

## Factors Determining the Satisfaction of Umrah Pilgrims at Big Tour and Travel Tangerang City

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**Keywords:** *Umrah Pilgrim Satisfaction, Service Quality, Marketing Mix, Big Tour and Travel Tangerang, Structural Model.*

**Abstract:** *The purpose of this study is to determine the influence of service quality and marketing mix on the satisfaction of Umrah pilgrims at Big Tours and Travel Tangerang City. This study employs independent variables, including service quality and marketing mix (x2), and dependent variables, such as Umrah pilgrim satisfaction (y). The population in this study consists of all large Travel Umrah pilgrims. This type of research is a descriptive quantitative study with a sample of 80 respondents from Umrah pilgrims, Big Tour, and Travel. The analysis used in this study is the outer model, which includes convergent validity, AVE, discriminant validity, and reliability tests, while the inner model includes Q-square, GOF, and path coefficients. The results of the study showed that the quality of service had a positive impact on the satisfaction of Umrah pilgrims, the marketing mix had a positive impact on the satisfaction of Umrah pilgrims, and the combined effect of quality of service and marketing mix had a positive impact on the satisfaction of Umrah pilgrims.*

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### Introduction

Last year. Based on data from the Integrated Computerized Management System for Umrah and Special Hajj (Siskopatuh), in 2022, the number of Indonesian Umrah pilgrims reached 1,402,629 people (Basir, 2023), indicating a strong recovery after the COVID-19 pandemic. In the following year, namely 2023, there were 1,368,616 Umrah pilgrims from Indonesia (Himpuh, 2024). This trend highlights Indonesia's strategic position as the largest country sending pilgrims for Umrah in the world. This phenomenon has also led to the proliferation of Umrah and Hajj travel agencies, which are now present in almost all major cities in Indonesia, indicating promising business prospects in this field. However, the development of this business is also accompanied by the challenges of tight competition and increasing cases of fraud, such as what happened to PT. Naila Syafanah in 2023, which gave rise to the term Bodong Travel (BBCnews, 2023; Fachri, 2024).

In the context of the Umrah and Hajj service industry, the concepts of service quality and customer satisfaction are the primary foundations for maintaining customer loyalty and have a positive impact on corporate entrepreneurship (Fadhilah et al., 2025; Nadhiva et al., 2024). According to research by Othman et al. (2019), service quality has a significant influence on customer satisfaction in the Umrah travel industry in Malaysia, reflecting customer perceptions of service performance and their expectations (Othman et al., 2019). Dimensions of service quality, such as reliability, responsiveness, and empathy, directly shape customer satisfaction and influence their loyalty in the context of Umrah (Othman et al., 2019). This aligns with the findings of Nadlifatin and Fuad (2023), who suggest that Umrah service providers must be able to meet the emotional and spiritual needs of pilgrims as part of the expected service quality

(Fuad & Nadlifatin, 2024).

In terms of marketing strategy, implementing a marketing mix—comprising product, price, place, and promotion—is necessary to attract and retain customers. A study by Othman et al. (2020) reveals that the marketing mix has a significant impact on Umrah customer satisfaction, particularly in the promotion and service distribution variables. Regarding the price variable, price is not always the dominant factor influencing consumer decisions; rather, promotion and service quality have a greater impact on Umrah pilgrim satisfaction (Ruslan et al., 2024). Similar findings were also stated by Subhan et al. (2023), who stated that customer trust in Islamic values and service consistency is more decisive in building satisfaction and intention to reuse Umrah travel services.

## Method

This study uses a quantitative method. Quantitative research can be interpreted as a research method based on the philosophy of positivism used to study a specific population or sample. It involves collecting data using research instruments, as well as analyzing quantitative or statistical data to test hypotheses that have been formulated. This research employs a quantitative survey approach. The analysis tool used is SMART PLS. Data collection was carried out using a Google Form questionnaire with a sample population, specifically BIG Tour and Travel Pilgrims. The purpose of this study is to explain the relationship and influence between the variables that have been identified.

In this context, using a saturated sample, namely all more pilgrims at PT. Umrah Big Tour And Travel. The formula used to determine the sample size is the Slovin formula, namely:

$$n = N / (1 + N \cdot e^2)$$

Information:

n = Sample size sought

N = population size

e = Percent of the tolerance for inaccuracy due to sampling errors that are still tolerable (in this study, 10%)

$$n = 320 / (1 + 320(0,1)^2)$$

$$n = 320 / 4.2$$

$$n = 76.19$$

Based on the results of the calculation above with a population of 320, the sample of this study amounted to 76.19 or 80 respondents.

## Result and Discussion

### Profile of Respondent

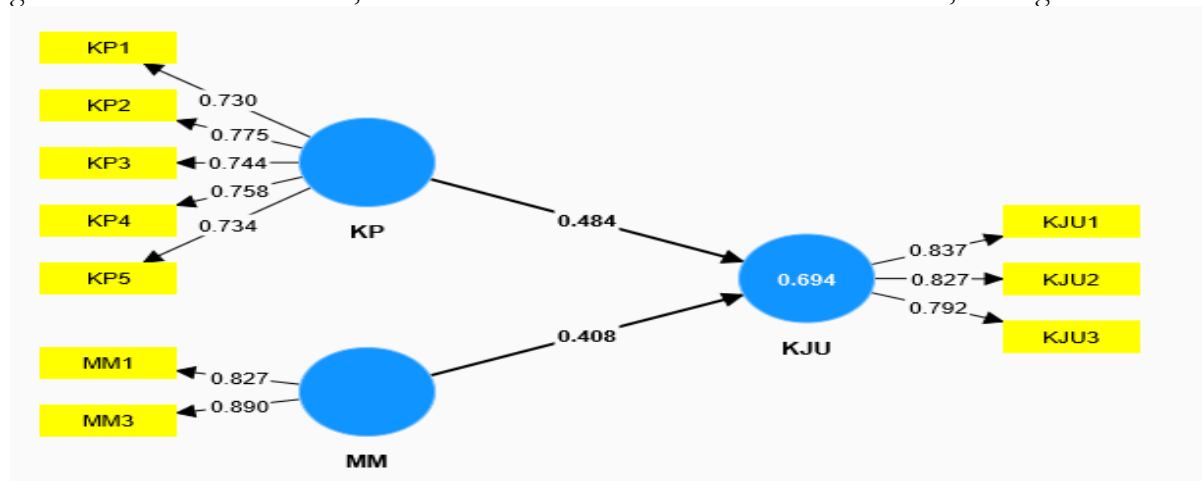
Respondents demographics, including gender, age, education, and salary. Of the 80 respondents, 35 (40 percent) were male, and 45 (60 percent) were female. The age group of pilgrims is dominated by those aged 50-60 years (50 percent), followed by those aged 40-50 years (30 percent), and then those under 30 years (6.25 percent). Based on education, respondents with a bachelor's degree or higher dominate with a percentage of 70 percent. Then, most of the pilgrims' income is between 10-20 million, accounting for 63.75 percent. For more details, see Table 1, which provides respondent demographics.

**Table 1.** Respondent Demographics

Variable	Category	Frequency	Percentage
Gender	Male	35	40.00
	Female	45	60.00
Age	20 – 30 years old	5	06.25
	30 – 40 years old	11	13.75
	40 – 50 years old	24	30.00
	upper 50 years old	40	50.00
Education	High School	14	17.50
	Diploma	10	12.50
	Bachelor	49	61.25
	Master	07	08.75
Income	Under 5 milions	2	02.50
	5 -10 million	18	22.50
	10-15 million	27	32.50
	15 -20 million	25	31.25
	More than 20 million	9	11.25

### Evaluation of Measurement Model

The processing process uses SMART PLS 4.0 software to test several Structural Equation Modeling (SEM) procedures. Convergent validity aims to assess the validity of the relationship between an indicator and its corresponding latent variable. Convergent validity is known based on the loading factor value. An instrument meets the convergent validity test if it has a loading factor value of 0.7 or higher (Hair et al., 2011). The test results indicate that all indicators measuring service quality, marketing mix, and satisfaction of Umrah pilgrims have a greater value than 0.7. Thus, the indicator is declared valid. For more details, see Figure 2..



**Figure 1.** Result of PLS calculation

The calculation of construct reliability used discriminant reliability (AVE), Cronbach's alpha, and composite reliability. The calculation results appear in Table 2 below.

**Table 2.** The results of the calculation of AVE, composite reliability, and cronbach's alpa

Variable	Average Variance Extracted	Composite Reliability	Cronbach Alpha
Service Quality	0.560	0.806	0.805
Marketing Mix	0.739	0.669	0.649
Satisfaction of Umrah	0.670	0.754	0.856

Source: Smart PLS 4.0

The test criteria state that if the discriminant reliability, as indicated by AVE, is greater than 0.5, Cronbach's alpha is greater than 0.7, and the composite reliability is greater than 0.7, then the construct is declared reliable. Overall, using the calculations of AVE, composite reliability, and Cronbach's alpha, it can be concluded that all instrument items measuring the variables are deemed reliable. A research instrument is considered reliable if the value of Cronbach's Alpha is greater than 0.60 (Ghozali, 2016). Therefore, the decision-making criteria in the reality test are as follows: If the value of Cronbach's Alpha is greater than 0.60, then the question items in the questionnaire are considered reliable. If Cronbach's Alpha score  $< 0.60$ , then the question items in the questionnaire are not reliable.

#### Evaluation of measurement Model (Outer Model)

The R Square value can indicate the robustness of a model. In this instance, an R-squared value of 0.75 indicates a robust model, 0.5 indicates a moderate model, and 0.25 indicates a weak model (Hair et al., 2017). Based on the results of the data processing, the R-squared value for the variable satisfaction of Umrah pilgrims is 0.694. The processed data indicate that service quality and marketing mix influence the satisfaction of Umrah pilgrims by 69%, with the remaining 31% influenced by untested variables. With an R-squared value of 0.55, the satisfaction model for Umrah pilgrims estimated by this study is moderate.

The adequacy of the PLS model can be evaluated by calculating the Standardized Root Mean Square Residual (SRMR). The PLS model is deemed to have a decent fit when the SRMR value is less than 0.1 and a perfect fit when the SRMR value is less than 0.08 (Schermmelleh-Engel et al., 2003). The suitability test results in the PLS model indicate that the SRMR value is 0.093. Since the SRMR value in this study is less than 0.1, the model is considered an acceptable fit.

The independent variable (exogenous) has a significant effect if the t-statistic value is greater than the t-table value with a t-table limit of 1.96 (Hair et al., 2014). Based on the t-count value, H1 is accepted, indicating that service quality has a significant effect on the satisfaction of Umrah pilgrims, with a t-statistic of 4.359. The effect of the marketing mix on the satisfaction of Umrah pilgrims is significant, with a t-statistic of 2.173, which is greater than the t-table value of 1.96. These results indicate that H2 is accepted, namely, the marketing mix has a significant impact on the satisfaction of Umrah pilgrims. In summary, the results of the hypothesis testing are presented in Table 3

**Table 3.** Hypothesis Testing Results

Exogenous	Endogenous	t statistics	Results
Service Quality	Satisfaction of umrah	4.359	H1 Do Not Rejected
Marketing Mix	0.739	2.173	H2 Do Not Rejected

Source: Smart PLS 4.0

Service quality and marketing mix. According to the results of the hypothesis testing, service quality has a positive and significant effect on the satisfaction of Umrah pilgrims. This study is consistent with (Subhan et al., 2023), who showed that the quality of Islamic services provided by the travel company and the trust of pilgrims have a significant influence on the customer satisfaction felt by Umrah and Special Hajj pilgrims, which also affects their intention to reuse the services. Research on service quality in other fields, particularly in Islamic banking, conducted by Junaedi (2020), found that Islamic banks must consistently deliver high-quality services daily. Consistent service quality enables the realization of the corporate mission and leads to sales through service, which in turn fosters customer loyalty.

The marketing mix, often summarized as the "4Ps" (Product, Price, Place, Promotion), plays a crucial role in enhancing the satisfaction of pilgrims, particularly in the context of Hajj and Umrah services. Recent studies highlight how various components of the marketing mix

contribute to the overall experience and satisfaction of pilgrims. Other research on this study section discusses the results of the hypothesis testing presented in the preceding chapter. Significant research findings are discussed and contrasted to those of prior studies. A study focusing on Al-Shahba Malang's Umrah packages found that both the promotion mix and service quality significantly influenced pilgrims' trust and satisfaction levels. The research utilized path analysis to demonstrate these relationships, indicating that enhancing promotional strategies and service quality can lead to improved pilgrim experiences (Anggraini et al., 2020). Another investigation into PT Amanah Bersama Ummah revealed that a well-executed marketing mix positively impacts customer satisfaction among religious trip participants. This study highlighted the importance of adapting marketing strategies to meet the specific needs of pilgrims (Ginting et al., 2024).

## Conclusion

Service Quality produces a value of 0.484. Then the Path coefficient value is  $> -1$ , the T-statistic value is  $2.303 > 1.990$ , and the P-value is  $0.000 < 0.05$ , where it can be said that the quality of service (X1) has a positive and significant effect on Congregation Satisfaction (Y). Marketing mix (X2) produces a value of 0.408, then the Path coefficient value is  $> -1$ , for the T-statistic value is  $3.690 > 1.990$ , and for the P-value is  $0.000 < 0.05$  where it can be said that the Marketing mix (X2) has a positive and significant effect on Pilgrim Satisfaction (Y) at PT Big Tour and Travel.

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