

ABSTRAK

“Pengaruh *IMC (Integrated Marketing Communication)* Dan Kualitas Layanan Terhadap Kepuasan Peziarah Pada Makam Religi Bangkalan” (Studi Kasus Makam Syaikhona Muhammad Kholil Bangkalan)

Trend pertumbuhan wisata yang ada di dunia dan di Indonesia saat ini meningkat tajam, hal ini sejalan dengan data yang di rilis oleh *World Tourism Organization (WTO)* yang menyatakan tingkat pertumbuhan wisatawan global dalam periode sepuluh tahun terakhir di proyeksikan meningkat sebanyak 4,1 %. Indonesia mempunyai banyak factor untuk dapat meningkatkan devisa negara di antaranya ialah sector pariwisata. Salah satunya ialah Pulau Madura yang memiliki banyak sekali potensi termasuk potensi pariwisata. Namun untuk saat ini potensi pariwisata Religi berpeluang besar dalam peningkatan APBD daerah, mengingat Masyarakat Madura yang terkenal *religius*. Salah satu objek pariwisata Religi yang ada di Madura ialah Wisata Religi Makam Syaikhona Muhammad Kholil yang terletak di Bangkalan. Dalam mengembangkan wisata religi tentu ada beberapa hal yang harus di perhatikan oleh diantaranya ialah model pemasaran dan juga kualitas layanan yang di berikan. Penelitian ini bertujuan untuk mengetahui pengaruh *IMC (Integrated Marketing Communication)* dan kualitas layanan baik secara langsung maupun tidak langsung terhadap kepuasan peziarah pada makam religi Syaikhona Muhammad Kholil.

Penelitian ini menggunakan metode penelitian kuantitatif, dengan *software SmartPLS*, metode analisis SEM atau *Structural Equation Models*. Pengujian hipotesis menggunakan *uji-t statistic* dan juga dengan melihat nilai *p-value*. Hasil penelitian menunjukkan *IMC* tidak berpengaruh langsung terhadap kepuasan peziarah, *IMC* berpengaruh langsung terhadap kualitas layanan, dan Kualitas layanan berpengaruh langsung terhadap kepuasan peziarah.

Kata Kunci : Pariwisata, *IMC (Integrated Marketing Communication)*, Kualitas Layanan, dan Kepuasan Peziarah

ABSTRACT

Integrated Marketing Communication (IMC) Effect and Quality Service for Pilgrim Gratification to the Grave Religion of Bangkalan (Case Study at the Grave Syaikhona Muhammad Kholil Bangkalan)

The trend of tourism growth in the world and in Indonesia is currently increasing sharply, this is in line with data released by the World Tourism Organization (WTO) which states that the level of global tourist growth in the last ten years is projected to increase by 4.1%. Indonesia has many factors to be able to increase the country's foreign exchange including the tourism sector. One of them is Madura Island which has a lot of potential including tourism potential. But for now the potential for religious tourism has a great opportunity to increase the regional budget, given the Madurese Society which is known for being religious. One of the religious tourism objects in Madura is the Religious Tourism Tomb of Syaikhona Muhammad Kholil, located in Bangkalan. In developing religious tourism, there are certainly several things that must be considered by, among others, the marketing model and also the quality of services provided. This study aims to determine the effect of IMC (Integrated Marketing Communication) and service quality both directly and indirectly on the satisfaction of pilgrims at the religious tomb of Syaikhona Muhammad Kholil.

This research uses quantitative research methods, with SmartPLS software, SEM analysis methods or Structural Equation Models. Hypothesis testing uses t-test statistics and also by looking at p-value values. The results showed the IMC had no direct effect on pilgrim satisfaction, the IMC had a direct effect on service quality, and service quality had a direct effect on pilgrim satisfaction.

Keywords: Tourism, IMC (Integrated Marketing Communication), Service Quality, and Pilgrimage Satisfaction