

Faktor-Faktor Penting Dalam Kinerja Biro Perjalanan Umrah = Investigating the Important Factors of Umrah Travel Agencies Performance

Diin Fitri, author

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Abstrak

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi kinerja biro perjalanan Umrah yang belum banyak dibahas pada penelitian sebelumnya. Selain itu, penelitian ini juga bertujuan untuk mempelajari secara empiris peran dari service leaders' competencies (SLC) dalam biro perjalanan Umrah. Data dikumpulkan dari 150 agen perjalanan. Dimana setiap agen perjalanan diwakilkan oleh dua orang karyawan. Lisrel 8.8 dan SPSS 2.3 digunakan untuk menganalisis data. Temuan menunjukkan bahwa organizational service orientation (OSO), perceived service quality (PSQ), dan network capabilities (NC) sangat penting dalam meningkatkan kinerja biro perjalanan Umrah. Selain itu, SLC secara signifikan mempengaruhi OSO tetapi tidak mempengaruhi PSQ dan NC. Studi ini menemukan bahwa SLC saja tidak cukup untuk meningkatkan PSQ and NC. Hal ini dikeranakan agar bisa berdampak SLC dipengaruhi oleh beberapa factor seperti budaya atau sistem organisasi, dan followers. SLC mempengaruhi kinerja biro perjalanan Umrah melalui OSO. Resource Capacity (RSC) juga secara positif mempengaruhi NC dan OSO tetapi tidak mempengaruhi PSQ. Penelitian ini juga memberikan kontribusi teoritis seperti mempelajari SLC secara empiris atau literatur tentang religious tourism. Beberapa manajerial juga dijelaskan, serta Batasan dan arah penelitian ke depan

.....This research aims to understand factors influencing the performance of Umrah travel agencies, which has been limited to discussed in previous studies. Previous literature on hajj and Umrah service providers mostly focuses on the customers' side. In addition, this research also aimed to empirically study the impact of service leaders' competencies, as there is limited research empirically learning the influence of service leaders' competencies. The data was gathered from 150 travel agencies, with two employees representing each travel agency. Lisrel 8.8 and SPSS 2.3 were utilized to analyze the data. The finding shows that Organizational Service Orientation, Perceived Service Quality, and Network Capabilities are pivotal in enhancing travel agencies' performance. In addition, Service leaders' competencies significantly influence the organization's service orientation but fail to influence the perceived service quality and network capabilities. This study finds that leaders' competencies only are not enough to enhance some organizations' conduct. Leaders' competencies can be used to enhance performance and are influenced by the organization's environment, such as its culture or organizational system, and their followers. Resource capacity also positively influences network capabilities and organization service orientation but fails to influence service quality. Providing service quality requires the whole system or a combination of inputs. The theoretical and managerial contributions are also described, as well as research limitations and future research direction