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UMROH PILGRIMAGE SATISFACTION REVIEWED FROM SERVICE, FACILITIES, PRICE PERCEPTION, AND TRUST

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Abstract: This study aims to determine the satisfaction of Umrah pilgrims in terms of service, facilities, price perception, and trust at the Surya Madina Surakarta Umrah Bureau. The research method used in this study is quantitative descriptive research. The sampling technique used is simple random sampling, randomly selected 79 pilgrims, from a population of 786 Umrah pilgrims at the Surya Madina Umrah Bureau. The data collection technique uses a questionnaire that is tested for validity and reliability, while the data analysis technique uses multiple linear regression methods. Data processing in this study uses SPSS software version 30. The results of this study indicate that service, price perception, and trust have a positive and significant effect partially on the satisfaction of Umrah pilgrims at the Surya Madina Umrah Bureau. While facilities have a positive but not significant effect on the satisfaction of Umrah pilgrims at the Surya Madina Umrah Bureau.

Keywords: Satisfaction, Service, Facilities, Price Perception, Trust

INTRODUCTION

Indonesia is the country with the largest Muslim population in the world, this is based on the report of The Royal Islamic Strategic Studies Center (RISSC) or MABDA entitled The Muslim 500 2022 edition, there are 231.06 million Indonesians who are Muslim (Harahap & Pohan, 2023). The large number of Muslims in Indonesia is also directly proportional to the number of pilgrims who perform the pilgrimage to the holy land. Moreover, the long queue for the hajj in Indonesia makes the enthusiasm of the Indonesian people to perform the umrah pilgrimage increase every year. This is of course a bargaining power in terms of business, accommodation, transportation, consumption, health, and guidance for the hajj and umrah pilgrimages (Fauzia, 2021).

Every business in Indonesia that is related to organizing the Umrah pilgrimage has increased. These companies are trying to take business opportunities in the Umrah sector by providing the best offers they can provide in order to recruit many pilgrims.

In general, every company certainly wants to provide satisfaction in meeting consumer needs, because by satisfying consumer needs, it will increase competitive advantage. Consumers who are satisfied with the products or services provided by a company tend to repurchase the product, reuse the same service, and even reuse the same company when the need arises again in the future. Likewise, companies engaged in the field of Umrah travel, the satisfaction of the congregation must be considered, so that the congregation can carry out worship properly.

Good and maximum service provided by an Umrah travel company must be the number one priority, because this is the main attraction of a service company (Azizah et al., 2020). Good service will certainly help the Umrah pilgrims to worship well. Moreover, with the increasing number of companies engaged in the Umrah travel sector, good service is a company demand in order to attract consumers to use their services.

Every company will try to provide good and maximum service, in order to achieve the company's main goal, namely the satisfaction of the congregation. Being responsible to each congregation from the beginning of registration until returning home, serving the needs of the congregation quickly and accurately, and being able to communicate clearly, are characteristics of good service that can provide satisfaction to the congregation (Hanim, 2020).

Umrah travel companies must have advantages in order to survive or exist in a very competitive business environment. Developing good service can be one effort to develop this competitive advantage. Not a few prospective pilgrims choose a company because of the service offerings that are considered satisfactory.

Facilities are one of the important factors that influence consumers in obtaining satisfaction, in addition to the services provided by a company. The existence of facilities will facilitate a business engaged in the service sector, because it is related to what consumers feel. Quality facilities will be an attraction and competitiveness to form a positive consumer perspective (Permana, 2020).

Every Umrah travel company has an obligation to provide the facilities needed by the congregation during the Umrah pilgrimage. And every cAlon jamaah will compare the facilities they will receive between one company and another. Adequate facilities are able to attract public sympathy to choose the company (Sholihin, 2019). The more attractive the facilities offered, the more the satisfaction of the Umrah pilgrims will increase.

Price perception is the next indicator in determining the satisfaction of Umrah pilgrims, because price is an important factor in a company. Evaluation of the price of a product is said to be cheap, expensive, or ordinary from each individual is not always the same, because it depends on the individual's perception which is based on the environment and individual circumstances. Companies that do not pay attention to the economic background of consumers in setting prices will result in their sales levels decreasing (Priliantari, 2023). This is because the prices that have been set do not match consumer purchasing power.

Consumers have different price perceptions. The decision to choose an Umrah travel company is influenced by the consumer's price perception of the price offered. Therefore, usually Umrah travel companies will provide different price levels, so that consumers can choose an Umrah package according to their perception, which package can provide maximum satisfaction for the consumer.

Trust is the foundation of a relationship. In the business world, transactions will occur if there is a foundation of trust between the seller and the buyer, so that it will give rise to consumer satisfaction with the company (Gustari & Angraini, 2024). Without trust, it is impossible for a business transaction to occur.

Consumers will choose umrah travel based on the level of trust they have in the umrah travel. The higher the level of trust, the more consumers will not hesitate in choosing the umrah travel. The existence of fraud cases that cause the failure of umrah pilgrims to depart, has caused a decrease in the level of public trust in existing umrah travel companies. Therefore, good and proper service management is needed to avoid public distrust of existing umrah travel companies (Rahmadanty, 2021).

Surya Madina is one of the Umrah travel agencies in the city of Solo, located at Jalan Mohammad Yamin number 77 Surakarta and has a PPIU permit no. 325 of 2018. Like other Umrah agencies, this agency was also in decline due to the effects of the Covid-19 pandemic that hit Indonesia in 2020 and 2021, but this agency was able to recover after the pandemic and more and more Indonesians are choosing the Surya Madina Umrah Agency to facilitate their Umrah pilgrimage. Although it is a newly established agency, namely in September 2018, it has received A accreditation.

Surya Madina Umrah Bureau has the tagline "More honoring the Guests of Allah". This makes Surya Madina strive to provide satisfaction to its congregation by continuously improving its services and facilities from time to time, and offering various Umrah packages that are in accordance with the price perception of the community in order to increase public trust in Surya Madina. The number of departures of Surya Madina Umrah pilgrims has also increased from time to time. The development of the Surya Madina bureau's business makes the author want to conduct research on the influence of service, facilities, price perception, and trust on the level of satisfaction of Umrah pilgrims at the Surya Madina Umrah Bureau.

METHODS

This study uses a quantitative descriptive approach. This study is used to see the satisfaction of Umrah pilgrims in terms of service, facilities, price perception, and trust at the Surya Madina Surakarta Umrah Bureau by collecting data using questionnaires, observation and documentation. The location of the study is the place where the research is conducted and the selection of the research location must be precise and careful considering that the data will be obtained at that location, both primary and secondary data. (Kurniawan & Puspitaningtyas, 2016 : 61).

This research was conducted at the Head Office of the Surya Madina Umrah Bureau, located at Jl. Moh. Yamin No. 77 Kratonan, Serengan District, Surakarta City, Indonesia. The research period was 6 months. The population in this study was all umrah of the Surya Madina Umrah Bureau in 2023, totaling 786 pilgrims.

Still according to Arikunto (2016 : 104) if the population is less than 100 people, then the sample size is taken as a whole, but if the population is greater than 100 people, then 10%-15% or 20%-25% of the population can be taken. The population size in this study was greater than 100 respondents, so the researcher took 10% of the existing population, which was 79 congregations.

The sampling technique in this study uses simple random sampling. Simple random sampling is the process of selecting sampling units in such a way that each sampling unit in the population has the same chance of being selected into the sample. (Istiatin & Sudarwati, 2021: 111).

The variables used in this study consist of 2 variables, namely the independent variable (X) and the dependent variable (Y). The independent variable consists of service (X₁), facilities (X₂), price perception (X₃), and trust (X₄). The dependent variable is the satisfaction of the congregation (Y). Linear Regression Analysis is a statistical technique for creating models and investigating the influence of one or more independent variables (Independent Variables) on one response variable (dependent variable) (Nihayah, 2019 :16). The formulation is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Information:

Y	= Congregation Satisfaction
α	= constant
$\beta_1, \beta_2, \beta_3, \beta_4$	= coefficient of magnitude of regression/influence
X ₁ ,	= Service
X ₂ ,	= Facility
X ₃	= Price Perception
X ₄	= Trust
e	= error

The function of the regression equation, apart from predicting the value of the Dependent Variable (Y), can also be used to determine the direction and magnitude of the influence of the Independent Variable (X) on the Dependent Variable (Y) (Nihayah, 2019: 17).

FINDING AND DISCUSSION

Multiple Linear Regression Results

Table 1. Multiple Linear Regression Test Results

Variables	B	Information
(Constant)	0.691	
Service (X1)	0.373	Positive
Facilities (X2)	0.002	Positive
Price Perception (X3)	0.201	Positive
Trust (X4)	0.392	Positive

Source: Primary data processed in 2025

Based on the table above, it can be seen that the regression equation formed is:

$$Y = 0.691 + 0.373 X1 + 0.002 X2 + 0.201 X3 + 0.392 X4 + e$$

The interpretation of the coefficient of each variable based on the regression equation above is as follows:

- a. = The constant value obtained is 1.659, which means that if the independent variables, namely service (X1), facilities (X2), price perception (X3), and trust (X4) have a value of 0 (constant), then the dependent variable, namely satisfaction (Y), has a value of 1.659.
- β_1 = 0.373, the regression coefficient value of the service variable (X1) has a positive value (+) of 0.373, which means that if the facility variables (X2), price perception (X3), and trust (X4) are considered constant, then customer satisfaction will increase by 0.373.
- β_2 = 0.002, The regression coefficient value of the facility variable (X2) has a negative value (-) of 0.002, which means that if the service variables (X1), price perception (X3), and trust (X4) are considered constant, customer satisfaction will increase by 0.002.
- β_3 = 0.201, the regression coefficient value of the price perception variable (X3) is positive (+) at 0.201, which means that if the service variables (X1), facilities (X2), and trust (X4) are considered constant, customer satisfaction will increase by 0.201.
- β_4 = 0.392 The regression coefficient value of the trust variable (X4) has a positive (+) value of 0.392, which means that if the service variables (X1), facilities (X2), and price perception (X3) are considered constant, customer satisfaction will increase by 0.392.

F Test

Table 2. F Test Results

Model	F count	F table	Sig count	Sig.	Information
Regression	39,653	> 2,493	0.001	<0.05	There is an influence of all independent variables on the dependent variable simultaneously and significantly.

Source: Primary data processed in 2025

The results of the F test show that $39.653 > 2.495$ or $F_{count} > F_{table}$ and $0.001 < 0.05$ or Significance value < 0.005 So the conclusion is: H_0 is accepted and H_a is rejected, which means that there is a simultaneous and significant influence between service, facilities, price perception and trust on satisfaction.

t-test

Table 3. t-Test Results

Hypothesis Testing	t count	t table	Sig count	Sig.	Information
H1	3,766	>1,992	0.001	<0.05	Have a significant impact
H2	0.014	<1,992	0.989	>0.05	No significant impact
H3	2,405	>1,992	0.019	<0.05	Have a significant impact
H4	3,659	>1,992	0.001	<0.05	Have a significant impact

Source: Primary data processed in 2025

- a. Test the influence of service (X1) on satisfaction the ttable value $< tcount$ ($1.992 < 3.766$) and the significance value $0.001 < 0.05$ were obtained, so H_0 was rejected and it can be concluded that there is a significant influence between service (X1) and satisfaction (Y).
- b. The test of the influence of facilities (X2) on satisfaction (Y) was obtained ttable value $< tcount$ $< ttable$ ($-1.992 < 0.014 < 1.992$) and significance value $0.989 > 0.05$ then H_0 is accepted and it can be concluded that there is no significant influence between facilities (X2) and satisfaction (Y).
- c. Test the influence of price perception (X3) on satisfaction (Y) The ttable value $< tcount$ ($1.992 < 2.405$) and the significance value $0.019 < 0.05$ were obtained, so H_0 was rejected and it can be concluded that there is a significant influence between price perception (X3) and satisfaction (Y).
- d. Test the influence of trust (X4) on satisfaction (Y) The ttable value $< tcount$ ($3.659 < 2.405$) and the significance value $0.001 < 0.05$ were obtained, so H_0 was rejected so it can be concluded that there is a significant influence between trust (X4) and satisfaction (Y).

Coefficient of Determination Test (R²)

Table 4. Results of Determination Coefficient

Hypothesis Testing	Information
0.665	All independent variables contribute simultaneously to satisfaction by 66.5%.

Source: Primary data processed in 2025

Based on the calculation results in table 4, above, the adjusted R square value is 0.665. This means that the variables of service, facilities, price perception, and trust contribute simultaneously (together) to satisfaction by 66.5%. While the remaining 33.5% is explained by other variables not proposed in this study, such as: product quality, company image, marketing mix, and so on.

DISCUSSION

The influence of service on pilgrim satisfaction at the Surya Madina Umrah agency

Based on the SPSS Table calculation results³, obtained ttable $< tcount$ ($1.992 < 3.766$) and significance value $0.001 < 0.05$. This means that service has a significant effect on satisfaction. These results prove that the higher the service, the higher the level of congregation satisfaction.

This research is in line with research conducted by Hanim (2020) and Azizah *et al.* (2020), that service has a significant influence on the satisfaction of Umrah pilgrims.

The services provided by the employees at the Surya Madina Umrah bureau make Umrah pilgrims feel comfortable and helped in finding information about Umrah. With the neat appearance of the employees, comfortable service areas, and polite attitudes of the employees when providing information about Umrah packages, prospective pilgrims feel satisfied. Even the directors accompany both the departure and return of the Umrah pilgrims, making the pilgrims feel cared for. The employees and directors also monitor the Umrah journey through the WhatsApp group, and are ready to receive and resolve complaints from Umrah pilgrims 24 hours a day. The form of attention and fast response given by the employees and directors of the Surya Madina Umrah bureau is what makes Umrah pilgrims feel satisfied performing Umrah with Surya Madina.

The influence of facilities on pilgrim satisfaction at the Surya Madina Umrah agency

Based on the SPSS calculation results in Table 3, it was obtained that tcount $< ttable$ ($0.014 < 1.992$) and a significance value of $0.989 > 0.05$. This means that facilities do not have a significant effect on congregation satisfaction.

However, the figure shows a positive influence of facilities on satisfaction. This proves that the higher the facilities, the higher the satisfaction of the congregation, but not significantly.

This research is not in line with the research conducted by Sholihin (2019) and Permana (2020) which states that facilities have a significant influence on the satisfaction of Umrah pilgrims.

Surya Madina Umrah Bureau tries to provide the best facilities for Umrah pilgrims, both facilities when visiting the bureau office, and when performing worship in the holy land, although this is still felt to be lacking by the congregation in providing satisfaction when worshipping. Such as the condition of the office that smells stuffy due to being late in replacing the room freshener. There are also complaints about passport bags that are damaged on the strap, due to use that is not as intended. Passport bags that are supposed to be used as passport holders, but are used as water containers that hold zam zam water.

Apart from that, there were also complaints from the congregation that the hotel they were staying in did not match what was promised. In fact, the bureau has paid in full for the hotel that will be occupied by the pilgrims, which is in accordance with what was promised at the beginning. However when they arrived in the holy land, the hotel room that had been booked by the agency was unilaterally changed by the hotel, without prior notice. Things like this are among the things that make the congregation less satisfied with the facilities provided by the agency.

The influence of price perception on pilgrim satisfaction at the Surya Madina Umrah agency

Based on the SPSS Table calculation results³, it is known that $t_{table} < t_{count}$ ($1.992 < 2.405$) and the significance value is $0.019 < 0.05$. This means that price perception has a significant effect on satisfaction. These results prove that the higher the perception of prospective pilgrims towards price, the higher the level of satisfaction of the pilgrims.

This study is in line with the study conducted by Priliantari (2021) which stated that price perception has a significant effect on the satisfaction of Umrah pilgrims, but is not in line with the study conducted by Chulaifi and Setyowati (2018), which states that price perception has a negative and insignificant effect on congregation satisfaction.

The price of the umrah package offered by Surya Madina is considered quite affordable by the general public. The affordable package price and being able to compete with other agencies, is a solution for prospective pilgrims who wish to go on umrah but are faced with uncertain economic conditions. Although the facilities provided are of course adjusted to the price of the package, this is not a problem for Surya Madina umrah pilgrims, the most important thing is being able to go on umrah at an affordable price, this has made prospective pilgrims satisfied.

The influence of trust on the satisfaction of pilgrims at the Surya Madina Umrah agency

Based on the SPSS Table calculation results³, it is known that $t_{table} < t_{count}$ ($3.659 < 2.405$) and the significance value is $0.001 < 0.05$. This means that trust has a significant effect on satisfaction. These results prove that the higher the trust, the higher the level of satisfaction of the congregation.

The congregation has high trust in the Surya Madina Umrah bureau, that Surya Madina can be trusted to send their Umrah to the holy land, and so far it has proven to send their congregation according to plan. This is what makes the congregation feel satisfied with the Surya Madina Umrah bureau. A good reputation in the community, which has so far been responsible and has never neglected its congregation, makes prospective congregations not hesitate to trust Surya Madina as their Umrah bureau. Even before leaving, the congregation gets a travel itinerary, which makes the trip more orderly and focused, as well as a clear departure and return. The congregation is also provided with Umrah travel insurance, to cover the congregation if unwanted things happen, such as accidents, death or failure to depart due to illness. Trust built from a good reputation makes the congregation feel satisfied performing Umrah through the Surya Madina Umrah bureau.

CONCLUSION

Based on the results of the discussion on the satisfaction of Umrah pilgrims with services, facilities, price perceptions, and trust at the Surya Madina Surakarta Umrah bureau, the following conclusions can be drawn: Service, Price perception, and Trust have a significant effect on the satisfaction of Umrah pilgrims at the Surya Madina Umrah bureau, but Facilities do not have a significant effect on the satisfaction of Umrah pilgrims at the Surya Madina Umrah bureau. The contribution of the variables of service, facilities, price perception, and trust is quite high towards the satisfaction of Umrah pilgrims at the Surya Madina Umrah bureau.

It is expected that future researchers will develop research related to satisfaction, because satisfaction is one of the factors that customers make repeat orders, both with the same variables,

and other variables outside the service, facilities, price perception, and trust variables, considering that there are still other influences outside the variables in this study.

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