HAJJ/URAH SERVICE SATISFACTION	-.042	.038	-.044	-1.109	.268
HAJJ/URAH SERVICE SATISFACTION	-.036	.041	-.034	-.873	.383
HAJJ/URAH SERVICE SATISFACTION	.039	.036	.042	1.068	.286

VI. FINDINGS

The analysis indicates that respondents across all age groups perceived *meal plans* as the most prominent service offered by Hajj and Umrah tour operators, with the highest responses recorded among pilgrims aged 36–45 years (49) and above 55 years (47). Accommodation and transportation details received moderate responses across age categories, while comparatively fewer respondents acknowledged luggage handling services. Overall, middle-aged and elderly pilgrims showed greater awareness and evaluation of operator services than younger pilgrims, indicating higher service involvement among experienced travellers.

Services Offered by Operator

With respect to education, respondents with up to matriculation and diploma qualifications reported higher recognition of services offered by operators. Meal plans again emerged as the most acknowledged service across all educational levels. Graduates showed relatively higher attention toward accommodation and transportation details, whereas respondents with no formal education reported lower awareness of accommodation services but moderate perception of other facilities. This suggests that educational background slightly influences awareness levels, though core services are uniformly recognized across all groups.

The paired *t*-test results comparing expected and perceived service quality reveal varying levels of service gaps across the five SERVQUAL dimensions

of assurance, reliability, responsiveness, tangibility, and empathy among pilgrims.

Assurance: Significant differences are observed in selected assurance items (Pairs 1, 6, and 7; $p < 0.05$), indicating that pilgrims' expectations regarding staff competence, trust, and confidence were not fully met in certain areas. However, several items show insignificant differences, suggesting satisfactory assurance services overall.

Reliability: Most reliability factors demonstrate significant expectation–perception gaps, with negative mean differences indicating that perceived services fall below pilgrims' expectations. This reflects inconsistency in dependable and accurate service delivery by tour operators.

Responsiveness: Responsiveness shows the largest service gap, as the majority of items are statistically significant ($p < 0.05$). The negative mean values imply that operators were perceived as less prompt and supportive than expected, highlighting delays in assistance and customer response.

Tangibility: Tangibility results present mixed outcomes. While several factors show significant differences, some items are insignificant, indicating moderate satisfaction with physical facilities, infrastructure, and service appearance. Certain tangible aspects even exceeded expectations.

Empathy: Empathy factors largely show significant differences, suggesting variations between expected personal care and perceived attention. Positive mean differences indicate relatively better performance in individualized attention, though expectation gaps still remain.

Overall, the findings confirm the existence of service quality gaps, particularly in reliability and responsiveness, emphasizing the need for tour operators to enhance prompt service delivery, consistency, and customer-oriented support to improve pilgrim satisfaction.

The one-sample t -test results indicate that all service quality dimensions show statistically significant differences ($p = 0.000$), leading to the rejection of the null hypothesis for all factors. The mean scores ranging between 2.94 and 3.08 suggest a moderate

level of satisfaction among pilgrims toward services provided by Hajj and Umrah tour operators.

Among the service aspects, communication facilities (Mean = 3.08), guide services (Mean = 3.07), and foreign exchange facilities (Mean = 3.03) received relatively higher satisfaction levels. In contrast, food and accommodation, language barrier, and travel-related services recorded comparatively lower mean scores, indicating areas requiring improvement.

Although respondents expressed reasonable satisfaction with overall arrangements, the significant test results confirm the presence of gaps between expected and experienced service quality. Hence, tour operators need to strengthen operational efficiency, support services, and pilgrim assistance to enhance overall satisfaction levels.

The descriptive statistics indicate that the mean scores of Hajj and Umrah service satisfaction range between 2.90 and 3.17, reflecting a moderate level of satisfaction among pilgrims regarding various service aspects. The overall satisfaction levels are close to the average scale value, suggesting that respondents perceived the services as satisfactory but not highly exceptional.

The relatively higher mean value (3.17) indicates better satisfaction in certain service dimensions, whereas lower mean scores around 2.90–2.93 highlight areas where pilgrims experienced comparatively lesser satisfaction. The standard deviation values (around 1.31–1.47) show moderate variation in respondents' opinions, implying differences in individual service experiences.

The regression analysis was conducted to examine the influence of various Hajj and Umrah service satisfaction factors on the dependent variable. The model summary shows a low correlation value ($R = 0.182$) and a very small explanatory power ($R^2 = 0.033$), indicating that only 3.3% of the variation in the dependent variable is explained by the included service satisfaction factors.

The ANOVA results reveal that the overall regression model is not statistically significant ($F = 1.467$, $p = 0.112$), implying that the combined service satisfaction variables do not significantly predict the outcome variable.

From the coefficient results, only two service satisfaction dimensions show significant individual influence ($p < 0.05$), where one factor has a positive significant effect ($\beta = 0.125$, $p = 0.002$) and another

shows a negative significant effect ($\beta = -0.082$, $p = 0.037$). The remaining variables are statistically insignificant.

Overall, the findings suggest that Hajj and Umrah service satisfaction factors have limited predictive influence, and other external or unexamined factors may play a more substantial role in determining the dependent outcome.

VII. SUGGESTIONS

Improve Reliability of Services - Since significant gaps were identified in reliability, tour operators should ensure consistency in promised services such as accommodation arrangements, transportation schedules, and service delivery accuracy. Clear planning, proper coordination, and adherence to travel itineraries will enhance pilgrim trust.

Strengthen Responsiveness and Support Services - Responsiveness recorded the largest service gap. Operators should establish 24-hour support systems, quick grievance redressal mechanisms, and trained service personnel to provide immediate assistance during travel, accommodation, and pilgrimage activities.

Enhance Communication and Information Delivery - Although communication facilities received relatively higher satisfaction, language barriers still affected pilgrims. Providing multilingual guides, translated instructions, and digital communication support can improve service accessibility, especially for elderly pilgrims.

Upgrade Food and Accommodation Quality - Lower satisfaction levels in food and accommodation indicate the need for hygienic meal arrangements, culturally appropriate food options, and comfortable lodging facilities suited to pilgrims' age and health conditions.

Special Assistance for Senior Citizens - As middle-aged and elderly pilgrims showed greater service involvement, dedicated assistance services such as wheelchair facilities, medical support teams, and priority handling systems should be strengthened.

Improve Tangible Facilities and Infrastructure - Continuous monitoring of physical facilities such as

transport comfort, restrooms, and accommodation standards will help reduce dissatisfaction related to tangible service aspects.

Focus on Personalized Care (Empathy Dimension) - Operators should train staff in customer relationship management and cultural sensitivity to provide individualized attention and emotional support throughout the pilgrimage journey.

Regular Service Quality Assessment - Tour operators should periodically conduct feedback surveys and service audits using SERVQUAL dimensions to identify service gaps and implement corrective measures.

Incorporate Technology-Based Service Management - Mobile applications for itinerary updates, emergency contact, visa tracking, and travel notifications can improve operational efficiency and pilgrim satisfaction.

Consider External Influencing Factors - As regression results indicate limited predictive power of service satisfaction alone, operators should also focus on external factors such as climatic conditions, crowd management, health safety, and pilgrimage environment.

VIII. CONCLUSION

The study examined the service quality and satisfaction levels of pilgrims availing Hajj and Umrah tour operator services using SERVQUAL dimensions. The findings reveal that meal plans were the most recognized service across demographic groups, while awareness and evaluation of services were comparatively higher among middle-aged and elderly pilgrims. Educational background showed only minor influence on service awareness. The paired *t*-test analysis confirmed the presence of expectation-perception gaps across assurance, reliability, responsiveness, tangibility, and empathy dimensions. Among these, reliability and responsiveness exhibited the most prominent service deficiencies, indicating shortcomings in promptness, consistency, and operational efficiency. Tangibility and empathy showed comparatively better performance, though improvement is still required.

The overall satisfaction analysis indicates a moderate level of pilgrim satisfaction, with mean values close to

the average scale level. While communication facilities, guide services, and foreign exchange arrangements received relatively higher satisfaction, areas such as food, accommodation, and language-related support require attention. Furthermore, regression analysis demonstrated that service satisfaction factors have limited influence in predicting the overall outcome, suggesting that additional external and situational factors also shape pilgrim experiences.

In conclusion, although Hajj and Umrah tour operators provide reasonably satisfactory services, noticeable service quality gaps persist. Enhancing reliability, responsiveness, personalized care, and operational coordination will significantly improve pilgrim satisfaction and contribute to delivering a more meaningful and comfortable spiritual travel experience.

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