

ABSTRACT

Fajar M. Septianoor Z. 2014, Thesis. The title "The Service Quality Effect Satisfaction Prospective Pilgrims Against The Ministry of Religious Affairs Office in Malang"

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State is obliged to serve all citizens and residents to meet their basic needs and rights within the framework of public service that is mandated by the Constitution of the Republic of Indonesia Year 1945. Therefore in the public service to the community, governments need to be aware that they entailed social functions in order to meet the needs and improve the welfare of the community, as well as its strategic importance and their role as officers of the State, which indirectly affect the development and progress of society. Islam teaches that the concept of providing services of the business carried on either in the form of goods or services do not provide bad or not qualified, but qualified to others. The purpose of this study was to determine the effect of service quality that is partially or simultaneously to the satisfaction of prospective pilgrims. So from the above background, the author takes the theme of research entitled "Effect of service quality on satisfaction prospective pilgrims Malang Office of Religious Affairs Hajj and Umrah Operation Section".

This study used a descriptive quantitative approach where the goal is to systematically describe the dimensions of service quality affects the satisfaction of prospective pilgrims. Subjects examined as many as 145 respondents, data collection using questionnaires and interviews. Analysis of the data processed by means of SPSS 16.0 calculated using multiple linear regression analysis.

The study results showed that There are two variables that are not significant to the quality of service that is trustworthy and fathanah. Both of these variables have a problem of internal factors. Variable Amanah is declining public confidence to use the service as a result of the departure of quota cuts from 2013 through 2016 by 20 percent. While fathanah variable is a factor of prospective pilgrims who have difficulty and confusion when communicating with employees primarily on student street vendors, while tangibles provide the highest influence on satisfaction prospective pilgrims. This is supported by providing a convenient facility for prospective pilgrims who will register to not get bored waiting for the manufacture of SPPH. Or by accelerating the existing registration system with a more modern time to be more efficient in every way.