

Factors Affecting Satisfaction Of The Surya Madina Umroh Pilgrimage

Sudino¹, Bambang Mursito², Sarsono³

^{1,2,3}Master of Management, Postgraduate Program at Batik Islamic University,
Surakarta

dinoadenova@gmail.com¹

ABSTRACT

This research aims to find out the influence of service quality, price perception, customer trust, and promotions on customer satisfaction. Based on the objectives to be achieved, this research is categorized as quantitative descriptive research. This research was carried out at the research location at the Surya Madina Umrah Foundation. In this research, the objects of this research are Umrah customers at the Surya Madina Foundation. The planned time for research is January – December 2023. The population in this study is all 286 Surya Madina Surakarta Umrah pilgrims. The research took 50% of the population as a sample, namely 143 Surya Madina congregation members. The sampling technique in this research used random sampling. After obtaining sufficient data, the data was processed using multiple linear regression analysis tools which were processed using SPSS 26 software. The conclusions obtained were that service quality, price perception, customer trust and promotions had an influence on customer satisfaction.

Keywords : *service quality, price perception, customer trust, and promotions influence customer satisfaction.*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui mengenai pengaruh kualitas pelayanan, persepsi harga, kepercayaan pelanggan, dan promosi terhadap kepuasan pelanggan. Berdasarkan tujuan yang ingin dicapai, penelitian ini dikategorikan dalam jenis penelitian deskriptif kuantitatif. Penelitian ini dilakukan dengan mengambil lokasi penelitian di Yayasan Umroh Surya Madina. Dalam penelitian ini yang menjadi obyek penelitian ini adalah pelanggan umroh di Yayasan Surya Madina. Waktu yang direncanakan untuk penelitian adalah pada bulan Januari – Desember 2023. Populasi dalam penelitian ini adalah seluruh jamaah umroh Surya Madina Surakarta sejumlah 286 orang. Penelitian mengambil 50% dari populasi untuk dijadikan sampel, yaitu sebanyak 143 orang jamaah Surya Madina. Teknik pengambilan sampel dalam penelitian ini menggunakan random sampling. Setelah mendapat data yang memadai kemudian dilakukan olah data menggunakan alat analisis regresi linier berganda yang diolah menggunakan software SPSS 26. Kesimpulan yang didapatkan adalah kualitas pelayanan, persepsi harga, kepercayaan pelanggan, dan promosi berpengaruh terhadap kepuasan pelanggan.

Kata kunci : *kualitas pelayanan, persepsi harga, kepercayaan pelanggan, dan promosi berpengaruh terhadap kepuasan pelanggan.*

INTRODUCTION

Consumer satisfaction or dissatisfaction is the result of differences between consumer expectations and the performance perceived by the consumer (Sopi and Nafiah, 2022). Customer satisfaction refers to the feelings that arise after using products and services compared to the hopes or expectations previously thought about the product or service (Muhani and Nurani, 2022).

Achieving consumer satisfaction for a company is a must. Consumer satisfaction has a big impact on the company. If consumers are satisfied with what they receive, then consumers will make repeat purchases, becoming a reference for the company to invite their families and other people to use the product and become loyal consumers. This certainly has a big impact on the continuity and development of the company in the future. Likewise, if consumers are not satisfied with the products they use, the company will be abandoned and this could threaten the company's survival (Nasution and Nasution, 2021).

Customer satisfaction is influenced by several factors, including: service quality, price perception, customer trust, and promotions (Muhani and Nurani, 2022). Service quality is seen based on the ability to create comfort by meeting consumer needs, desires and expectations (Izmanto and Munzir, 2020). Research regarding the influence of service quality on customer satisfaction has been conducted by Sofi and Nafiah (2022), Siregar and Lubis (2022), Abdullah et.al. (2022) which states that service quality has a positive and significant effect on customer satisfaction. This research is not in line with research conducted by Muhani and Nurani (2022) and Istiana and Mulia (2021) which stated that service quality has no effect on customer satisfaction.

Apart from service quality factors, price factors also influence consumer satisfaction. Price perception is an assessment that comes from customers regarding the comparison of the price of a product which is relatively high or low compared to competitors. Appropriate pricing will build good perceptions in realizing customer satisfaction. Research on price perceptions on customer satisfaction was conducted by Egodawela et.al. (2021), Nasutian and Nasution (2021), and Sopi and Naiah (2022) which state that price perceptions have a positive and significant influence on customer satisfaction. These results are different from those stated by El Fikri et.al. (2020) price perception has no effect on customer satisfaction.

Another factor that is no less important is the promotional factor. Promotion is an important tool in marketing activities to achieve targets, namely customer satisfaction. However, in previous research regarding the effect of promotions on customer satisfaction, promotions had a positive and significant influence on customer satisfaction, as stated by Nasution and Nasution (2021), Akbar and Haryoko (2020), Yullianto (2020). This research is not in line with that conducted by Siregar and Lubis (2022) and Muhani and Nurani (2022) who stated that promotions have no effect on customer satisfaction.

Another factor that influences customer satisfaction is customer trust. Customer trust is a conclusion made by customers. Research regarding the influence of customer trust on customer satisfaction was conducted by Gultom et.al. (2020), Sudirman et.al. (2020), Muhani and Nurani (2022) who state that customer trust has a positive and significant influence on customer satisfaction. This research is not in line with the research of El Fikri et.al. (2020) which states that customer trust has no effect on customer satisfaction.

The phenomenon that occurs in the field shows that customer satisfaction for the Surya Madina Surakarta Umrah pilgrims has not been achieved optimally. Customers have not received optimal service, prices are slightly more expensive compared to other Umrah bureaus, customer trust has not been maximized, and lack of promotions are obstacles to customer satisfaction for the Surya Madina Surakarta Umrah congregation.

Based on the background stated above, the researcher considers it necessary to conduct research on the influence of service quality, price perception, customer trust and promotion on customer satisfaction.

LITERATURE REVIEW

1. The influence of service quality on satisfaction

Service quality influences the sustainability of the company, this is related to how the company provides services to consumers so that they feel comfortable. Service quality is the expected level of excellence and control over this level of excellence to fulfill consumer desires. The existence of quality service will encourage consumer purchasing decisions and can also encourage consumers to establish strong ties with the company. Customers feel satisfied if their expectations are met or will be very satisfied if customer expectations are exceeded. So based on this, companies are obliged to meet customer satisfaction as expected or even exceed consumer expectations so that the products they produce can continue to be used by consumers. This is for the sake of the company's survival in the future.

Research regarding the influence of service quality on customer satisfaction has been conducted by Sofi and Nafiah (2022), Siregar and Lubis (2022), Abdullah et.al. (2022) which states that service quality has a positive and significant effect on customer satisfaction. This research is not in line with research conducted by Muhani and Nurani (2022) and Istiana and Mulia (2021) which stated that service quality has no effect on customer satisfaction.

2. The influence of price perception on satisfaction

Price is the amount of money charged for a product or service, or the sum of all values given by consumers to gain benefits from owning or using a product or service. Price is also said to be a determining factor in whether consumers will

make a purchase or not. If the price offered is in accordance with the quality of the product provided, consumers will definitely purchase the product.

Research on price perceptions on customer satisfaction was conducted by Egodawela et.al. (2021), Nasutian and Nasution (2021), and Sopi and Naiah (2022) which state that price perceptions have a positive and significant influence on customer satisfaction. These results are different from those stated by El Fikri et.al. (2020) price perception has no effect on customer satisfaction.

3. The influence of customer trust on satisfaction

Customer trust is a conclusion made by customers. If a product and service company can build a positive emotional relationship through the benefits of the product or service offered, this will have an impact on customer satisfaction.

Research regarding the influence of customer trust on customer satisfaction was conducted by Gultom et.al. (2020), Sudirman et.al. (2020), Muhani and Nurani (2022) who state that customer trust has a positive and significant influence on customer satisfaction. This research is not in line with the research of El Fikri et.al. (2020) which states that customer trust has no effect on customer satisfaction.

4. The effect of promotion on satisfaction

Promotion is one part of a series of marketing activities for a product or service. Promotion is a field of marketing activity and is communication carried out by a company to buyers or consumers which includes news, persuasion and influence. Promotion is one of the variables in the marketing mix that is very important for companies to implement in marketing a product.

Research regarding the influence of promotions on customer satisfaction has been carried out by Nasution and Nasution (2021), Akbar and Haryoko (2020), Yullianto (2020) who stated that the influence of promotions on customer satisfaction. Promotions have a positive and significant influence on customer satisfaction. This research is not in line with that conducted by Siregar and Lubis (2022) and Muhani and Nurani (2022) who stated that promotions have no effect on customer satisfaction.

RESEARCH METHODS

Based on the objectives to be achieved, this research is categorized as quantitative descriptive research. This research was carried out at the research location at the Surya Madina Umrah Foundation. The reason researchers conducted research at the Surya Madina Umrah Foundation is that although this foundation is relatively new, it has succeeded in sending hundreds of pilgrims to Umrah, this foundation is able to survive amidst the onslaught of other Umrah foundations which are having problems. This shows that the level of public trust in the Surya Madina Foundation is quite high. In this research, the objects of this research are Umrah customers at the Surya Madina Foundation.

The planned time for research is January - December 2023. Consideration is to carry out research in January - December 2023 because in one year the Foundation is able to send Hajj pilgrims and several Umrah trips.

The population is all research subjects (Arikunto, 2019: 87). The population in this study was all 286 Surya Madina Surakarta Umrah pilgrims. The research took 50% of the population as a sample, namely 143 Surya Madina congregation members. The sampling technique in this research used random sampling.

After obtaining sufficient data, the data was processed using multiple linear regression analysis tools which were processed using SPSS 26 software. The multiple linear regression equation is as follows :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Information :

- Y = Customer satisfaction
- X1 = Service quality
- X2 = Price perception
- X3 = Customer trust
- X4 = Promotion
- e = error

RESULTS AND DISCUSSION

Table 1 Multiple Linear Regression Results

Variable	Regression coefficient	t statistics	Sig. t
Constant	-11,386		
Service quality	0.477	7,863	0,000
Perception	0.501	7,531	0,000
Customer trust	0.314	5,667	0,000
Promotion	0.330	7,174	0,000
R square	0.784		
F statistics	130,162		
Sig. F	0,000		

Source: Primary data processed, 2023

$$Y = -11.386 + 0.477 X_1 + 0.501 X_2 + 0.314 X_3 + 0.330 X_4$$

From the equation above it can be described as follows.

$a_0 = -11.386$ is a constant that describes the average value of congregational satisfaction if the variables of service quality, perception, customer trust and promotion are zero.

$b_1 = 0.477$. If the service quality variable increases by 1 score, then satisfaction will increase by 0.477 scores. The sign of parameter b_1 in the study above is positive. This means that the relationship between service quality is positive (unidirectional), if the higher the service quality, the better the satisfaction will be.

$b_2 = 0.501$. If the perception variable increases by 1 score, then satisfaction will increase by 0.501 score. The sign of parameter b_2 in the research above is positive. This means that the relationship between perceptions is positive (unidirectional), if the higher the perception, the satisfaction will also be better.

$b_3 = 0.314$. If the customer trust variable increases by 1 score, then satisfaction will increase by 0.314 score. The sign of parameter b_3 in the research above is positive. This means that the customer trust relationship is positive (unidirectional), if the customer trust is better, the congregation's satisfaction will also be better.

$b_4 = 0.330$. If the promotion variable increases by 1 score, then satisfaction will increase by 0.330 score. The sign of parameter b_4 in the research above is positive. This means that the promotional relationship is positive (unidirectional), if the better the congregation's promotion, the satisfaction will also be better.

Discussion

1. Service quality influences the satisfaction of Umrah pilgrims at the Surya Madina Bureau

The results of the regression test show that service quality has a calculated t value of 7.863 which is greater than the t table (1.980) with a significance of 0.000 which is smaller than 0.05. This means that the service quality variable has a positive and significant influence on congregation satisfaction.

Research regarding the influence of service quality on customer satisfaction has been conducted by Sofi and Nafiah (2023), Siregar and Lubis (2023), Abdullah et.al. (2023) which states that service quality has a positive and significant effect on customer satisfaction. This research is not in line with research conducted by Muhani and Nurani (2023) and Istiana and Mulia (2021) which stated that service quality has no effect on customer satisfaction.

Quality of service is needed to retain consumers. Therefore, companies must not stop improving service quality even though the company already has the highest position. It is necessary to continuously improve the quality of service both face to face and through intermediaries (media or electronic). Likewise, at the Surya Madina Umrah Bureau, it is recommended to further improve the quality of service, apart from face-to-face, you can utilize internet technology facilities.

2. Perception influences the satisfaction of Surya Madina congregation

The results of the regression test show that perception has a calculated t value of 7.531 which is greater than the t table (1.980) with a significance of 0.000 which

is smaller than 0.05. This means that perception has a positive and significant influence on congregation satisfaction.

Research on price perceptions on customer satisfaction was conducted by Egodawela et.al. (2021), Nasutian and Nasution (2021), and Sopi and Naiah (2023) which state that price perceptions have a positive and significant influence on customer satisfaction. These results are different from those stated by El Fikri et.al. (2020) price perception has no effect on customer satisfaction.

Price perception has an influence and is a factor that is taken into account in efforts to determine customer satisfaction at the Surya Madina Umrah Bureau because price perception is an important consideration from a customer perspective. This is related to consumer behavior theory that there are types of consumers who are based on price suitability. Price is something that can be controlled and determines whether or not a product is accepted by consumers.

3. Customer trust influences the satisfaction of Surya Madina congregation

The results of the regression test show that customer trust has a calculated t value of 5.667 which is greater than the t table (1.980) with a significance of 0.000 which is smaller than 0.05. This means that customer trust has a positive and significant influence on congregation satisfaction.

Research regarding the influence of customer trust on customer satisfaction was conducted by Gultom et.al. (2020), Sudirman et.al. (2020), Muhani and Nurani (2023) who state that customer trust has a positive and significant influence on customer satisfaction. This research is not in line with the research of El Fikri et.al. (2020) which states that customer trust has no effect on customer satisfaction.

Customer trust in a product or service is the customer's availability for various risks and benefits in using the product or service. If the product or service provides results that meet customer needs, it will result in satisfaction. This is related to the theory of consumer behavior that there are consumer decisions that are influenced by internal factors, namely integration. Integration is a unity of customer attitudes and actions that encourage feelings of pleasure and dissatisfaction, satisfaction and dissatisfaction with the customer's predisposition towards the product or service they trust.

4. Promotions influence the satisfaction of the Surya Madina congregation

The results of the regression test show that promotion has a calculated t value of 7.174 which is greater than the t table (1.980) with a significance of 0.000 which is smaller than 0.05. This means that promotion has a positive and significant influence on congregation satisfaction.

However, in previous research regarding the effect of promotions on customer satisfaction, promotions have a positive and significant influence on customer satisfaction, as stated by Nasution and Nasution (2021), Akbar and Haryoko (2020), Yullianto (2020). This research is not in line with that conducted

by Siregar and Lubis (2023) and Muhani and Nurani (2023) who stated that promotions have no effect on customer satisfaction.

Promotional activities can influence customer actions and can build good relationships with customers not only in the short term but in the long term, in other words promotions must be created to make customers feel satisfied with the products and services offered. Promotional activities are essentially more about informing or persuading customers, while customer satisfaction comes from the customer's response to what they receive.

CONCLUSIONS AND RECOMMENDATIONS

The conclusions that can be concluded from this research are :

1. Service quality has a calculated t value of 9.569 which is greater than the t table (1.980) with a significance of 0.000 which is smaller than 0.05. This means that service quality has a positive and significant effect on congregation satisfaction.
2. Perception has a calculated t value of 2.161 which is greater than the t table (1.980) with a significance of 0.000 which is smaller than 0.05. This means that perception has a positive and significant effect on congregation satisfaction.
3. Customer trust has a calculated t value of 2.194 which is greater than the t table (1.980) with a significance of 0.000 which is smaller than 0.05. This means that customer trust has a positive and significant effect on congregation satisfaction.
4. Promotion has a calculated t value of 6.900 which is greater than the t table (1.980) with a significance of 0.000 which is smaller than 0.05. This means that promotion has a positive and significant effect on congregation satisfaction.

The suggestions that can be given regarding the research results and conclusions that have been described are as follows :

1. Assessment of congregational satisfaction should be carried out objectively and there should be a need for further research regarding the effect of promotions on satisfaction.
2. Future research can use research variables that are more varied and influence congregation satisfaction more, for example facilities.

BIBLIOGRAPHY

Abdullah, Nabaz Nawzad; M Prabhu; and Masayu, Binti Othman, 2022, Analyzing driving factors of customer satisfaction among telecommunication service providers in Kurdistan region. *International Journal of Engineering Business Management* Volume 14: 1-10.

Ali Hasan, 2019, *Marketing*, Yogyakarta : Main Media.

Amajida, Safirah Nur; Kharnolis, Mein; Purwidiani, Niken; and Miranti, Mauren Gita 2020, The Influence of Service Quality on Consumer Satisfaction at Kebab Baba Rafi Surabaya, *JTB* Vol. 11 No. 2 (2020) 140-146 ISSN: 2301-5012.

- Aminudin, Iwan; Muttaqien, Ihsanul; and Ruminta, Darkiman, 2022, The Influence of E-Marketing Use Factors on Customer Satisfaction at Hartanimart.Com, Perspective: Journal of Economics and Management, Bina Sarana Informatika University Volume 20 No. September 2, 2022.
- Amir, M. Taufiq. 2016. Strategic Management Concepts and Applications, Jakarta: Rajawali.
- Arikunto, Suharsimi, 2019, Research Procedures with a Practical Approach, Jakarta: Rineka Cipta.
- Barnes, JG, 2013, Secrets of Customer Relationship Management, Yogyakarta: Andi.
- Big Indonesian Dictionary, Dictionary Compilation Team, Center for Language Guidance and Development, Department of Education and Culture, Jakarta: Balai Pustaka,
- Cahyadi, Indra Poetoet, 2022, Analysis Of Factors Affecting Customer Satisfaction In Subsidized Housing In Payakumbuh City, Enrichment: Journal of Management, 12 (5) (2022).
- Dharmesta, BS, & Handoko, TH, 2016, Marketing Management Analysis. Consumer Behavior, Yogyakarta: BPFE.
- Egodawela; Vijayanayake; and Peter 2021, Determinants of Factors affecting Customer Satisfaction: Case of the Logistics Industry in Sri Lanka, Proceedings of the 11th Annual International Conference on Industrial Engineering and Operations Management Singapore, March 7-11, 2021.
- Fauzia, 2013, Business Ethics in Islam, Jakarta: Kencana Prenada Media Group.
- Gerson, F. Richard, 2017. Measuring Customer Satisfaction. Jakarta: PPM Publishers.
- Ghozali, Imam, 2018, Application of Multivariate Analysis with the IBM SPSS Program. Edition 7, Semarang: Diponegoro University Publisher.
- Gujarati, 2012, *Fundamentals of Econometrics, 5th Edition*, Jakarta : Salemba Empat.
- Ismanto, Widodo and Munzir, 2020, Analysis of Factors that Influence Consumer Satisfaction, DIMENSI, VOL. 9, NO. 3 : 536-548 NOVEMBER 2020.
- Istiana and Mulia, Dipa, 2021, Factors that Influence Customer Satisfaction in Two-Wheeled Online Transportation PT
- Kanuk, Leslie and Schiffman, Leon, 2013. Consumer Behavior. Jakarta: PT Index.
- Kotler, P and Armstrong. 2018. Marketing Principles Seventh Edition. Jakarta : Publisher. Salemba Four.
- Kotler, Philip and Keller, Kevin Lane. 2018. Marketing Management. Edition 12. Vol. 2. Jakarta: PT Index.
- Kotler, Philip. 2016. Marketing Basics. Jakarta: Bumi Literacy.
- Kuncoro, Mudrajad, 2013, *Research Methods for Business and Economics" 4th Edition*, Jakarta: Erlangga.
- Kuswadi. 2014. Consumer Satisfaction. Jakarta : PT Gramedia Pustaka Utama.

Lei, Zheng; Duan, Huawei; Zhang, Liping; Ergu, Daji; and Liu, Fangyao 2022, The Main Influencing Factors of Customer Satisfaction and Loyalty in City Express Delivery, *Original Research article Front. Psychol.*, 24 October 2022, *Sec. Organizational Psychology Volume 13 – 2022*.

Lupiyoadi, R., 2013, *Services Marketing Management*, Jakarta : Salemba Empat.

Masitoh, Martina Rahmawati; Ikhsan, Khairul; and Sahrani, Ade, 2020, Factors that Influence Customer Satisfaction at the Pecak Bandeng Sawah Luhur Restaurant, *Journal of Vocational Economics*, Vol. 3 No 2 July 2020 ISSN 2622-4240.

Morrison, 2014, *Communication Theory From Individuals to Masses*. Jakarta: Kencana Prenada Media Group.

Mowen, John C. and Minor, Michael, 2017, *Consumer Behavior*, Jakarta: Erlangga.

Muhani and Nurani, Tiara Ayu, 2022, Starbucks Customer Satisfaction Factors: Service Quality, Price Perception, Promotion and Customer Trust, *Oikonomia: Journal of Management Volume 18*, No. January 1, 2022, pp. 84-98.

Naini, Nurul Fitriani; Santoso, Sugeng; Andriani, Tanti Stevany; Claudia, Unique; and Nurfadillah, 2022, The Effect of Product Quality, Service Quality, Customer Satisfaction on Customer Loyalty, *Journal of Consumer Sciences (2022)*, 7(1), 34-50.

Nasution, Satria Mirsya Affandy and Nasution, Asrizal Efendy, 2021, Factors that Influence Consumer Satisfaction among Gojek Service Application Users in Medan, *Master of Management Scientific Journal*, Volume 4, Number 2, September 2021.

Priansa, Donni, 2017, *Excellent Service Management*, Bandung: Alfabeta

Sinambela, Lijan Poltak and Sarton Sinambela, 2019, *Performance Management: Management, Measurement and Implications of Performance*, Depok: Rajawali Press

Siregar, Tania Syahputri, and Lubis, Adelia, 2022, Factors that Influence Telkomsel Card Customer Satisfaction in Medan District, *Baruurnal Scientific Management and Business (JIMBI)*, 3(1) 2022: 92-105.

Sopi and Nafiah, Zumrotun, 2022, Factors that Influence Consumer Satisfaction in Using Goods Delivery Services, *STIE Semarang Journal Vol 14 No 2 June 2022 Edition*.

Sugiyono, 2019, *Statistics for Research*, Bandung : Alfabeta.

Swastha, Basu, 2014, *Marketing Management*, Yogyakarta : BPFE.

Tjiptono, 2019, *Marketing Strategy Principles and Applications*. Edition 1, Yogyakarta. Andi Offset.

Tjiptono, Fandy and Chandra, Gregorius, 2016, *Service, Quality And Satisfaction*, Yogyakarta : Andi Offset.

Tjiptono, Fandy and Diana, A., 2020, *Marketing*, Yogyakarta: Andi Publishers.

Wijaya, Dian Yoga Angga; Sanosra, Abadi; Sumadi; and Qomariah, Nurul, 2022, Influence of Quality of Service, Product Innovation, and Satisfaction on Customer Loyalty, Journal of Research in Business and Management Volume 10 ~ Issue 8 (2022) pp: 150-157.