

ETHICS OF KBIH SERVICE BASED ON ISLAMIC VALUES IN INCREASING THE SATISFACTION OF THE HAJJ PILGRIMAGE

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ABSTRACT

This study aims to examine the relationship between service ethics and pilgrim satisfaction through a conceptual synthesis that integrates service quality theory (SERVQUAL) with Islamic ethical principles. The approach used is qualitative with a literature review method of relevant national and international journals and academic books. The analysis was conducted using content analysis and thematic analysis based on the dimensions of reliability, responsiveness, assurance, empathy, and physical evidence, as well as the values of trustworthiness, ihsan, and social responsibility. The results of the study show that the satisfaction of Hajj pilgrims is multidimensional, covering functional, emotional, and spiritual aspects. Service quality integrated with Islamic ethical values has been proven to strengthen trust, increase positive perceptions, and shape a more meaningful worship experience. Service ethics is not only a complement but also the core of the religious service management system. This study produced a conceptual framework that emphasizes that the harmonization of technical competence and moral integrity of guides is a key factor in increasing pilgrim satisfaction. Theoretically, this study enriches the study of Islamic value-based service management, and practically provides strategic direction for a more holistic and congregation satisfaction-oriented management of KBIH services.

Keywords : Service Ethics, Congregation Satisfaction, Islamic Service Quality

ABSTRAK

Penelitian ini bertujuan mengkaji hubungan antara etika pelayanan dan kepuasan jemaah haji melalui sintesis konseptual yang mengintegrasikan teori kualitas layanan (SERVQUAL) dengan prinsip etika Islam. Pendekatan yang digunakan adalah kualitatif dengan metode tinjauan pustaka (literature review) terhadap jurnal nasional, internasional, dan buku akademik yang relevan. Analisis dilakukan menggunakan content analysis dan thematic analysis berdasarkan dimensi keandalan, daya tanggap, jaminan, empati, dan bukti fisik, serta nilai amanah, ihsan, dan tanggung jawab sosial.

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Hasil kajian menunjukkan bahwa kepuasan jemaah haji bersifat multidimensional, meliputi aspek fungsional, emosional, dan spiritual. Kualitas layanan yang terintegrasi dengan nilai-nilai etika Islam terbukti memperkuat kepercayaan, meningkatkan persepsi positif, serta membentuk pengalaman ibadah yang lebih bermakna. Etika pelayanan tidak hanya menjadi pelengkap, melainkan inti dari sistem manajemen layanan keagamaan. Penelitian ini menghasilkan kerangka konseptual yang menegaskan bahwa harmonisasi antara kompetensi teknis dan integritas moral pembimbing merupakan faktor kunci dalam meningkatkan kepuasan jemaah. Secara teoretis, studi ini memperkaya kajian manajemen layanan berbasis nilai Islam, serta secara praktis memberikan arah strategis bagi pengelolaan pelayanan KBIH yang lebih holistik dan berorientasi pada kepuasan jemaah.

Kata kunci: Etika Pelayanan, Kepuasan Jemaah, Kualitas Layanan Islam

INTRODUCTION

Service is a key element in organizations operating in the service sector because the extent to which the interaction between the party providing the service and the party receiving it is of high quality will greatly influence the level of satisfaction ultimately felt by the customer. In service management studies, service quality is viewed as a construct with several dimensions: reliability, responsiveness, assurance, empathy, and tangibles. These five dimensions serve as important benchmarks in evaluating user satisfaction, including in the context of Hajj guidance services provided by KBIH. (Kevin Kevin and Christian Herdinata, 1995).

The service quality model proposed by A. Parasuraman, VA Zeithaml, and LL Berry explains that customer perceptions of service quality arise from comparing their expectations before receiving a service with the actual service performance they experience. This difference between expectations and performance, known as the gap, plays a crucial role in determining customer satisfaction levels. In the context of Hajj guidance services, pilgrim satisfaction is greatly influenced by the extent to which the services provided meet their needs and expectations during the Hajj rituals and pre-departure guidance. Research at the KBIH Alfalahus Saadah in Kota Gajah shows that services

tailored to pilgrims' needs have a direct impact on the level of satisfaction of prospective pilgrims. (Abdul Malik, 2021)

Within the framework of Islamic thought, service is not understood merely as an administrative or technical activity, but as the embodiment of moral and spiritual values that reflect ethical responsibility to others and to Allah. The basic concept of service ethics consists of values such as trust, *ihsan*, and social responsibility. (Aisyah Salma and Mei Santi, 2025) The principle of trustworthiness emphasizes the importance of maintaining trust with integrity and honesty in every service process, and *ihsan* means providing service wholeheartedly and with the highest quality. Service providers are compelled to understand that their work has significant moral consequences for society due to their social responsibility. Therefore, service in Islam is not only a technical act, but also a valuable form of devotion that has the value of worship.

Studies on business and service ethics based on Islamic principles show that the application of these moral values has the potential to increase positive perceptions and customer satisfaction with the services provided. For example, research examining the implementation of Islamic business ethics in customer service shows that the application of Islamic ethical principles in customer service practices contributes to the creation of customer satisfaction through the application of ethical values and good service quality. Other research in the context of pilgrimage travel services shows that the quality of services based on Islamic values has a significant influence on pilgrim satisfaction, emphasizing the importance of implementing ethical principles and Islamic values in the implementation of pilgrimage services such as the Hajj and Umrah. (Abdul Subhan et al., 2023)

Services to Hajj pilgrims are an example of complex and important socio-religious services because they not only meet the functional needs of pilgrims but also impact their spiritual experience of worship. Hajj Guidance Institutions (KBIH), as institutions that accompany pilgrims, play a strategic role in ensuring the quality of services throughout the Hajj rituals, administration, and guidance in the Holy Land. Hajj pilgrim satisfaction is determined not only by the smooth technical delivery of services but also by how ethical values are embodied in service interactions. However, academic studies specifically integrating the concept of service ethics with Hajj pilgrim satisfaction are still relatively limited and tend to be fragmented.

Previous research has demonstrated a relationship between service quality and customer satisfaction across various service sectors, but most has focused on commercial or general service contexts. For example, a study in the Islamic financial services sector showed that Islamic-based service quality has a positive and significant impact on customer satisfaction, underscoring the importance of implementing Islamic principles in enhancing the customer experience. (Julaiha and Imam Sopingi, 2025) Another study on Hajj services using the SERVQUAL model showed that service quality had a positive and significant effect on pilgrim satisfaction, confirming that improving service quality is an important factor in maximizing the pilgrimage experience. (Siti Ngatijah et al., 2025) In addition, several other studies highlight that ethics Islamic marketing and service quality are important factors that have a significant influence on customer satisfaction in the Islamic service sector in general.

Although various previous studies have shown that service quality and Islamic business ethics principles influence customer satisfaction, the majority of these studies are empirical and focus primarily on the commercial service sector. However, in the context of religious services such as Hajj guidance, studies specifically integrating service ethics principles with pilgrim satisfaction are still very limited. This situation indicates a significant gap in the scientific literature that needs to be filled through conceptual research and theoretical synthesis.

Based on this description, this study seeks to answer two main questions. First, how are the concepts of service ethics and Hajj pilgrim satisfaction explained in the service management literature and Islamic business ethics studies? Second, how can the relationship between service ethics and Hajj pilgrim satisfaction be formulated into a comprehensive theoretical framework. This research question formulation serves as the basis for synthesizing the literature and developing a conceptual framework that can serve as a reference for further studies in the field of Hajj service management.

Conceptually, this research is expected to broaden insight into the integration of service quality theory with Islamic ethical principles in the context of religious services, particularly the Hajj pilgrimage. Practically, the findings of this study are expected to provide conceptual guidance for Hajj guidance

institutions in designing service strategies that emphasize not only efficiency and pilgrim satisfaction but also instill ethical values as the primary foundation for the implementation of the pilgrimage.

RESEARCH METHODOLOGY

This study employs a qualitative approach using a literature review to summarize and synthesize the concepts of service ethics and Hajj pilgrim satisfaction based on previous theories and research. This approach was chosen due to the conceptual nature of the study, not to test hypotheses, and the aim of developing a conceptual framework that combines Islamic ethical principles with service quality. The data used are derived from secondary literature, including accredited national journals, international journals, and relevant academic books. Literature selection was based on inclusion criteria: topic relevance, use of Indonesian or English, and a focus on ethics or satisfaction in religious services.

Literature analysis was carried out using content analysis and thematic analysis methods.(Virginia Braun and Victoria Clarke, 2006) with grouping themes based on service quality dimensions (SERVQUAL) and Islamic ethical principles, namely amanah, ihsan, and social responsibility. The results of this thematic synthesis form a conceptual framework that illustrates the relationship between service ethics and pilgrim satisfaction, while also providing the basis for theoretical implications in developing service management at KBIH.

RESULT AND DISCUSSION

The Concept of Service Ethics from a Management and Islamic Perspective

The results of the literature review indicate that service ethics in service management cannot be separated from the concept of service quality. The SERVQUAL model introduced by Parasuraman, Zeithaml, and Berry identifies five main dimensions in assessing service quality. These five dimensions include (reliability), which is the ability of the service provider to provide services consistently and reliably; (responsiveness), which is the readiness and responsiveness in responding to customer needs; (assurance),

which includes competence, credibility, and the ability to foster trust; (empathy), which is personal attention and concern for customers; and (tangibles), which refers to physical aspects such as facilities, equipment, and supporting service displays. (A. Parasuraman et al., 1985) These dimensions have become a benchmark for professionalism in service management and have been empirically proven to provide a significant contribution to increasing customer satisfaction, strengthening loyalty, and forming positive perceptions of service quality. (Riadh Ladhari, 2009)

In the context of religious services, particularly Hajj guidance, these service quality dimensions need to be integrated with ethical values derived from Islamic teachings. Service ethics, from an Islamic perspective, have deeper moral and spiritual dimensions. Values such as amanah (responsibility and honesty), shiddiq (sincerity and truthfulness), tabligh (clear and precise communication), and ihsan (providing the best service wholeheartedly) form the foundation of Hajj guide behavior, emphasizing not only technical competence but also moral integrity and spiritual concern. This approach aligns with the concept of Islamic Service Quality, which emphasizes the integration of sharia principles into service practices.

The literature synthesis shows that service ethics at KBIH (Islamic Hajj Pilgrimage Group) serves as a moral pillar in shaping the pilgrims' experience of worship. Hajj guides who consistently apply the principles of amanah (trustworthiness) and ihsan (goodness of character) not only enhance the pilgrims' positive perceptions of service quality but also build trust, a sense of security, and spiritual satisfaction during the pilgrimage. This confirms that effective service quality in a religious context is not merely focused on operational efficiency but must emphasize the internalization of ethical values as the foundation of service.

Thus, the integration between service quality management theory and Islamic ethical principles creates a holistic service framework, where technical and moral dimensions support each other to form a meaningful worship experience for the congregation.

The Concept of Congregation Satisfaction in Religious Services

Customer or congregation satisfaction arises from a comparison between their expectations before receiving the service and the actual service performance, in accordance with the Expectation-Disconfirmation Theory. (Richard L. Oliver, 1980) This theory emphasizes that when the service received meets or exceeds expectations, customers will feel satisfied, while a mismatch between expectations and the reality of the service can cause dissatisfaction.

In the context of Hajj guidance, pilgrim satisfaction is multidimensional, encompassing functional, emotional, and spiritual aspects. Functional aspects encompass the smoothness of the administrative process, the availability of facilities, and systematic and easy-to-follow Hajj procedures. Emotional aspects relate to interpersonal interactions between guides and pilgrims, including a friendly attitude, attention to individual needs, and the ability to build comfortable and supportive relationships. Meanwhile, spiritual aspects emphasize a deep, meaningful worship experience that enhances the quality of the pilgrim's faith and inner satisfaction.

Several previous studies have confirmed that service quality based on Islamic ethical principles plays a significant role in increasing customer satisfaction and loyalty (Ladhari, 2009). For example, research on religious travel services shows that consistent application of ethical principles—such as honesty, trustworthiness, patience, and empathy—can shape pilgrims' positive perceptions of the service provider. These positive perceptions, in turn, contribute to higher levels of satisfaction and the likelihood of pilgrims recommending the service to others.

Thus, congregational satisfaction is not solely determined by the technical aspects of the service, such as smooth administration or facilities, but also by how ethical values are embodied in the daily interactions between guides and congregants. An approach that integrates functional, emotional, and spiritual dimensions with service ethics has the potential to create a holistic worship experience and build long-term loyalty. This emphasizes the importance of guides focusing not only on procedures and administration, but also on the quality of interactions that concretely reflect Islamic values.

The Relationship Between Service Ethics and Congregation Satisfaction

Various empirical and theoretical studies have shown a significant positive relationship between service ethics and congregation satisfaction. The services provided with

emphasizing empathy, responsibility, and professionalism has been proven to build the congregation's trust, which then contributes to increasing their satisfaction. (Paul Chao et al., 1995) This belief is not only functional, but also includes emotional and spiritual dimensions, so that ethical service becomes the main foundation of a quality worship experience.

In the context of the Hajj Guidance Group (KBIH), service ethics plays a crucial role because the services provided directly impact the pilgrims' spiritual experiences. Guides who demonstrate professional ethics while empathizing with the pilgrims' needs create an environment conducive to spiritual serenity and fulfillment. Thus, service ethics go beyond simply meeting administrative standards and serve as a key determinant of a positive and meaningful pilgrimage experience.

Previous literature reviews have shown that most studies primarily utilize quantitative approaches, placing service ethics or service quality as independent variables, and neglecting the spiritual dimension or Islamic ethical values inherent in Hajj services. Furthermore, the integration of SERVQUAL dimensions and Islamic ethical values has rarely been conceptually explored. This gap highlights the need for research that combines modern service quality perspectives with Islamic ethical principles to provide a more holistic understanding of the factors influencing pilgrim satisfaction in the context of Hajj guidance.

Thus, this study aims to fill this gap through a conceptual synthesis that connects service ethics, SERVQUAL-based service quality, and Islamic ethical values, in an effort to understand how ethical service practices can encourage a more satisfying worship experience for the congregation.

Critical Analysis and Theoretical Contributions

The synthesis results indicate that service ethics should not be viewed as an additional attribute, but rather as the core of a service management system. By integrating the SERVQUAL dimensions of reliability, responsiveness, assurance, empathy, and tangibles with the values of amanah

and ihsan, this study produces a comprehensive conceptual framework. This framework simultaneously explains how service quality and ethics can influence each other to enhance pilgrim satisfaction, while emphasizing the importance of harmonizing the technical competence and moral integrity of the guide. This approach demonstrates that superior technical service quality alone is not enough; pilgrim satisfaction also depends on the consistent application of moral and spiritual principles in service interactions.

Theoretically, this research makes several important contributions. First, this research successfully combines modern service management theory with the principles of Islamic ethical principles, opening new avenues for the development of moral-based service management studies. Second, this study emphasizes the moral and spiritual dimensions that often receive less attention in the literature on religious service management, thereby enriching the theoretical perspective of service ethics. Third, the resulting conceptual framework provides a strong foundation for further research in the field of KBIH management, particularly in measuring congregation satisfaction that integrates technical and ethical aspects.

In addition to theoretical contributions, the findings of this study also have significant practical implications for the management of Hajj Guidance Groups (KBIH). First, the values of amanah (trustworthiness) and ihsan (good deeds) can be internalized in standard operating procedures (SOPs) for services, so that each guide consciously applies professional and moral ethics in their guidance. Second, structured service ethics training for Hajj guides is essential to equip them with communication skills, empathy, and moral attitudes that can improve the quality of interactions with pilgrims. Third, a pilgrim satisfaction evaluation system needs to be developed to assess not only technical aspects such as schedule accuracy or information quality, but also the moral attitudes, integrity, and exemplary behavior of guides.

Thus, strengthening service ethics can be an effective strategy to increase pilgrim satisfaction, create a more meaningful worship experience, strengthen pilgrims' trust in guidance institutions, and strengthen KBIH's reputation in the public eye. This study confirms that the integration of service quality and ethics not only improves operational effectiveness but also provides added value in the spiritual and social context, ultimately contributing to the development of sustainable Hajj services oriented towards holistic pilgrim satisfaction.

CONCLUSION

Based on the results of the literature review and conceptual synthesis that have been conducted, it can be concluded that service ethics and service quality have a close and complementary relationship in shaping the satisfaction of Hajj pilgrims. The SERVQUAL service quality model that includes the dimensions of reliability, responsiveness, assurance, empathy, and physical evidence has proven relevant as an evaluative framework in assessing the professionalism of KBIH services. However, in the context of religious services such as Hajj guidance, such technical quality is not enough if it is not integrated with Islamic ethical values such as amanah, ihsan, shiddiq, and social responsibility.

Hajj pilgrim satisfaction is multidimensional, encompassing functional, emotional, and spiritual aspects. Therefore, services solely focused on smooth administration and technical procedures do not guarantee holistic satisfaction. Instead, internalizing ethical values in every service interaction is a key factor in building trust, a sense of security, emotional comfort, and spiritual satisfaction among pilgrims. Therefore, service ethics is not merely an add-on, but a fundamental foundation of the KBIH service management system.

Theoretically, this study has successfully formulated a conceptual framework that integrates service quality management theory with Islamic ethical principles. This integration enriches the body of knowledge on religious service management by presenting a more holistic perspective, simultaneously combining technical and moral-spiritual dimensions. Practically, these findings confirm that strengthening service ethics can be an effective strategy for increasing congregational satisfaction, strengthening trust in the institution, and building the sustainable reputation of KBIH.

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