

SATISFACTION OF UMRAH PILGRIMS IN UMRAH AND HAJJ PLUS TRAVEL ARMINAREKA PERDANA JEMBER

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ABSTRACT

Indonesia gets a very large quota for Umrah pilgrims, making a lot of Umrah travel mushrooming and having intense competition in creating satisfaction for the pilgrims. The case of ignored pilgrims makes some people worry about choosing travel and having low trust in them. This study aims to analyze the satisfaction of Umrah pilgrims of Arminareka Perdana Jember with a quantitative approach. Samples were taken of 238 respondents with a simple random sampling approach. Research data was obtained by distributing digital and printed questionnaires to pilgrims who had completed Umrah. Data were analyzed using the Partial Least Squares (PLS) analysis technique. The results of the analysis show that there is a strong relationship between several research variables on the satisfaction of Umrah pilgrims, which are price perception, service quality and trust. Improvements in price perceptions, service quality and trust led to an increase in the satisfaction of Umrah pilgrims.

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INTRODUCTION

Indonesia is a country with the largest Muslim population in the world. This condition has made Indonesia becoming the first-ranked country with the largest hajj pilgrimage quota, with a total quota in 2023 of 221,000 pilgrims ([kemenag.go.id.](https://kemenag.go.id/), 2023). The cost of Hajj is quite expensive and the waiting period is quite long, making the Umrah pilgrimage an alternative choice of worship for people who cannot afford it or who can afford it as a remedy for longing the Baitullah while waiting for the pilgrimage to depart. The people's desire to take religious trips is getting bigger and accompanied by an increase in people's purchasing power, making the demand for worship travel services also increase.

Religious travel services or what are known as Umrah and Hajj travel currently have quite good prospects (Hasnawati et al, 2021). So that we encounter many Umrah and Hajj travel businesses, and they are increasingly mushrooming in various cities in Indonesia. This

causes the competition for Umrah and Hajj travel services to be increasingly stringent and requires companies to determine the right marketing strategy in order to be able to compete. The increasing number of Umrah and Hajj travel options makes consumers selective in choosing travel that suits their needs and desires.

Not all Umrah travel in Indonesia, especially in Jember, have business legality, which cannot guarantee the safety and comfort of the prospective Umrah pilgrims. The travel scamming case has made many cautious and not easily trusting travel services. Andrios (2023) reported that the modes of travel scamming varied, starting from prospective pilgrims who did not depart and some who departed but did not return home until they were neglected in Jeddah-Mecca, Saudi Arabia. The total loss experienced by the pilgrims due to travel scamming from 2022-2023 was recorded at more than IDR 100 billion.

The pilgrims' trust will have an impact on the pilgrims' satisfaction after carrying out Umrah. Ruwiah (2023) explains that the pilgrims' satisfaction can be built through the pilgrims' trust. When the pilgrims believe in a travel service, the pilgrims' satisfaction will increase, and they will continue to use the travel service and will even recommend it to others. This means that the pilgrims' trust formed by a service will increase customer satisfaction.

Forms of customer satisfaction can also be obtained through the quality of travel services, because service is a means to achieve satisfaction and bond. The main goal of the company is not to produce quality products and services, but to produce satisfied and loyal customers. With the hope that customers will continue to do business with existing companies or service industries. (Selfiani, 2022). Marwan (2021) emphasized that one of the factors that boost a company's market share is the quality of service. Qualified service or integrated service quality can be influenced by human resources, systems, strategies, and management that exist in a service business.

Reports of pilgrims receiving services not in accordance with the agreement are also widely reported in the news media. The CNBC Indonesia Editorial Team (2023) reports that thousands of pilgrims have become victims of Umrah Travel defaults. The pilgrims felt cheated because the facilities they obtained while in the holy land, Saudi Arabia, were not in accordance with the initial agreement. This incompatibility is a form of poor service that results in the pilgrims' disappointment. Worship that should be carried out with joy sometimes turns into disappointment due to the poor service provided by the travel party.

LITERATURE REVIEW

Relationship between Price Perception and Umrah Pilgrims Satisfaction

Price is something that pilgrims pay attention to when choosing an Umrah package. Some congregations even identify the price with the value obtained. Kotler and Armstrong (2018) suggest that price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for the amount of benefits by owning or using a good or service. Yuniastuti's research (2020) proves that price perceptions can affect customer satisfaction. The better the consumer's perception of price, the higher the expectation of satisfaction.

Relationship between Service Quality and Umrah Pilgrims Satisfaction

Kotler (2012) suggests that the positive impact of good service will increase customer satisfaction and loyalty and the desire to make repurchases, which of course, will increase the income received from products that have been sold. Hasnawati (2021) explains that

in order to compete, survive and develop, companies are required to be able to meet the needs and desires of customers by providing the best and qualified service, so that customers will feel satisfied and feel valued then they are happy and willing to become a regular customer. Research by Subhan, et al (2023), Ilmy, et al (2020), Irfandi, et al (2017), Othman, et al (2021), and Yuniastuti, et al (2020) found that service quality has a strong relationship with satisfaction pilgrims and can increase it.

Relationship between Trust and Umrah Pilgrims Satisfaction

When consumers believe in a service or product, consumer satisfaction will increase and they will continue to use the service or product and will even recommend it to others. On the contrary, if the consumer has no longer trust in a service or product because of the experience gained when using it, the consumer will feel dissatisfied with the service (Nurdin & Putra, 2019). Research by Subhan, et al (2023), and Ruwiah (2023) shows that trust and satisfaction have a positive relationship, which means they contribute to increasing the satisfaction of Umrah pilgrims.

RESEARCH METHODS

This research is a quantitative research which is a confirmatory research. The data was obtained through a questionnaire which was distributed to Umrah pilgrims of Arminareka Perdana Jember. It used Slovin formula to determine the number of samples in the study, and a sample of 238 respondents was taken. The process of selecting respondents was carried out using probability sampling with a simple random sampling approach, which is through random selection based on a list of Umrah pilgrims of Arminareka Perdana Jember. The analysis technique used is Partial Least Squares (PLS).

RESULTS AND DISCUSSION

Outer Model

1. Convergent Validity Test

The rule of thumb is that the loading factor must be more than 0.7 for confirmatory research and the loading factor score between 0.6-0.7 for exploratory research. In the early stages of research on a measurement scale, a loading factor score of 0.5-0.6 was still considered sufficient (Ghozali and Latan, 2015: 74). The test results show that all loading factor scores are above 0.6, so the convergent validity assessment criteria are met.

Table 1. Convergent Validity Test Result

Variable	Indicator	Loading Factor
P (Price Perception)	P.1	0,638
	P.2	0,689
	P.3	0,704
	P.4	0,658
SQ (Service Quality)	SQ1.1	0,605
	SQ1.2	0,632
	SQ1.3	0,735
	SQ2.1	0,713
	SQ2.2	0,666
	SQ3.1	0,745
	SQ3.2	0,678
	SQ4.1	0,626
	SQ4.2	0,661
	SQ4.3	0,770
	SQ5.1	0,641

Variable	Indicator	Loading Factor
	SQ5.2	0,659
	SQ5.3	0,662
	SQ5.4	0,750
	SQ5.5	0,604
	T1	0,777
T (Trust)	T2	0,738
	T3	0,688
	T4	0,784
	S1	0,612
S (Satisfaction)	S2	0,622
	S3	0,723
	S4	0,687

2. Discriminant Validity Test

Discriminant validity relates to the principle that different construct measurements should not be highly correlated (Ghozali and Latan, 2015: 74).

Table 2. Discriminant Validity Test Result

Variable	Indicator	P	SQ	T	S
P (Price Perception)	P.1	0,638	0,561	-0,491	-0,179
	P.2	0,689	0,430	-0,138	0,115
	P.3	0,704	0,558	-0,138	-0,138
	P.4	0,658	0,484	-0,161	-0,057
SQ (Service Quality)	SQ1.1	0,388	0,605	-0,402	-0,064
	SQ1.2	0,312	0,632	-0,379	-0,427
	SQ1.3	0,379	0,735	-0,216	-0,170
	SQ2.1	0,388	0,713	-0,225	-0,338
	SQ2.2	0,024	0,666	-0,009	-0,293
	SQ3.1	0,212	0,745	-0,293	-0,255
	SQ3.2	0,372	0,678	-0,321	-0,094
	SQ4.1	0,418	0,626	-0,326	-0,231
	SQ4.2	0,500	0,661	-0,316	-0,155
	SQ4.3	0,532	0,770	-0,288	-0,034
	SQ5.1	0,584	0,641	-0,402	-0,155
	SQ5.2	0,479	0,659	-0,284	-0,166
	SQ5.3	0,388	0,662	-0,423	-0,245
	SQ5.4	0,546	0,750	-0,250	-0,022
	SQ5.5	-0,137	0,604	0,078	0,247
T (Trust)	T1	-0,530	-0,445	0,777	0,452
	T2	-0,456	-0,271	0,738	0,199
	T3	-0,206	0,022	0,688	0,073
	T4	-0,157	-0,312	0,784	0,499
S (Satisfaction)	S1	-0,298	-0,087	0,331	0,712
	S2	-0,099	-0,072	0,216	0,622
	S3	-0,201	-0,328	0,398	0,723
	S4	-0,153	-0,182	0,367	0,687

All indicators of each variable have a cross-loading score that is greater than the cross loading score of other variable indicators, so the criteria for assessing discriminant validity are met, meaning that different construct measurements do not have a high correlation.

3. Reliability Test

The rule of thumb that is usually used to assess construct reliability is that the composite reliability cut-off score must be greater than 0.7 for confirmatory research and a score of 0.6-0.7 is still acceptable for exploratory research (Ghozali and Latan, 2015: 75).

Table 3. Reliability Test Result

Variabel	Composite Reliability	Cut point	Notes
P	0,781	> 0.7	Reliable
SQ	0,707	> 0.7	Reliable
T	0,891	> 0.7	Reliable
S	0,757	> 0.7	Reliable

Inner Model

Inner model is aimed to predict the correlation between latent variable (Ghozali and Latan, 2015:73).

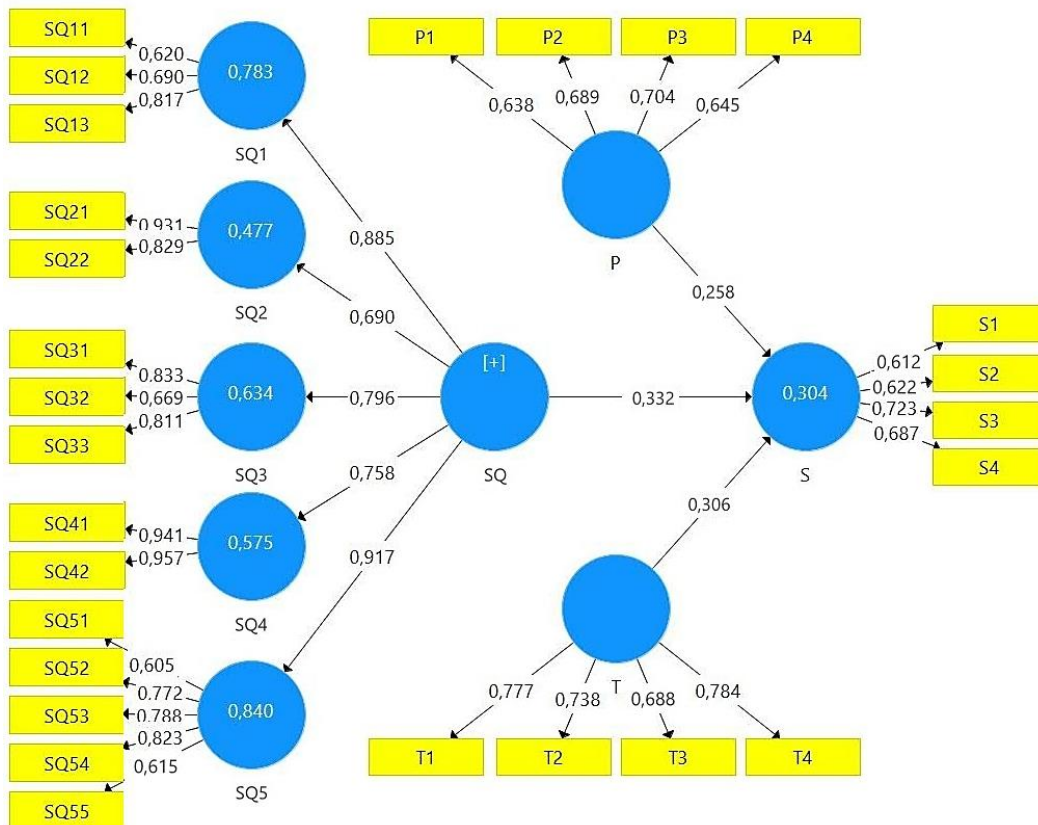


Figure 1. PLS Algorithm Calculation Result

The results of causality in the structural model are obtained by the PLS Algorithm procedure. If a variable has a positive coefficient value, then the variable has a unidirectional influence on the endogenous variable, and vice versa.

Table 4. Inner Model Test Result

Variable	Coefficient	T-Statistic	R-Square
P - S	0,258	2,136	
SQ - S	0,332	3,093	0,524
T - S	0,306	2,347	

The inner model test result shows that:

1. The price perception T-Statistic score is greater than 1.97, indicating that price perceptions can affect the satisfaction of Umrah pilgrims. The positive coefficient score indicates that if the Umrah pilgrims' perception of the price is getting better, it will increase the Umrah pilgrims' satisfaction. Based on the results of this test, the first hypothesis is proven correct.
2. The score of the T-statistic for service quality is greater than 1.97, indicating that service quality can affect the satisfaction of Umrah pilgrims. The positive coefficient score indicates that if the quality of service is getting better, it will increase the satisfaction of Umrah pilgrims.
3. The T-statistic score of trust is greater than 1.97, indicating that trust can affect the satisfaction of Umrah pilgrims. Trust has a positive coefficient score, meaning that if the trust of the Umrah pilgrims is higher, it will increase the satisfaction of the Umrah pilgrims.

DISCUSSION

In this study, it is proven that the satisfaction of Umrah pilgrims at Umrah and Hajj Plus Travel Arminareka Perdana Jember is influenced by factors of price perception, service quality and trust. All of these factors support one another, forming a complete pilgrims' satisfaction. The Umrah pilgrims' perception of price determines satisfaction, which is an undeniable fact. Pilgrims perceptions relate to expectations of the suitability between the price paid and the services or benefits received. The stronger this perception, the higher the chance of pilgrims' satisfaction. This is because the pilgrims already understand what specifications or services will be obtained at that price. This is consistent with the findings of Yuniastuti, et al (2020) that price perceptions can influence customer satisfaction. The better the consumer's perception of price, the higher the expectation of satisfaction.

High prices indirectly make consumers demand good service, at least according to the initial agreement. Deviated services will disappoint the pilgrims and not recommend Arminareka Perdana travel to others. This finding is in accordance with Tjiptono's statement (2019) that service quality can be interpreted as an effort to fulfill consumer needs and desires and the accuracy of their delivery in balancing consumer expectations. If consumer expectations can be met, then it will provide satisfaction to consumers. Subaebasni et al (2019) reinforce this statement by explaining that if the customer's assessment feels good about service quality, then the customer will reuse it, even further they will recommend it to others. These results are consistent with the findings of Subhan, et al (2023), Ilmy, et al (2020), Irfandi, et al (2017), Othman, et al (2021), and Yuniastuti, et al (2020) found that service quality has strong relationship with the satisfaction of Umrah pilgrims and can increase it.

CONCLUSION

This study proves that the perception of price, service quality and trust has a positive effect on the satisfaction of Umrah pilgrims at Umrah and Hajj Plus Travel

Arminareka Perdana Jember. The better the pilgrims' perception of price, the more the pilgrims' satisfaction will increase. Likewise, with the quality of service and trust, the better the service provided and the higher the pilgrims' trust will increase the pilgrims' satisfaction with Umrah and Hajj Plus Travel Arminareka Perdana Jember.

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