ANALYSIS FACTOR OF UMROH / HAJI BUREAU LOCATION SELECTION IN MALANG

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Abstract

The aim of the study was to develop a factor in selecting the business location of the Umrah Bureau in Malang through exploration of indicators and variables and finding new factors. Population and sample of study 41 respondents were administrators / owners of the Umrah Bureau both head office, branch and agent in Malang. Based on the results of the recapitulated questionnaire and fulfilled the requirements for analysis of 32. The analytical method uses factor analysis with the Explore Factor Analysis (EFA) approach, which collects respondents' responses to the variables and indicators of site selection first then processes through the factor analysis stages. The results of data analysis found 5 variables that were considered in choosing the business location of the umroh bureau, namely infrastructure, employment, community attitudes, costs and markets. These variables are translated into 14 indicators. Of the 14 selected indicators, there are 7 indicators with 2 new naming factors, namely the main facilities and supporting facilities. The main facilities factor consists of the availability of educated labor, the level of labor productivity, proximity to Islamic education institutions such as schools and huts, availability of roads and electricity. Factors supporting facilities that consist of ease of accessing information technology and business location security.

Keywords: location, infrastructure, labor, community attitudes, costs and markets

1. Introduction

Indonesia's economic growth for 4 years is from 4.88%, 5.03%, 5.07% and 5, 17% (BPS), this growth is not too synergistic because the movement is very thin and still far from the target of 7% . This failure was triggered by an increase in interest rates that are often carried out by FED, trade wars and others, however, when compared to the conditions of the global economy and volatile commodities, the development is in the good category. The driving factor for economic growth is an increase in people's income, investment and exports. In terms of community income, the level of welfare and quality of life also increased, while in terms of investment, the real sector increased, so that the absorption of workforce also increased.

Increasing income and increasing religious diversity in the majority of Indonesians, nearly 86% of whom are Muslims are the increasing purchasing power of services to carry out hajj and umrah. The ease of procedure, affordable prices and the number of Umrah / Hajj bureaus spread throughout Indonesia increased the number of pilgrims to the Hajj and Umrah. Increasing the number of pilgrims who exceeded the quota led to the emergence of government policies, namely waiting list, meaning prospective pilgrims must wait for the queue to be able to carry out the pilgrimage. Currently the queue time has reached more than 20 years, so some people choose to go to Umrah or perform Umrah while waiting for the scheduled departure of the Hajj.

The increase in the number of Umrah pilgrims in the last 5 years from 2014 to 2018 was 699.9 thousand, 717 thousand, 818 thousand, 875 thousand and 1.1 million respectively, estimated that 2019 would reach 1.2 million (https://nasional.sindonews.com). These figures show business opportunities in the Umrah / Hajj bureau, both the Umrah / Hajj bureau, the new Umrah / Hajj bureau and the Umrah / Hajj bureau which already means that the Hajj business is a very promising business. The development of the Umrah / Hajj bureau is supported by the government with the ease of licensing which means that the more the number of Umrah / Hajj bureaus, the competition will increase and the quality of services is expected to also increase.

One of the companies considered in starting a business or developing an existing business in the form of a branch office or agent is the selection of a business location. Determining the right business location will have an impact on increasing the number of consumers and cost efficiency of Heyzer and Rander (2015). Of the 41 business locations of the Umrah / Hajj which are recorded through the internet are scattered throughout Malang and are very varied, such as being in the area of shop houses, housing, offices, Islamic educational institutions, even some in the same area. This election decision must have considered various things.

Every Umrah / Hajj bureau realizes that the Umrah / Hajj business is a long-term business that is never obsolete, therefore choosing the right place is a strategic decision because it maintains the existence of a very important location in establishing good relations with pilgrims. Various general factors that are considered by the Umrah / Hajj bureau in choosing a location are the availability of infrastructure, labor, community attitudes, rental / construction costs and the intended market.

2. Literatur review

This section examines the theories and results of previous studies that are used as a basis in strengthening this research.

a. Location selection importen

Location decisions at companies are usually related to factory locations, warehouses and distribution facilities (Heineke, 2006). Based on this opinion it can be concluded that location is the place where the company was established. The choice of location is a very important and long-term decision, meaning mistakes in determining the location of a decision can be fatal.

Some reasons for the importance of location state that the choice of location will have an impact on costs, profits, prices of goods or services offered (Dilworth, 1993). Heyzer and Rander (2015) emphasize the importance of location decision making because location has a very large influence, both fixed

costs and variable costs. Stevenson (1999) states that location selection is very important in expanding the company's market.

b. location selection factors

Various considerations were made by the company in choosing its business location, following the opinions of several authors Heyzer and Rander (2015) labor productivity, currency exchange rates, costs, political risks, values and culture, behavior change towards industry, close proximity of market share, suppliers and competitors. Meredith (1992) consideration of site selection is taxes, regulations (pollution, recruitment, etc.), barriers to import export, political stability, culture and economic conditions.

Dilworth (1993) explains the importance of demand and competition, transportation, labor, use value, location costs, building costs, taxes, zones and legal regulations, community attitudes, expansion, climate, public facilities. Heineke (2006) divides two, namely quantitative and qualitative factors, quantitative factors including labor costs, facility costs, exchange rates, taxes and qualitatively including infrastructure, education and worker expertise, product needs and economic stability. Stevenson (1999) divides the two regional and global considerations. Regional considerations include: proximity of raw materials, markets, labor, taxes and climate, while global factors include competition and technology.

Some research results related to the selection of business locations are (Paulrajan, 2013) personnel from information technology organizations, government, and support service organizations; (Shaikh, 2016) Availability of raw materials, nearness to the market, learning to sources of operating power, labor supplies, transportation, finance, climate, industrial inertia and others; (Kalantari, 2013) Cost, labor, infrastructure, market, proximity, regulation, economic, quality of life, political and social factors; (Rubalcaba, 2013) demand, supply and reputation components. The most important determinants are related to business demand, urban agglomeration, accessibility and institutional frameworks. Demand-oriented factors have the strongest explanatory power, although supply factors also play a significant role.

Besides Krisnaputri (2016) landownership, zoning, strategic and planning corporation, supply and demand, public utilities, land prices, document planning, township, and corporate abilities; (Olivares 2012) Physico-natural, Socio-economic, administrative politics, tourism systems; (anawalt 2017) Labor Rate, Material Cost, and Logistics; (Liu, 2009) Host regions, politics, ecomomic, firm size, cost, investment risk. Based on the opinions above, it can be concluded that the factors that influence site selection are currency exchange rates, costs, political risks, values, culture, behavior change towards industry, proximity of raw materials, markets, suppliers and competitors, facilities, taxes, infrastructure, education and worker expertise, product needs, economic stability, taxes, climate, technology.

c. Thinking Framework

Based on the study of theory and the results of previous studies, the research framework can be arranged as follows:
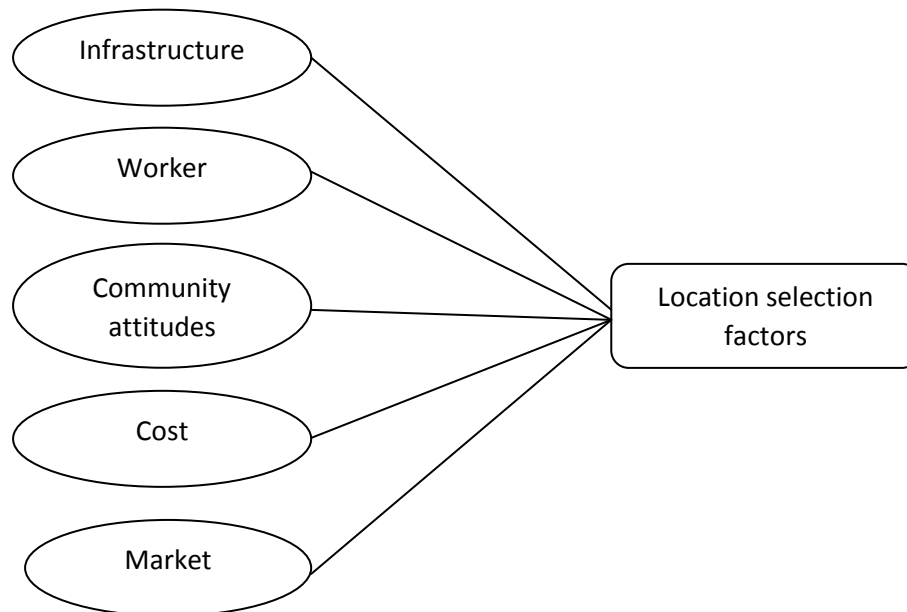
Figure 2.1. Tthinking framework

Factors that are considered by respondents in choosing the location of the Umrah / Hajj bureau in Malang based on exploitation are infrastructure, employment, community attitudes, costs and markets.

3. Research method

a. Research location

The study was conducted in as many as 41 umroh bureaus located in Malang, addresses obtained through browshing on the internet, from a total of 41, as for the status of the Umrah bureau in Malang consisting of headquarters, branches and agents.

b. Type of research

This type of research is descriptive quantitative, namely research conducted to describe variables both on one and more than one variable. The data collection is done through distributing questionnaires to respondents.

c. Population and sample

The study population was all respondents who were managers or business owners who recorded as many as 41 respondents and beside the study population or all respondents who had been recorded as many as 41 respondents. Based on the number and completeness of the questionnaire, 9 questionnaires were incomplete, so that the total respondents and data that could be processed were 32.

d. Variable operations definition

Location is where the company conducts operational activities in providing Hajj and Umrah services, while the industry is:

1) Infrastructure: near roads, transportation, information technology
2) Workers: expertise, education and labor productivity
3) Community attitudes: community support, security and ease of activities.
4) Costs: rental and operational costs

5) Markets: offices, Islamic institutions, communities

e. Data measure technique

Data measurement is done by using a Likert scale that is scale 1 - 5 from strongly disagree to strongly agree.

Table 3.2 Likert Scale

No	discription	weight
1	Strongly disagree	1
2	Disagree	2
3	Netral	3
4	Agree	4
5	Strongly agree	5

f. Instrumen test

1) Test Validity. The validity test aims to find out whether the questionnaire is valid or not by comparing the results of the r value with r table in the degree of freedom = n - 2

2) Reliability Test. Reliability test is used to see the consistency of the results of repeated measurements, while the assessment criteria are: 0.80 - 1.00: very high reliability, 0.60 - 0.80: high reliability, 0.40 - 0.60: moderate reliability and 0.20 - 0.40: low reliability

g. Data analysis technique

The analytical tool used is factor analysis, namely simplifying a number of factors into several factors both original factors and new factors. There are two ways to use factor analysis, namely explanatory factor analysis (EFA) and confirmatory factor analysis (CFA). The stages are: formulating a problem, testing a predetermined variable, doing factoring and rotation, and interpreting factors.

4. Data analysis result

From the results of distributing questionnaires to 32 respondents, they can be described and explained as follows:

a. Respondent discription

1) Gender of respondent

Based on the results of the study obtained a description of the sex of respondents Based on the results of the study, obtained an overview of the sex of respondents, namely the number of men 87.5% and women as much as 22.5% means that the manager / owner of the Umrah Bureau is mostly men. This is related to activities in the management of the Umrah Bureau that require high mobility, quick decision making, unlimited working time, the relationship of the majority is men.

2) Age of Usia Respondent

Based on the results of the study, it was obtained an illustration of the highest age of respondents aged 40-50 years namely 53.12%, 30-40 years as much as 31.25% and above 50 years as much as 15.62% means the Bureau of Umrah which is one of the business with risk the big ones need high experience, maturity and energy, so they are able to manage and maintain their business.

3) Education od respondent

Based on the results of the study, an overview of the education of respondents showed that most of the managers / owners had S1 education as much as 78.13%, D3 as much as 15.62% and SMA as much as 6.25% meaning that the education of respondents was very important in managing the Umrah bureau because communication was needed. good leadership and relationship. The manager / owner will at least be in touch with LA (land arrangement), both airlines, hotels, visas, transportation and catering.

4) Duration firm

Based on the results of the study, it was obtained an overview of the duration of the respondent's business which showed the highest 5-10 years ie 46.88%, 10-15 years as much as 31.25%, more than 15 years 15,625 and less than 5 years as much as 6.25% means effort The Umroh Bureau has experienced rapid development over the past 5-10 years due to the increasing number of prospective pilgrims from pilgrimage to pilgrimage from year to year which has led to a waiting list, so that many people decide to perform Umrah while waiting for the hajj queue.

b) Instrument test result

Validity test, r table value is 0.349 with DF = 32-2 = 30 and a significant level of 5% is obtained r count all variables exceeding 0.349, so that all variables are declared valid, Reliability test, the results of cronbach alpha values of all research variables exceed 0.20 , so that all variables are reliable.

c) Data analysis

The results of data analysis using factor analysis with 6 steps were obtained:

1) Determine the variables to be analyzed. Of the 5 variables described into 14 indicators

2) Test the variables that have been determined. The 5 variables consisting of 14 items tested were included in the factor analysis to be tested for KMO and Bartlett Test and MSA (measures of sampling adequacy) values.

The MSA value must be above 0.5. The KMO and Barlett Test numbers are 0.520 with a significance level of 0.001. Due to the value of 0.520> 0.5, the variables and samples can be analyzed further. The MSA number in the anti-matrix image table, which is in the anti image correlation, indicates:

a) Infrastructure: road (item1) is 0.523. Electricity (item2) is 0.685, information technology (item3) is 0.612.

b) Labor: Expertise (item4) is 0.491, education (item5) is 0.571, productivity (item6) is 0.747.

c) Community attitudes: support (item7) is 0.494, security (item8) is 0.509, ease of doing activities (item9) is 0.443.

d) Costs: rent (item10) is 0.475 and operational costs (item11) are 0.316.

e) Market: close to offices (item12) is 0.402. Islamic educational institutions, (item13) is 0.595, society (item14) is 0.403.

Of the 14 indicators above there are still 7 indicators whose values are below 0.5, namely: expertise, community support, rental costs, operational costs, near offices and the wider community, therefore it must be issued and retested. The retesting results show that all indicators have increased from 0.520 to 0.734 with a significance level of 0.006. The result is:

a) Expertise (item4) is 0.798
b) The attitude of the people who support (item7) is 0.752
c) The ease of doing activities (item9) is 0.583.
d) Rental fee (item10) is 0.766
e) Operational costs (item11) are 0.708
f) Close to the deposit (item 12) is 0.535
g) The general public (item14) is 0.403. - 0.794

3) Perform factoring rotation, namely to determine the formation of one or several factors. Next, analyzing the results of communalities is to explain the variables formed in the factor, the greater the value of communalities, the more closely related to the factors formed. The results can be explained:

a) Item1: Highway has a value of 0.562. This shows that the closeness of the relationship between these items to the factors formed amounted to 56.2%. Thus it can be said to have a fairly strong relationship.

b) Item2: Electricity has a value of 0.642. This shows that the closeness of the relationship between these items to the formed factor is 64.2%. Thus it can be said to have a fairly strong relationship.

c) Item3: information technology has a value of 0.719. This shows that the closeness of the relationship between these items to the factors formed amounted to 71.9%. Thus it can be said to have a strong relationship.

d) Item5: worker education has a value of 0.564. This shows that the closeness of the relationship between these items to the factors formed amounted to 56.4%. Thus it can be said to have a fairly strong relationship.

e) Item6: worker productivity has a value of 0.551. This shows that the closeness of the relationship between these items to the factors formed amounted to 55.1%. Thus it can be said to have a fairly strong relationship.

f) Item8: Office security has a value of 0.380. This shows that the closeness of the relationship between these items to the factors formed is 38%. Thus it can be said to have a relationship that is still relatively weak.

g) Item13: Islamic education institutions have a value of 0.557. This shows that the closeness of the relationship between these items to the factors formed amounted to 55.7%. Thus it can be said to have a fairly strong relationship.

Calculation Results of Total Variance Explained

The total variance table explains how many factors are formed, provided that the eigenvalue value must be greater than 1 (one) by

sorting from the largest value to the smallest. It is seen that only 2 factors are formed, because in factor 1 the eigen values have a value> 1 which is 2,665. In factor 2 the eigen values have a value of> 1 which is 1,310 and in factor 3 the value of the eigen values is below 1 which is 0.909. Therefore there are only 2 factors formed.

Results of Component Matrix Calculation

After it is known that 2 factors are the most optimal number, the matrix component table shows the distribution to 7. The item is on 2 factors formed. While the numbers in the table are factor loading which shows the correlation of a variable / item with a factor of 1 and 2 factors. The process of determining variables / items that will go into which factor is done by making a large comparison of the correlation on each line.

a) Item1: road
   The correlation between Item1 and factor 1 is 0.738
   The correlation between Item1 and factor 2 is 0.134
b) Item2: electricity
   The correlation between Item2 and factor 1 is 0.784
   The correlation between Item2 and factor 2 is 0.166
c) Item3: information technology
   The correlation between Item3 and factor 1 is 0.448
   The correlation between Item3 and factor 2 is 0.720
d) Item5: education
   The correlation between Item5 and factor 1 is 0.607
   The correlation between Item5 and factor 2 is -0.444
e) Item6: productivity
   The correlation between Item6 and factor 1 is 0.616
   The correlation between Item6 with factor 2 is -0.414
f) Item8: security
   The correlation between Item8 and factor 1 is 0.204
   The correlation between Item8 and factor 2 is 0.581
g) Item13: Islamic institutions
   The correlation between Item13 and factor 1 is 0.718
   The correlation between Item13 with factor 2 is -0.204

The results of the Rotated Component Matrix calculation

Component matrix results from the rotation process (rotated component matrix) show a clearer and more obvious distribution of variables. Below, we will explain which factors / indicators are included, namely:

a) Item1: path, the item has a correlation value of factor 1 (0.601) and factor 2 (0.449). It can be said that the item entered in factor 1, because it has the highest correlation value among other factors.
b) Item2: electricity, the item has a correlation value of factor 1 (0.628) and factor 2 (0.499). It can be said that the item entered in factor 1, because it has the highest correlation value among other factors.
c) Item3: information technology, the item has a correlation value of factor 1 (0.079) and factor 2 (0.844). It can be said that the item entered in factor 2, because it has the highest correlation value among other factors.

d) Item5: education in the area where the bank supports operational activities, the item has a correlation value of factor 1 (0.741) and factor 2 (-0.124). It can be said that the item entered in factor 1, because it has the highest correlation value among other factors.

e) Item6: labor productivity, the item has a correlation value of factor 1 (0.736) and factor 2 (-0.095). It can be said that the item entered in factor 1, because it has the highest correlation value among other factors.

f) Item8: security around the bank is low, the item has a correlation value of factor 1 (-0,077) and factor 2 (0,611). It can be said that the item entered in factor 2, because it has the highest correlation value among other factors.

g) Item13: Islamic institution, the item has a correlation value of factor 1 (0.733) and factor 2 (0.137). It can be said that the item entered in factor 1, because it has the highest correlation value among other factors.

4) Factor interpretation

Interpretation is meant to interpret the factors formed, namely naming new factors that can represent the variables. The naming is based on variables that have the largest loading value.

a) Factor 1 called the main facility factor consisting of education (Item5) with a factor loading value of 0.741, productivity (Item6) with a factor loading value of 0.736, Islamic education institutions (Item13) with a factor loading value of 0.733, electricity (Item2) with a value factor loading 0.628, road (Item1) with a factor loading value of 0.601.

b) Factor 2 which is called the supporting facility factor which consists of: information technology (Item3) with a factor loading value of 0.844 and security around the high office (Item8) with a factor loading value of 0.611.

5. Discussion

Site selection is one of the important decisions in the company, often companies have to wait years to get a suitable and appropriate business location. The choice of location needs to consider various things in maintaining the existence of the company. Mistakes in making a decision on location selection can be fatal due to a substantial loss of investment value.

The Umrah / Hajj Bureau as one of the services of Umrah and Hajj service providers always tries to provide the best service for prospective pilgrims. The focus of the service business is how to give a good impression by maintaining the moment of truth from the provision of information, departure to the return of pilgrims. Interaction of the Umrah / Hajj Bureau and consumers / worshipers is very high where emotional ties are part of the two. In realizing these services, then in choosing the location of the Bureau of Umrah / Hajj consider the availability of infrastructure, labor, community attitudes, costs and the intended market.

The availability of infrastructure is a basic requirement of every company which is a public facility and can support the smooth running of business activities which are public facilities in the form of roads, electricity and

information technology. The existence of roads and road safety guarantees will make it easier for companies to serve communities where people can travel / travel to business locations easily. Electricity supply is very much needed in company activities, various activities using electricity are as lighting, supporting communication and means of using computers, printers and wifi. Information technology is one means of communication and interaction between companies and other parties.

The existence and success of the company is strongly supported by available human resources, namely labor. Labor skills are needed in carrying out tasks and responsibilities that must be resolved. Skills in the form of communication skills, preparing all consumer needs and company operational activities. Educated workers can interact and mediate the existence of companies with consumers, they can represent the company in explaining the services provided by the company. other than that educated workers can educate consumers or prospective pilgrims to use the services of the bureau. Labor productivity means labor capacity to recruit pilgrims as much as possible, for which workers who are committed and loyal to the company are needed.

The existence of the community around the Umrah / Hajj bureau can support the success of the company in the form of positive support and attitudes towards the umroh bureau, as well as the behavior of the masayarata to protect and safeguard security can increase the company's comfort. community openness and tolerance for company activities that exceed normal times make the company free in serving consumers / worshipers.

The choice of location will have an impact on the emergence of costs for both rental / construction costs and company operational costs. Most of the respondents of the Umrah Bureau in this study rented a place of business because most of the business status was as a branch or agent and government policy that the business location must be in the business area. Rental costs not only consider the money for lease payments but also maintenance, the quality of the building and the possibility of increased rental costs in the future. Whereas those who have their own businesses are considering land prices and construction costs. The company's operational costs include the cost of electricity, water, wifi and maintenance, therefore the company considers electric power and the use of wifi subscription.

The focus of services is the interaction of companies with consumers both individual consumers and collective consumers, namely offices, Islamic educational institutions and the general public. The presence of offices around the site becomes a potential market for companies to market their services, companies can reach office customers by utilizing the proximity of the location and guarantee of security / trust. Islamic educational institutions both Islamic schools from PAUD level to tertiary institutions and Islamic boarding schools, the existence of Islamic educational institutions and Islamic boarding schools are opportunities for companies to gain access to more interaction with leaders and influential people. The proximity of the location of the office to the residence of the general public makes it easier to deliver information continuously from one person to another.

Basically all the factors described above are factors considered by the company in choosing a location, but based on priority scale there is a sequence of factors from the most considered by emphasizing only 7 factors which are

divided into two factors, namely the main facility factors consisting of education, productivity, institutions Islamic education, electricity and roads. The second factor is called the supporting facility factor which consists of information technology and security.

The main facility factor can be interpreted that the availability of educated workers will make it easier for companies to transfer knowledge and knowledge from the company through labor, the seriousness and pro-active of the workforce will increase labor productivity by obtaining a large number of pilgrims at least according to the target. In addition, the labor force was able to conduct negotiations by visiting Islamic education institutions and lodges and was persuasive in marketing its services. The ease of road access and the availability of electricity that is always on will make it easier for workers to carry out their work.

Factors supporting facilities, namely information technology and security, information technology in the form of computer use, internet and the use of social media have become part of the company's operational activities. The use of information technology is proven to increase the effectiveness and efficiency of every company activity such as communication between companies and consumers through a website that can convey information faster, cheaper and easier. The use of social media can reach communication directly, quickly and clearly with wider reach and longer time. A good public attitude towards the company can maintain security for both the community and the company, getting to know well and openly will increase trust / trust from various parties.

6. Conclusion
a. Conclusion

Based on the discussion based on the analysis of respondent data, it can be concluded that the selection of the business location of the Umrah Bureau in Malang considers 5 factors, namely infrastructure with indicators of road availability, electricity and information technology, secondly employment with skills indicators, education and labor productivity, third is community attitudes with indicators of community support, security and ease of carrying out company activities, fourth are costs with indicators of rental / construction costs and operational costs, five markets with indicators of proximity to offices, Islamic educational institutions and the community.

Of these 5 factors converge into 2 new factors that are considered by the company in choosing the location of the company which can be interpreted that the company has a priority scale in choosing a business location, namely the main facility factors consisting of education, productivity, educational institutions, electricity and roads and both facilities supporters of information technology and security.

b. Suggestion
Based on the conclusions summarized above, the suggestions given are:
1. For companies can consider the priority scale of location selection factors based on the main facilities and supporting facilities.

2. The researcher can then explore the research indicators and variables to the respondents by explaining in more detail the factors that can be considered in choosing a business location or using the confirmatory factor analysis approach so that the indicators are more numerous and varied.

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