



# LOYALTY MODEL IN UMRAH RELIGIOUS TOURISM TRAVEL AND FACTORS THAT INFLUENCE (STUDY ON AJWA TOURS INDONESIA)

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## Keywords

Loyalty, Satisfaction, Brand Image, Service Quality, Social Media Marketing, Repurchase Intention, WOM

## Abstract

*Study This aim for analyze the model and influencing factors loyalty and satisfaction Ajwa Tours Indonesia Umrah congregation. Loyalty and satisfaction are crucial success a company in give service to customer. Population sample in study This is Umrah pilgrims who have use Ajwa Tours Indonesia services 2 years the latest (2022-2023) as many as 200 customers. Study This use analysis description through SmartPLS 4.0. The variable being measured are social media marketing, brand image, and service quality, satisfaction and loyalty. Research result show that the Social Media Marketing variable has an influence positive and not significant on satisfaction and loyalty. Brand Image has an influence on loyalty and satisfaction positive and significant. Satisfaction has an influence on loyalty positive However No significant. Service quality has an influence on satisfaction positive and significant. Service quality has an influence on loyalty positive No significant. And satisfaction has an influence on loyalty positive and significant.*

## 1. INTRODUCTION

Ministry of Religion data (Kementerian Agama RI, 2023) every the year amount Hajj and Umrah pilgrims continue experience enhancement. Desire resident Muslim in have not yet carried out the Hajj pilgrimage addressed by regulations Indonesian government which govern quota pilgrims, that is about 1/1,000 of amount resident in the province or regency related. Impact from regulation This is there is a growing waiting list long for candidate pilgrims . For 5 lists Wait to regular Hajj pilgrims at the time This more less than 25-30 years for get quota departure to the Holy Land. Therefore That open opportunity big business in industry service Umrah pilgrimage trip.

Umrah pilgrims from Indonesia continue recorded surge significant Based on notes The Muslim Association of Hajj and Umrah Organizers of the Republic of Indonesia (AMPHURI), recorded amount congregation Umrah from Indonesia jumped 68 percent, or almost double in 5 years final. In 1435 Hijriyah amount congregation Indonesian Umrah 598,077 pilgrims, then soaring so 1,005,806 congregations in 1439 AH or 2017-2018 (AMPHURI, 2022). The Hajj/Umrah phenomenon has become a profitable business field for industry travel agency

services. Based on notes Directorate of Special Umrah and Hajj Services, total agent journey already pocketing PPIU permits up to beginning this year 2024 reached 2,452 The company will Keep going increase every month, and it is estimated that another 40% status No official (*Sisko Patuh Kementerian Agama, 2024*).

See development Index Hajj Pilgrim Satisfaction (IKJH) was obtained of two components shaper index, ie level satisfaction congregation and level interest or hope congregation to all type service pilgrims. Experience fluctuating, rising and falling on four year first measurement index since 2010 to in 2022. Through survey data beginning researcher to *post tourism* Umrah pilgrims at several other travel companies in the city of Padang found a number of Problems often experienced by congregations are supported by research conducted (Mukhlis, 2018) and some cases handled by the Ministry of Religion (2023), (Anggoro, 2023) among them namely: Cancellation / Postponement Departure; Ascension Cost Suddenly; Unsatisfactory Accommodation Standard; Do not have Guarantee Protection / Insurance ; and fraudulent travel agents.

One of factor from satisfaction customers are also seen from price product or services offered. We can monitor the price for the Hajj pilgrimage set by the Ministry of Religion (2023) is that cost of each Hajj/Umrah the year relatively increases, because influenced by the dollar exchange rate, policy as well as price hotel and accommodation packages in Saudi Arabia. In the Umrah business itself the government has too make regulation in set Cost Umrah Pilgrimage Travel (BPIU) reference. Cost reference This set in Article 94 of Law Number 8 of 2019 concerning Organizing the Hajj and Umrah Pilgrimage. The warning is also regulated in Law Number 11 of 2020 which revises part provisions in Law Number 8 of 2019. In the governing article PPIU obligations are stated that one PPIU's obligations are follow standard minimal service and price reference (Ministry of Religion, 2023).

On research This researcher examine loyalty models in travel tour Umrah religion and the factors that influence it to services and services provided by the Hajj/Umrah travel agency at Ajwa Tour Indonesia (PT. Andalas Jaya Wisata). Ajwa Tour Indonesia activities focus on the field special Umrah and Hajj pilgrimage trips, such as service travel and provision Umrah, LA, Hotel and Umrah visa packages.

## 2. THEORY OF THE RESEARCH

### 1. Satisfaction and Loyalty

Satisfaction is a feeling of pleasure or disappointment that arises when someone compares the product performance or results they perceive with their expectations. If performance does not meet expectations, customers will feel dissatisfied. If performance is in line with expectations, customers will feel satisfied. Meanwhile, if performance exceeds expectations, customers will feel very satisfied or happy Kotler & Keller (2018). Consumer satisfaction is determined based on the experience of customers/consumers. Where customer experience is a better predictor in determining satisfaction (Cetin, 2020); (Szwarc, 2012) And (Jazuli, 2020). Satisfaction a is condition passive customers developed by a product or service (Leon & Choi, 2020). Whereas according to Zeithaml et al., (2018) define satisfaction customer is evaluation customer to something product or service in matter is product That or service has fulfil needs and hopes customer.

Satisfaction customer means give benefit for company some of them connection between company with his customers become harmonious, giving good basis or creation satisfaction customer as well as form something recommendation from mouth to profitable mouth for company, so arise interest from customer for buy or use service company the

(Sasongko, 2021). A number of factor affecting level satisfaction the includes : (1) Quality product ; (2) Quality service or services, (3) Emotions, (4) Costs (Zeithaml et al., 2018).

According to Schiffman & Wisenblit, (2015) loyalty customer is is commitment deep for still loyal with subscribe or buy return product or consistent service chosen, even in the future, though exists influence situation and effort marketing that can change behavior consumer. Temporary that's the view (Kolonio & Soepeno, 2019) state that loyalty customer is results from satisfaction to product or service. Loyalty This give impact positive for company, like customer faithful who do purchase repeated to product company. Loyalty customer have a number of dimensions among them namely: 1. *Repeation* (Loyalty to purchased products, do purchase in a way periodically) 2. *Purchase accros product line* (Purchase product or outside services category certain) 3. *Retention* (rejecting product competitor or no affected by power pull product opponent) 4. *Recommendation* (Recommend product or service to others) (Kartajaya, 2006).

Moving company in the field service tightly connection with satisfaction and loyalty customer. This is what happened point Ajwa Tours Indonesia focuses on serve the consumer as one of the achievements the success of their company. Satisfied customer will create high loyalty, so formation of repurchase intention and word of mouth (WOM) towards their services offer.

## 2. Social Media Marketing

Social media allows people to interact freely with others and offers marketers a variety of ways to reach and engage direct with consumers (Appel et al., 2020). The role of social media in marketing can understood through two perspectives, namely from corner look advertiser or marketers, as well corner look social media users. Marketing online change pattern life society and forced to be able to adapt with fast to trend or development new (Kusuma & Sugandi, 2018).

In the era of digitalization now this, social media is not something difficult thing to be reached by the public general. Almost all over smartphone users use service applications on social media, okay That Instagram, Facebook, Twitter, WhatsApp nor type other social media. In helping promotion Good product nor services on the perpetrators ' social media business or A company Lots utilize social media Instagram. In terms of This importance social media for marketing What just service and excellence product nor services offered the. Currently Ajwa Tour Indonesia has frequent social media accounts used by target consumers among them namely Facebook, Instagram, and Tiktok.

Social media platforms can distribute possible results assessed and in branding and sales company. Analysis process from behavior consumer become more easy Because the existence of social media. Social media has influence in a way specific users, especially in matter changes in marketing strategies and their number channels provided For communicate with candidate customer (Beqiri & Bello, 2021).Cheung et al., (2021) discuss a number of The dimensions of social media marketing in the research include: Interaction, Entertainment, Customization, Word of Wouth, and Trendiness.

## 3. Brand Image

Sharp brand image support customer For realize need brand and differentiate brand from its competitors . Something company or products / services that are regular maintain good image by society Of course will obtain more position profitable in the market, superiority sustainable competitiveness, as well increase market share and performance (Dam & Dam, 2021a). Strong brand image No only interesting new customers, but also helpful maintain existing customers There is (Taqi & Muhammad, 2020).

Brand Image has significant relationship with A brand. This matter supported by an (Diputra & Yasa, 2021) influential brand image positive and significant to satisfaction customer. Pradnyagita et al., (2022) they formulate related factors shaper *brand image* as following: Quality and quality products, friendly and good service, prices affordable, atmosphere home, product varied, location strategic company, and implement develop technology.

#### 4. Service Quality

Manap et al., (2023) define quality service is as impression whole about Good or the bad services provided by a company (Slack et al., 2020) in his research summarize a number of opinion researcher previously related quality service, that quality positive service influence satisfaction customer. Quality service there is dimensions supporter other like Power responsiveness, assurance, proof realism, reliability and empathy.

In quality Umrah travel agency services such as those run by Ajwa tours Indonesia service There is many factors influence it. Like exists quality price, service mutawwif and tour leader, airport transfer, hotel and food served. Ajwa tour alone has commitment with Keep going increase all the factors that will influence quality service the to the congregation.

#### 5. Repurchase Intention

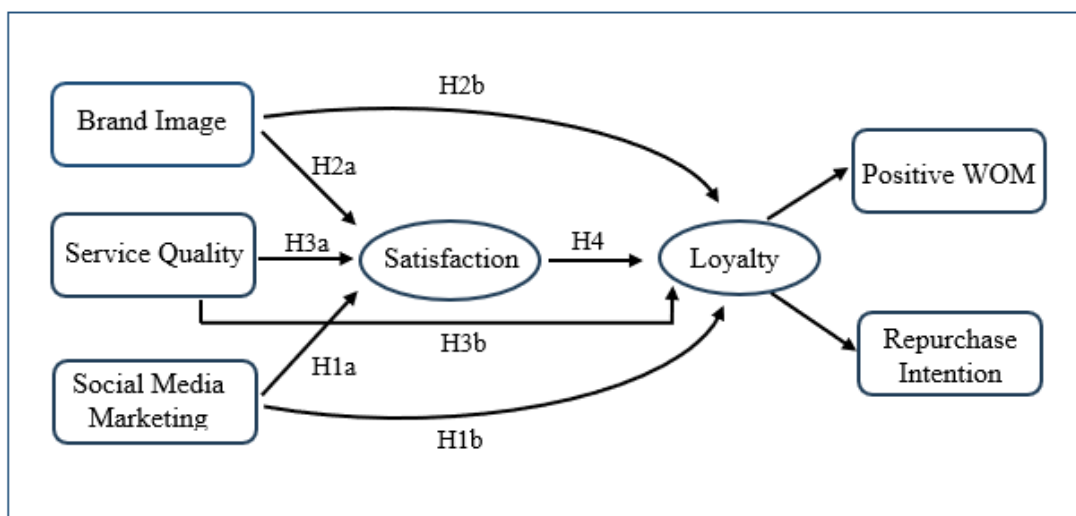
*Repurchase* summarized *intentions* in study (Tufahati et al., 2021) that is refers to decisions somebody For buy return something product or use return something previous services has purchased or used, generally based on level satisfaction obtained after use product or service. Another opinion about Repurchase Intention is related tightly with satisfaction and trust somebody like case research conducted by Trivedi & Yadav, (2020). Reflect desire For increase desire buy the same product . In other cases it is also interpreted as expression loyalty from customer (Herjanto & Amin, 2020). Chanthasaksathian & Nuangjamnong, (2021) they add factor Determinants that influence repurchase intention include: that is Privacy, yes considered as draft risk information; Trust, have great influence to intention purchase customer; Convenience use in use something product; and Perceived usefulness, more to benefits felt by customers.

### 3. METHOD OF THE RESEARCH

This research uses a quantitative approach based on explanatory research and involves hypothesis testing. Primary data is obtained directly from the first source (Hair et al., 2019). Data is measured use scale likert 1-5 or ordinal method. Taking sample as many as 200 pilgrims post tourism Ajwa tours Indonesia hose time 2 years final (2022-2023). Data is collected through online surveys (filling out Google forms) and analysis description through SmartPLS 4.0. SmartPLS is approach from Structural Equation Modeling (SEM) based covariance become variant. Test the measurement model done for measure validity and reliability tests. Whereas Structural model testing was carried out for test causality or test hypothesis. Data analysis includes outer model, validity convergent, validity discriminant, reliability and testing of structural models (inner models) for testing hypothesis, coefficient determination ( $R^2$ ), relevance prediction ( $Q^2$ ), coefficient track For describe influencing results the construct.

#### 1. Operational Variables

Shows the measurements taken in this study:



**Figure 1. Framework Conceptual**

#### 4. RESULT AND DISCUSSION

Respondents who participated in this research totaled 200 people, namely post tourism from Ajwa Tours, respondents were dominated by female (61.5%) while the remainder were male, education level was dominated by Bachelor's degree (33.5%) and at least doctoral level of education (0.5 %), occupation is dominated by other options (32.5%) and the least is student (5%), age is predominantly 50-59 years (41%) and the least is age 18-29 (7.5%), and marital status is mostly married (82%) and the least were widowers (1.5%). This aspect has an important role in knowing the influence of social media marketing on satisfaction and loyalty, the influence of brand image on satisfaction and loyalty, the influence of service quality on satisfaction and loyalty, and the influence of satisfaction on loyalty.

##### 1. Validity and Reability Testing

Discriminant validity is declared valid as seen from the cross loading value showing that the correlation value between the indicator scores and the variables is greater than the correlation between the indicator scores and other variables. This measurement is divided into 2 parts of the initial construct of the research: full model, mediation and others.

Testing of the structural model is seen from the R-Square value. above the R-Square value for Loyalty is 0.725 (high prediction accuracy), and Satisfaction is 0.679 (high/strong influence). This indicates that the model is considered in the strong category, because each variable has an average R-Square value of 0.70 where if the R-Square value is 0.70 it is declared "strong", 0.50 "Moderate", and 0.25 "weak" (Hamid & Anwar, 2019; Savitri et al, 2021), (Hair et al., 2019).

The following is a picture of the initial inter-construct model from the research:

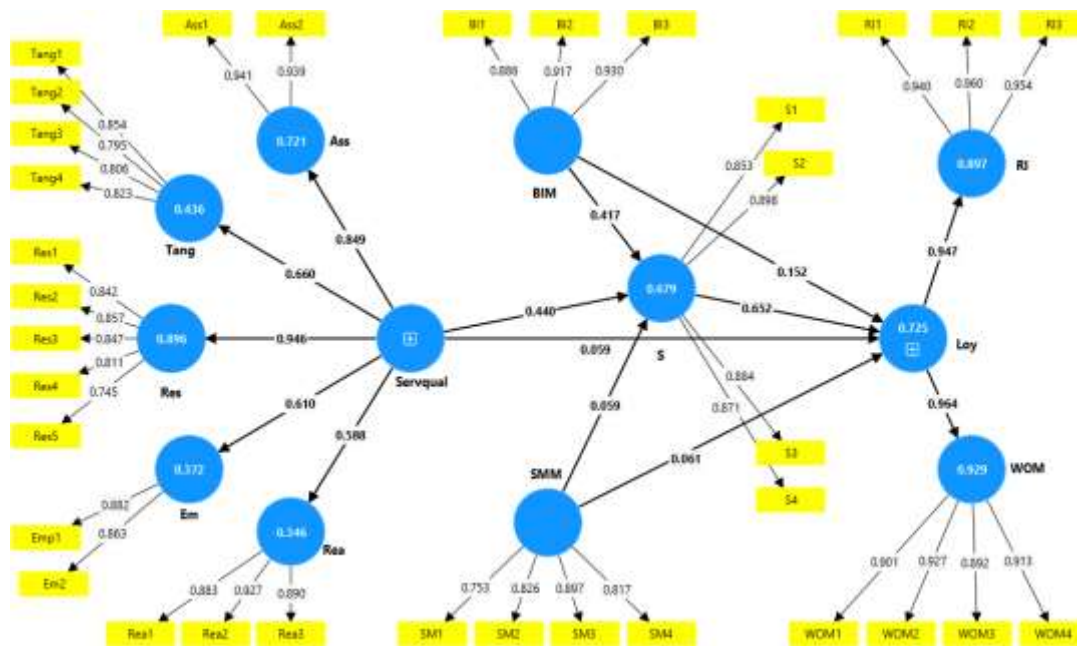


Figure 2. Intermodel construct beginning SmartPLS 4.0

The following are the results of testing the convergent validity and reliability instruments for AVE, Cronbach's Alpha and Composite reliability:

Table 1. AVE value test and Composite Reliability test

Variables	Average variance extracted (AVE)	Cronbach's alpha	Composite reliability (rho_c)
<b>BIM</b>	0.831	0.898	0.936
<b>Loy</b>	0.785	0.954	0.962
<b>S</b>	0.768	0.899	0.930
<b>SMM</b>	0.680	0.846	0.894
<b>Servqual</b>	0.649	0.891	0.917

All AVE values for each research variable have a value of >0.50, meaning that all variables meet the criteria, stating that the variable is valid. For Cronbach's alpha and composite reliability values for all variables are >0.70, then all variables are declared reliable. And no reliability problems were found in the model formed. So you can concluded that all construct its reliability Good .

## 2. Hypothesis Testing

The hypothesis is proposed at a significance level of 0.05. The hypothesis will be supported if the t-value exceeds the crisis value, namely 1.65. To interpret the results or hypothesis testing on inner model stage data, this can be seen from the magnitude of the direct influence of each variable which can be shown in table 2. The results of hypothesis testing are as follows:

Table 2. Hypothesis Testing

Hypotheses	Original sample (O)	T statistics	P values	Explanation
H1a: SMM -> S	0.059	1,097	0.136	No significant
H1b: SMM -> Loyal	0.061	1,148	0.126	No Significant
H2a: BIM -> S	0.417	4,923	0,000	Significant
H2b: BIM -> Loy	0.152	1,939	0.026	Significant
H3a: Servqual -> S	0.440	5,585	0,000	Significant
H3b: Servqual -> Loy	0.059	0.555	0.290	No Significant
H 4 : S -> Loy	0.652	8,561	0,000	Significant

- H1a: Social media marketing has a positive and insignificant effect on satisfaction
- H1b: Social Media Marketing has a positive and insignificant effect on loyalty
- H2a: Brand image has a positive and significant effect on satisfaction
- H2b: Brand image has a positive and significant effect on loyalty
- H3a: Service Quality has a positive and significant effect on satisfaction
- H3b: Service Quality has a positive and insignificant effect on loyalty
- H4: Satisfaction has a significant positive effect on loyalty

From the results of the hypotheses above, 3 hypotheses were rejected. These include the influence of social media marketing on satisfaction, the influence of social media marketing on loyalty, and the influence of service quality on loyalty. The influence of social media marketing on loyalty and satisfaction is due to demographic factors in the age of respondents where the dominant age is generation grew up in a time when there was not as much technology as now and often had different experiences in adopting technology (Chan & Lee, 2023). The influence of Service Quality on loyalty also does not show anything significant, but has a positive relationship. This is a responsive factor to the services provided by officers. Rifai, Syafrizal and Lenggogeni (2022) emphasized that the high response regarding the service quality instrument shows that customer expectations are achieved in terms of service quality.

The influence of Service Quality on Satisfaction is significant and positive. This research explains that service quality for Umrah pilgrims has an important role in increasing customer satisfaction and loyalty. That matter supported by a (Syafrizal & Lenggogeni, 2020) statement written by related studies quality service own more role important than recovery service for predict satisfaction and loyalty customer.

The significant and positive influence of satisfaction on loyalty has a lot of support from previous researchers, one of which is research conducted by Syafrizal et al., (2017) that satisfied customers and customers who believe it will produce a referral effect, can establish new relationships with the company in addition to connecting repeat purchases (Repurchase Intention) for themselves. Other research is also supported such as (Cetin, 2020; Chandra et al., 2019; Dam & Dam, 2021b; Haron et al., 2020; Nasir et al., 2021; Sutrisno et al., 2019).

## DISCUSSION

Based on frequency distribution and hypothesis testing, to improve the brand image the company must always maintain a good image of the brand it uses. Such as through service quality, both in collaboration with second parties and third parties that are directly related to customers (such as hotel accommodation/services, buses, planes, etc. that are in accordance with the package promised to customers). Then the service quality provided by the Company itself through the tour leader and mutawwif appointed during the trip is



further improved. Especially services for elderly customers whose mobility is limited when carrying out religious services. Extra service will form a good emotional relationship between customers and the company. Customer satisfaction will be the main step in gaining customer loyalty. Loyal consumers tend to be characterized by the formation of repurchase intention and the formation of WOM (Word of Mouth).

## 5. CONCLUSION

Based on the research findings and analysis results discussed previously, the author can conclude that to create customer satisfaction and loyalty in a service company such as an Umrah travel agency, there are several factors that influence it. One of them is service quality which is closely related to the responsive dimension. A positive response to service increases satisfaction and loyalty in the service sector. People going to Umrah is not only determined by quality loyalty, but also determined by other factors such as the price of the Umrah package. This is also related to the social class of Indonesian society, the majority of which are middle and lower middle class so that the quality factor is not the main factor that determines their loyalty.

Then in this case social media marketing does not have a significant influence on loyalty and satisfaction with Umrah travel agency companies. This is due to the influence of demographics on the respondents studied.

It is hoped that in future research more samples can be taken from companies so that the value obtained can be better. So it can be seen how social media marketing, brand image, and service quality influence satisfaction and loyalty in the Ajwa Tours Indonesia Company with a larger sample size. Using respondents from other companies operating in the Umrah tour and travel agency sector. So it can be used as research comparison material.

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