

Tour Leader PT. Al-Bayan Permata Ujas Communication Competency Relationship with Satisfaction of Umrah Pilgrims for the 1445 Hijriah Period

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Abstract

Communication competence is the level of skill in conveying messages by someone to other people to inform and change attitudes, opinions, or overall behavior, either directly orally, or indirectly. The communication skills of a tour leader are urgently separate because the communication competence of a tour leader is a determinant of satisfaction with travel services to the congregation. Tour Leaders must have qualified communication skills based on knowledge, skill, and Deep motivation to build interaction and, when facing the congregation, possess communication competence tour leader Both verbal and nonverbal communication influence the satisfaction of Umrah pilgrims. PT Al Bayan Permata Ujas (Ujas Tour) is a travel agency for Halal Tourism and Hajj and Umrah Services. It has the advantage of an HR development program, especially Tour Leaders, as the best service for the satisfaction of its congregation. This research uses quantitative methods, which are deductive, objective, and scientific. Data is acquired numerically, such as scores, values, or assertions evaluated and examined through statistical analysis. This research found that three indicators of communication competence, namely, knowledge, ability, and motivation, are related to the satisfaction of the Ujas Tour congregation.

Keywords: Skills, Knowledge, Motivation, Satisfaction

INTRODUCTION

Indonesia will become the country with the largest Muslim population in the world in 2023. According to reports from The Royal Islamic Strategic Studies Centre (RISSC), the Muslim population in Indonesia is estimated at 240.62 million people, equivalent to 86.7% of the population in the country. It cannot be denied that interest in going for Hajj and Umrah is also tremendous. There is a requirement for a distinctive Umrah and Hajj travel company that can provide services under government oversight to cater to the needs of Indonesian citizens. As of 2023, the Ministry of Religion had recognized 2,114 special Umrah and Hajj travel officials, according to data from the PPIU Accreditation Institute (Umrah Travel Organizer). One of the official travel companies in Makassar is PT. Al-Bayan Permata Ujas is often called Ujas Tour & Travel & Travel.

Ujas Tour & travel & Travel has a legal Umrah permit (PPIU) No. 073 of 2020 and a Special Hajj permit (PIHK) No. 498 of 2020. Travel, which was founded in 2009, is located at Hertasning Baru block AB 1 Raya Makassar. Led by Usman Jasad as Main Director, it has 105 representatives and 13 branches spread throughout Indonesia. In October 2023, he got an accreditation from the Surveillance Council of the Ministry of Religion of the Republic of Indonesia and joined the best Umrah association in Indonesia, Ujas Tour & Travel. It was taking a role in developing halal tourism in the world with a good management system, proven under the leadership of the Main Director of Ujas Tour & Travel & Travel as Secretary General of the Kesthuri Association in September 2023. Kesthuri won the "Best Umrah Management Association of the Republic of Indonesia" award at the Word Islamic Tourism Award 2023 in Malaysia.

The management system and service quality are summarized in the service motto "NyaTa" namely service (Comfortable, Wisdom, and Trustworthy) accompanied by the slogan "Everyone Can Be Happy." A system of worship and tourism services accompanied by spiritual guidance. Prioritizing facilities, the distance between the hotel and the mosque is close and the exact date of departure; apart from that, the quality of service from the staff, handling officers, and tour guide and tour leader should be of special attention.

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Compared to other travel companies, one of the advantages of Ujas Tour & Travel is the Tour Leader Training agenda, which is carried out regularly every year. Ujas Tour & Travel Services aims to fulfill its motto by cultivating exceptional human resources (HR) that are committed to providing excellent service to its consumers. The training carried out must be attended by all management and representatives of Ujas Tour & Travel in each region by experts who have been accredited and trained by the Secretary General of Kesthuri, the special Umrah and Hajj supervisory agency under the auspices of the Ministry of Religion as the Main Director of Ujas tour & Travel.

One component of tourism travel is services Tour Leader. A one-person tour leader leads, accompanies, guides, and organizes everything the tour participants need. A tour leader's job is to take a group on tours within the country or abroad. One of the successes of travel services lies in the ability of tour leaders to handle pilgrims during the Umrah pilgrimage. This is because tour leaders become the leading part of Travel, which has a role in building good relationships with the congregation. A tour leader must have good communication competence to develop good relationships with one's congregation. They possessed communication competence as a tour leader. Both verbal and nonverbal communication influence the satisfaction of Umrah pilgrims.

Duties and roles *of a tour leader*: First, check the essential documents of the congregation; second, check the health of the congregation, both physically and mentally. A *tour leader* can organize the Umrah pilgrimage series smoothly and well by considering the physical condition of the congregation. Third, check and prepare transportation; the *tour leader* checks whether the transportation is in place or not. If there is yet to be, then *the tour leader* must contact the driver. Fourth, prepare a place for the congregation to stay and eat. Fifth, *solve problems* by making decisions when critical circumstances occur. The last function *is that the tour leader* is a communicator, namely, a good speaker, such as for Muttawif, drivers, hotel staff, and congregations. A tour leader must be able to create a friendly atmosphere during the Umrah trip.

It pertains to the process of communicating with diverse congregations that have varying linguistic backgrounds. A tour leader must possess proficiency in foreign languages, specifically Arabic or English. When communicating with the congregation *tour leader*, you must use language that is easy to understand and then complement it with body language. This service is highly beneficial for elderly pilgrims or anyone unable to communicate in Indonesian. Likewise, when communicating with congregation members who have substantial positions in society, such as Regent, Company Leaders, and so on, you need to have communication skills—*tour leader*.

Seeing the diverse characteristics of the congregation and the needs for different services, of course, one *tour leader*, you are required to have communication skills in order to create congregation satisfaction. Satisfaction can be in the form of appreciation of happiness, loyalty to travel, and recommendation of travel.

Researchers are interested in investigating the correlation between an individual's communication competence with a tour guide during congregational services and their happiness with choosing Ujas Tour & Travel as their worship travel agency.

METHOD

In this research, the type of research used is quantitative research, where this research is deductive, objective, and scientific, where the data obtained is in the form of numbers (scores, values) or statements that are assessed and analyzed using statistical analysis.

The researcher used quantitative research because it can measure the Tour Leader's communication competency variable on the satisfaction of Umrah pilgrims through a comparison of numbers. By comparing numbers, it will make it easier to analyze and conclude answers.

The description of research variables aims to interpret the frequency distribution of respondents' answers from the data that has been collected and processed. This study categorized respondents' answers into five categories using *the Likert scale*. The weighted average value or score value of respondents' answers obtained is classified into a value category scale.

Table. 1 Distribution of determining the Average Statement Score

Average Score	Category (Interpretation)
$X \leq 1,5$	Very Low/Poor
$1,5 < X \leq 2,5$	Low/Poor
$2,5 < X \leq 3,5$	Neutral/Fair
$3,5 < X \leq 4,5$	High/Good
$X > 4,5$	Very Good/Excellent

Source: Arikunto, 2002

The table above shows the categories used to interpret research results based on respondents' answer scores. The underlying reason is that respondents can provide objective assessments based on what the Umrah pilgrims see and feel. Respondents' responses regarding the five categories studied used the average score.

RESULTS AND DISCUSSION

Characteristics of Respondents

The characteristics of respondents in research need to be presented to determine the respondents' backgrounds. The respondents in this study were 258 pilgrims, taken from four departures with the highest number of pilgrims during the 1445 Hijri Umrah period.

Classification based on Umrah departure time is possible to show differences in the level of satisfaction of the congregation with the Tour Leader's communication competence, considering that each Tour Leader has different communication competence. It also encouraged researchers to select respondents based on departure time.

The characteristics of Umrah departure times obtained from the research results are as follows:

Table 2 Departure Time Characteristics At the Ujas Tour Umrah Departure period 1445 H

No	Departure	Frequency	Percentage (%)
1.	October 2, 2023	47	18,2
2.	November 20, 2023	61	23,6
3.	February 18, 2024	83	32,2
4.	February 28, 2024	67	26,0
Amount		258	100

Source: 2024 Processing Data Results

Table 2 shows that of the 258 respondents, the largest distribution was in the group departing on February 18, 2024, with 83 respondents with presentations (32.2%). Followed by departure on February 28, 2024, there were 67 respondents with presentations (26%). Next, in 2023, namely October 2, 2023, the number was 47 respondents with presentations (18.2%). In the next group on November 20, 2023, there were 61 respondents with a percentage of (23.6%)

Analysis

The results of this research analysis show that the average respondent in this study demonstrated communication competence Tour leader included in the good category. There are three indicators measuring the communication competency variable Tour leader namely, knowledge, skills and motivation. The satisfaction of Umrah pilgrims regarding competence Tour leader This is measured by looking at the highest frequency of respondents' answers.

Communication competence according to Brian H, Spitzberg is that someone is said to be competent if they fulfill three components which include knowledge (knowledge), ability (Skill), and Motivation, seen from the ability to choose communication behavior that is suitable and effective for a particular situation (Naim, 2011: p.99).

Competence Tour Leader Communications

The communicative ability of a tour leader serves as a source of credibility for a company working in the travel services sector, specifically in the context of the Umrah pilgrimage. The tour leader serves at the forefront of the various services offered to Umrah pilgrims, thus necessitating proficient communication abilities.

The competence of Tour Leaders' communication in this study is an independent variable consisting of three primary elements: knowledge, skills, and motivation. These elements are categorized as good, sufficient, and inadequate concerning their performance in servicing Umrah pilgrims throughout 1445 Hijriah.

The following is a description of each question that respondents answered.

Competence Tour Knowledge Leader

Competence Communication in the tour leader's knowledge component while serving Umrah pilgrims for the 1445 H period includes understanding the Umrah travel program, mastering the Umrah ritual material, and having language skills, both Arabic and basic English. The knowledge indicators are categorized into five options because the researchers used a Likert scale questionnaire type of questions from the five answer options. To identify the knowledge indicators they are divided into three levels based on the results of measuring the percentage of answers: good, sufficient, and inadequate.

General proficiency in transmitting and exchanging information and knowledge of the tour leader possesses the abovementioned signs.

Table 3 Respondent's answer to the statement knowledge

No	Category	Frequency	Percentage (%)	Mean
1.	Very good	189	73,3	4,62 (Very good)
2.	Good	40	15,5	
3.	Fair	29	11,2	
4.	Poor	1	0,4	
5.	Very poor	0	0	
Amount		258	100	

Source: 2024 Data Processing Results

Based on Table 3, knowledge *tour leader*, of the 258 respondents in the largest category, namely 189 respondents with a percentage (73.3%) answered very good, 40 respondents with a percentage (15.5%) answered good, followed by fair answers, namely 29 respondents with a percentage (11.2%). One respondent with a percentage (0.4%) answered poor. There was no value in the very poor category, namely 0 respondents with a percentage of 0%. The mean value or average value is 4.62, which means the knowledge *Tour leader* is in the very good category.

The researchers used the Test Spend-Square to see the relationship between communication competence in terms of knowledge and satisfaction of Umrah pilgrims for the 1445 H period. Test results *Spend-Square* shown in the table below:

Table 4 Relationship between Tour Leader Knowledge Competency and Satisfaction of Ujas Tour Umrah Pilgrims for the 1445 H period

Knowledge	Congregation Satisfaction								Total	Sig (p)
	Very satisfied		Satisfied		Dissatisfied		Very Dissatisfied			
	N	%	N	%	N	%	N	%		
Very good	169	89,4	17	9	2	1,1	1	0,5	189	0,000
Good	12	30	18	45	9	22,5	1	2,5	40	
Not so good	0	0	1	3,4	26	89,7	2	6,9	29	
Amount	181	70,2	36	14	37	14,3	4	1,6	258	

Source: 2024 Data Processing Results

Table 4 shows the relationship between knowledge categories. *Tour leaders* are very good with congregation satisfaction, with as many as 169 respondents with a percentage of (89.4%). Compared to the relationship between tour leaders' knowledge, 17 respondents with a percentage of (9%) Very good with satisfaction in the satisfied category. Likewise, the very good knowledge category has a level of satisfaction in the less satisfied category, namely only two respondents with a percentage of (1.1%). The same is true of the relationship between knowledge *Tour leaders* and congregation very dissatisfied, with only one respondent with a percentage (0.5%)

Competence Skills *Tour Leader*

In this instance, skill indications pertain to nonverbal aptitudes, auditory acumen, inquiry and feedback capabilities, conflict resolution, decision-making proficiency, sartorial competence, preparedness, and precision.

Table 5 Respondent's answer to the statement skills

No	Category	Frequency	Percentage (%)	Mean
1.	Very good	178	69	4,57 (Very good)
2.	Good	50	19,4	
3.	Fair	30	11,6	
4.	Poor	0	0	
5.	Very Poor	0	0	
	Amount	258	100	

Source: 2024 Data Processing Results

Based on Table 5 Skills *tour leader*, Of the 258 respondents in the largest category, namely 178 respondents with a percentage (69%) answered very good, 50 respondents with a percentage (19.4%) answered good, followed by fair answers, namely 30 respondents with a percentage (11.6%), then answers poor and very poor, namely 0 respondents with a percentage of 0%. The mean or average value is 4.57, which means the skilled *Tour leader* is in the very good category.

To see the relationship between communication competence in terms of skills and satisfaction of Umrah pilgrims for the 1445 AH period, researchers used the Chi-Square Test. Chi-Square Test Results are shown in the table below:

Table 6 Relationship between Tour Leader Skills and Satisfaction of Ujas Tour Umrah Pilgrims for the 1445 H period

Skills	Congregation Satisfaction								Total	Say (p)
	Very satisfied		Satisfied		Less satisfied		Not satisfied			
	N	%	N	%	N	%	N	%		
Very good	160	89,9	16	9	2	1,1	0	0	178	0,000
Good	20	40	20	40	8	16	2	4	50	
Not so good	1	3,3	0	0	27	90	2	6,7	30	
Amount	181	70,2	36	14	37	14,3	4	1,6	258	

Source: 2024 Data Processing Results

Table 6 shows the relationship between tour leader skills very good and congregation satisfaction; 160 respondents are very satisfied with a percentage (89.9%) when compared to the relationship between tour leader skills in the very good category with a satisfaction level of 16 respondents with a percentage (9%). Likewise, the very good skills category has a level of dissatisfaction, namely two respondents with a percentage of (1.1%).

Competence Motivation *Tour Leader*

The motivation category comprises an evaluation considering various factors, such as fostering engagement, offering motivation, promoting involvement and participation, and establishing emotional connections. They are categorized into five question options ordered by level. In this variable, there are five scales of questionnaire questions.

Overall competency communication skills *Tour leader* from several of the above indicators

Table 7 Respondent's answer to the statement Motivation

No	Category	Frequency	Percentage (%)	Mean
1.	Very good	153	59,3	4,56 (Very good)
2.	Good	56	37,2	
3.	Fair	9	3,5	
4.	Poor	0	0	
5.	Very poor	0	0	
	Amount	258	100	

Source: 2024 Data Processing Results

Based on Table 7, Skills *tour leader*, Of the 258 respondents in the largest category, 153 respondents (59.3%) answered very good, and 56 respondents (37.2%) answered good, followed by fair answers, namely nine respondents with a percentage (3.5%), then answers poor and very poor, with no value, namely 0 respondents with a percentage of 0%. The mean or average value is 4.56, which means the skilled *Tour leader* is in the very good category.

To see the relationship between communication competence in terms of motivation and satisfaction of Umrah pilgrims for the 1445 H period, the researcher used the *Spend-Square*. Test results *Spend-Square* shown in the table below:

Table 8 Motivational Relationship *Tour Leader* with the satisfaction of the congregation Umrah Ujas Tour periode 1445 H

Motivation	Congregation Satisfaction								Total	Say (P)
	Very satisfied		What?		Less satisfied		Not satisfied			
	N	%	N	%	N	%	N	%		
Very good	132	86,3	19	12,4	2	1,3	0	0	153	0,000
Good	49	51	17	17,7	27	28,1	3	3,1	96	
Not so good	0	0	0	0	8	88,9	1	11,1	9	
Amount	181	70,2	36	14	37	14,3	4	1,6	258	

Source: 2024 Data Processing Results

Table 8 shows that the relationship between motivation is very good and the level of satisfaction of the congregation is very satisfied, as many as 132 respondents with a percentage of (86.3%). In the very good category, congregation satisfaction was in the satisfied category, with 19 (12.4%) respondents. Meanwhile, the relationship between very good motivation and the level of satisfaction of less satisfied pilgrims is two respondents a percentage (1.3%), and there is no relationship between very good motivation and satisfaction with Umrah pilgrims, 0 respondents a percentage (0%).

Umrah Pilgrims' Satisfaction

The research focuses on measuring the level of satisfaction among Umrah travelers throughout the 1445 AH Umrah period, with satisfaction being the dependent variable. The assessment items include measuring the feelings of happiness after leaving for Umrah, providing helpful information, determining the suitability of expectations, determining the suitability of service, and determining the loyalty of pilgrims. These points are assessed based on factors such as the decision to return to Umrah, participation in a Ujas tour, and the invitation of family and relatives.

The following is a description of the questions answered by respondents.

Overall satisfaction of Umrah pilgrims can be seen in the table below:

Table 9 Respondent's answer to the statement Congregation Satisfaction

No	Category	Frequency	Percentage (%)	Mean
1.	Strongly agree	181	70,2	4,53 (Very good)
2.	Agree	36	14	
3.	Neither	37	14,3	
4.	Disagree	4	1,6	
5.	Strongly Disagree	0	0	
	Amount	258	100	

Source: 2024 Data Processing Results

Table 9 of 258 respondents as Umrah pilgrims for the 1445 AH period shows that 181 respondents with a percentage (70.2%) answered strongly agree, and 36 respondents with a percentage (14%) answered agree. A total of 37 respondents with a percentage (14.3%) felt neither. Furthermore, four respondents with a percentage (1.6%) disagreed. While the strongly disagree category has no value, namely 0 responses with a percentage of 0%. The mean or average value is 4.53, meaning that congregation satisfaction is very good.

DISCUSSION

The relationship between Tour Leader communication competence and Umrah pilgrim satisfaction

The communication competency of a tour leader is crucial for establishing the credibility of a travel services company, particularly in organizing Umrah pilgrimages. As the company's primary representative, the tour leader plays a pivotal role in delivering services to Umrah pilgrims, necessitating strong communication skills.

Competence Tour Leader communication in this research is an independent variable that includes three main components: knowledge, skills, and motivation. These are described as good, sufficient, and inadequate when carrying out their duties serving Umrah pilgrims for the period 1445 Hijriah.

In line with PT's corporate values, Al-Bayan Permata Ujas (Ujas Tour), namely integrity, means that every personnel member of the company has an honest and responsible personality. Friendly means that every personnel in the company has friendliness and social concern in relationships. Professional This means that every personnel in the company has the skills and abilities to work. As a company that operates in the field of special Umrah and Hajj services, every component must have credibility and the ability to communicate.

One part of the Ujas tour service to Umrah pilgrims, apart from the facilities provided according to the package chosen, is that the mutawif on duty is also a tour leader tasked with accompanying the congregation in the holy land. As service officers, Tour leaders need communication competencies that support them in leading and interacting with Umrah pilgrims.

Communication competency refers to the knowledge component in Brian H. Spitzberg and William R.'s communication competency theory, as discussed in Green & Burleson's work in 2003. It is a communication scenario that outlines the appropriate verbal and non-verbal responses for various scenarios.

In the knowledge component of this research, researchers assessed various question indicators that can serve as measures of the tour leader's knowledge level. It encompasses knowledge, namely the comprehension of the content, where knowledge of ritual material entails the tour leader's expertise in elucidating the worship procedures during umrah to the congregation and offering information about prohibitions and guidance. However, in the holy land, a worship guide (mutawwif) 's primary responsibility is to guide the congregation. In specific circumstances, the congregation may seek clarification from the tour leader regarding appropriate behavior in certain situations, whether through verbal or nonverbal means. This communication can occur in languages such as English or Arabic. Skills are a manifestation of knowledge, encompassing behaviors such as interacting with a group, actively listening, posing inquiries, offering feedback, making decisions, managing conflicts, and presenting oneself. In terms of motivation, a tour leader must possess the ability to establish rapport with the group, inspire enthusiasm, and exude positive energy. They should engage the group in open discussions to ensure that Umrah pilgrims feel included and actively participate in all Ujas tour activities, fostering emotional connections and positive relationships.

All components of communication competence described above are related to the satisfaction of Umrah pilgrims after experiencing all the facilities and services provided per their hopes and expectations before carrying out the Umrah pilgrimage with the Ujas tour.

The results of the statistical analysis test showed that the three communication competency variables (knowledge, skills, and motivation) obtained a value of $p = 0.000 (< 0.05)$, and $df = 6$, thus the value $X_{count} 223,829 > X_{table} 12,592$. It is a meaningful hypothesis H_a accepted. There is a significant relationship between the tour leader's communication competence and the satisfaction of Umrah pilgrims in the 1445 H period.

The knowledge in this research is understanding the service needs of the congregation, such as the tour leader knowing what must be conveyed, including helping explain the Umrah procedure to the congregation, informing the pilgrimage agenda to Medina and Mecca, information on prohibitions and appeals to the congregation, information on the itinerary that the travel agency has determined. Then, know what kind of behavior you should do as a group leader when facing congregations with different backgrounds and cultures, and learn foreign languages such as Arabic and English.

Task The tour guide must possess public speaking knowledge to effectively deliver information to the audience, particularly in small groups such as Umrah departing groups. As described by Verderber (2008: p. 15), following the theory of public speaking, public speaking refers to the act of delivering an oral presentation formally or informally. Small and large group leaders engage in the process of transmitting information, providing explanations, expanding on ideas, and exerting influence. Proficiency in public speaking necessitates comprehension and mastery of the principles and techniques of effective communication. The relationship between this research and the tour leader is that the tour leader is responsible for imparting the necessary knowledge to the Umrah pilgrims.

Tour leader communication skills are also seen in the implementation of good communication, demonstrated by using a speaking style that is easy to understand. Word editing is essential in providing services to pilgrims to depict good emotions and ethics balanced with pleasant facial expressions so that pilgrims feel comfortable and spread a positive atmosphere during the Umrah pilgrimage.

The ability to make decisions in urgent situations, have an attractive appearance using Ujas Tour attributes, listen to suggestions and complaints from the congregation, and manage conflicts such as problems the congregation faces. Problems that often occur are pilgrims' baggage problems, lost pilgrims, lack of towels in hotel rooms, room arrangements for pilgrims, sick pilgrims, and even dealing with pilgrims who die in the holy land. The research results show that the relationship between tour leader communication skills and congregational satisfaction can be seen in Table 6, showing that the better the tour leader's skills, the greater the level of congregational satisfaction.

The motivation in Tour leader communication is evident through their proficiency in establishing connections with Umrah pilgrims, cultivating emotional connections, offering motivation, engaging congregations in decision-making processes, and fostering congregational involvement in all Ujas tour activities to promote a strong sense of ownership and participation.

According to Andreassen and Lindestad (Sugiono and Telan, 2011), Overall Satisfaction is the overall satisfaction customers feel after experiencing the services or products provided by a company. Feelings of satisfaction, according to Richard L. Oliver (1997), namely the customer's response to the perceived evaluation of the difference between initial expectations before purchase (or other performance standards) and the actual performance of the product as perceived after using or consuming the product in question (Tse & Wilton: 1988)

The research results show that the relationship between communication competence and tour leader motivation with congregation satisfaction can be seen in Table 6, showing that the better the tour leader's motivation, the greater the level of congregation satisfaction. 153 respondents, with a percentage of 59.3% felt very satisfied with the very good tour leader motivation. Likewise, vice versa, the less motivation in the tour leader's communication, the more dissatisfied the Umrah pilgrims are. From the research results, six respondents, with a percentage of 100%, were unsatisfied because of the lack of motivation in the tour leader's communication.

In line with the communication competency theory from Brian Spitzberg and William Cupach (2003), communication competency refers to the ability to communicate effectively. A person is competent with three communication competencies: motivation, knowledge, and skills. Furthermore, this communication competency theory requires that communicators must (1) understand practical communication skills that are appropriate to the situation; (2) have the ability to express communication in an applicable manner; and (3) desire to communicate effectively according to appropriate character.

According to interviews with the principal director of Ujas Tour, practical communication skills are essential for tour leaders. They are responsible for directly interacting with customers and providing services. Ujas Tour organizes an annual training program for all management and assigned officers to ensure that our tour leaders are credible and competent. This training focuses on developing expertise in leading groups and delivering high-quality services. Additionally, Ujas Tour regularly involves its officers in specialized training programs for tour leaders and guides accredited by the ministry or official training bodies.

A credible tour leader will impact the satisfaction of Umrah pilgrims. Umrah pilgrim pleasure refers to the sense of contentment experienced by the group of pilgrims after receiving excellent service from their tour guide. The satisfaction derives from the congruence between their pre-departure expectations for the Umrah journey and the actual observations made on the ground, particularly in the holy land.

CONCLUSSION

Tour leader communication competence in the 1445 H period shows a knowledge indicator showing the travel program knowledge category of 181 respondents with a percentage (70.2%) referring to the tour leader's knowledge as very good. In the foreign language knowledge category, there were 94 respondents, with a percentage (36.4%) referring to the tour leader's knowledge as good. In the knowledge category, the tour leader's verbal and nonverbal behaviour knowledge was 177 respondents, with the percentage (68.6%) referring to the tour leader's knowledge as very good. In the skills category, indicators of the tour leader's non-verbal skills show that 166 respondents (64.3%) referred to the tour leader's non-verbal skills as very good. Indicators of listening, asking and providing feedback skills showed that 156 respondents showed that the percentage (60.5%) referred to the skills as good. The Conflict Management Skills indicator showed that 166 respondents with a percentage (64.5%) referring to the tour leader's Conflict Management were declared good. The decision-making skills indicator shows that 123 respondents with a percentage (47.7%) referred to the tour leader's skills as good. Indicators of dress skills, preparation and accuracy showed that 162 respondents indicated that the percentage (62.8%) referring to tour leader skills was very good.

Meanwhile, the motivation indicator for building interaction showed that 90 respondents with a percentage (34.9%) referring to the tour leader's motivation stated to be very good. The motivation indicator shows 107 respondents with a percentage (41.19%) referring to the tour leader's motivation as good. Indicators of involvement and participation showed that 119 respondents with a percentage (46.1%) referred to the tour leader's motivation as being good. The indicator for building emotional ties showed 119 respondents with a percentage (46.1%) referring to the tour leader's motivation as good. Umrah Pilgrim Satisfaction showed that 181 respondents were very satisfied with a percentage (70.2%).

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