

The Influence of Service Quality, Prices, and Promotions on the Satisfaction of Pilgrims on Hajj and Umrah Destinations at the Hajj and Umrah Travel Agency PT. Pandi Kencana Murni

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Abstract

This research aims to determine the influence of Service Quality, Price, and Promotion on Umrah Pilgrim Satisfaction at the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni (Pakem Tours). The sampling technique in this research used the Cluster Sampling technique by taking samples from representatives of the Pakem Tours Palembang, Jakarta, and Makassar branch offices as many as 198 people. The research method used is associative research using primary data obtained from the results of questionnaire answers. The analysis technique used is Multiple Linear Regression. This research shows that simultaneously, there is a positive and significant influence of Service Quality, Price, and Promotion on the Satisfaction of Umrah Pilgrims at the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni (Pakem Tours). Partial testing shows a positive and significant influence of Service Quality and Price on Congregation Satisfaction at the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni (Pakem Tours). Partially there is a positive and insignificant effect and no effect of Promotion on Umrah Pilgrim Satisfaction at the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni (Pakem Tours).

Keywords: Service Quality, Price, and Promotion of Congregation Satisfaction

1. Introduction

Globalization era moment This competition in the business world is tight, marked by many progress and changes in the modern business world. Changes that occur are marked by progress in technology, style of life, and patterns of public development, which are not accessible from the influence of globalization. With progress and development, the public sued directly to follow channel development and balance it. Along with the development of civilization and globalization, life and culture humans are also increasing experience increase and other things that are also experienced enhancement is business in the field of Hajj and Umrah Travel Bureau because business in the field of Hajj and Umrah Travel Bureau is increasing reach all layer public. Business in the field of Hajj and Umrah Travel Bureau This sue answers all desires public will practicality in fulfilling Hajj and Umrah needs, conditions the demand that the company must be capable of fulfilling needs and desires of the congregation. Therefore _ That

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company must design a solid strategy to create Congregation satisfaction and maintain its business. One of the growing businesses with fast and intense competition is the Hajj and Umrah Travel Bureau, or what is known as the Hajj and Umrah Travel business. Intense competition is marked_ by widespread Hajj and Umrah Travel businesses that make diverse choices and produce the same Hajj and Umrah packages. However, from quality service, prices, and promotions, there is a diverse variety. Thereby perpetrator business is being sued For being capable of innovating and producing Hajj and Umrah packages that provide Quality, The best service, prices, and promotions so you can afford it, attracting the congregation to use Hajj and Umrah Travel Agency services offered as well as capable compete with competitor similar business other.

Congregation satisfaction becomes objective in business processes, all business or business. Of course, the congregation feels satisfied with the product or their services _ accept. Satisfaction That, of course, will significantly impact the sustainability of the business or business carried out. Extended or not business or business: That walk and development is determined mainly by Congregation Satisfaction. Therefore, businessmen or perpetrators are very demanding. Notice Satisfaction The congregation.

Congregation satisfaction will become central to the company, besides expecting profits from every business activity. Congregation satisfaction has a significant relationship with company profits because when the congregation feels satisfied, the chance to buy, use, return, and recommend to others will become open width. If that's what happens, all will become a source of profit for the company. However, on the contrary, if the congregation feels unsatisfied, even disappointed, and hopes to buy, use back, and recommend to others, no will come true; if not materialized, of course, no will. There is income (profit) obtained.

Congregation satisfaction is Feeling disappointed when someone shows up after comparing the estimated performance (results) of the product to the performance or expected results _ according to Kotler and Keller (2019:196). The level of satisfaction is a function of the difference between perceived performance and expectations. If expectations do not match what they feel, the congregation will be disappointed, but if the performance matches expectations, the congregation will be satisfied. Meanwhile, if the performance exceeds the congregation's expectations, the congregation will be delighted. Past experiences, comments from relatives, and other people's experiences can shape the congregation's hopes. One way to assess whether the congregation is satisfied can be seen from various aspects, including service quality.

Service quality will be the primary expectation for the congregation before purchasing a product or service provided by a business actor. The best quality of service will be a unique attraction for the congregation. The most important thing is that when the quality of service provided to the congregation is the best service quality, then this will become a benchmark and basis for the congregation to make repeated purchases.

Service quality refers to all activities carried out by the company to meet the congregation's expectations. The best service will also give a good impression of the assessment and satisfaction in the congregation's hearts. According to Kotler and Keller (2019: 143), it ultimately has an impact on achieving congregational loyalty and sales levels that bring profits to the company or business actor. Service quality is also a differentiating point between one business and similar businesses.

The next stage, which is a factor in Congregation Satisfaction, is seen from the price point of view. Price is one of the big problems for companies or business actors before goods or services

are sold on the market or given to the congregation. Most congregations make purchasing decisions by paying attention to the price offered to them. Still, in the end, many specific individuals use the price value as the primary weapon to win the market with price competition, and the congregation becomes the victim. Such as prices that are too cheap and irrational, which result in fraud, or because the price is low, the quality of the goods or services is not the same. So on, of course, all of this will hurt the congregation, which makes the congregation dissatisfied with the goods or the services offered; in the end, it is not uncommon for the congregation to feel disappointed.

For the congregation, the price will always be linked to the benefits they will receive from the goods or services they use, whether the price is by the quality of the goods or services offered or not, and whether the price is by the service and benefits they will receive. Therefore, companies must set prices commensurate with the quality of their goods or services and under the service or benefits.

Price is the amount of money paid for goods or services or the amount of value that the congregation exchanges to gain benefits from owning or using goods or services, according to Kotler and Armstrong (2018:3). The internal company or business actor determines the price provisions for a good or service by paying attention to the type of product or service offered to the congregation, and of course by paying attention to the prices offered by competitors that are similar to the business being run. The aim is that the prices published to the congregation are right on target and acceptable.

Promotions also greatly influence congregation satisfaction. Promotion can achieve goals by creating efficient exchanges through communication so that people's desires can be fulfilled efficiently and effectively. In this case, communication can show ways to hold mutually satisfying exchanges.

If promotions are carried out as well as possible, they will create a satisfying impression on prospective congregation members. If the congregation receives very clear information about the sale of a product or service through promotions, prospective congregation members will feel satisfaction in their hearts and, with that, will create a desire to buy, use it and recommend it to others. However, suppose the congregation does not find clear information about a product or service. In that case, dissatisfaction will arise in their hearts, and in the end, the prospective congregation may cancel their intention to buy, use, and recommend it to others. Promotion is a one-way flow of information or persuasion that can direct a person's organization to create transactions between buyers and sellers, according to Daryanto and Cahyono (2015,94)

Below, several studies are presented which state that service quality significantly positively affects the satisfaction of Umrah pilgrims. Subhan, Firdaus, Najib (2023), Yuliar and Handayani (2021). Songko, Sulthan, Ismadi (2021). However, there is also research that has produced research which concludes that although service quality has a positive influence, it is not significant Marwan (2018).

Muna's (2019) research, which examines from a price perspective, states that price significantly affects Congregation Satisfaction. However, on the contrary, research conducted by Marwan (2018) shows that price has no significant impact on customer satisfaction,

From a promotion perspective, the results of research conducted by Adwimurti, Selfiani, Prihanto (2022), stated that promotion had a significant effect on Congregation Satisfaction, a different thing was obtained by Effendi and Chandra (2020), Muliwati et al. (2023) concluded that promotions do not have a significant effect on congregational satisfaction.

Based on some of the research results above, what will be the difference in this research is that the researcher will test the influence of Service Quality, Price, and Promotion to be linked to the Satisfaction of Umrah Pilgrims at the Hajj and Umrah Pakem Tours Travel Bureau, apart from that there will also be differences from the subject's point of view, object, time and location of research.

The proliferation and increasing competition in the field of Hajj and Umrah Travel Bureaus has made the Owner of PT Pandi Kencana Murni (Pakem Tours) continue to evaluate all aspects of his company, both in terms of Service Quality, Price, Promotion, Comfort of Place, Human Resources and so forth. All of this is done of course to ensure that the congregation remains loyal and satisfied using the PT Hajj and Umrah Travel Bureau. Pandi Kencana Murni as well still exists in the Hajj and Umrah market competition.

Table 1. Data on the number of pilgrims departing for Umrah

No	Year Departure	Number of Congregants
1	2017	750 people
2	2018	810 people
3	2019	695 people
4	2020	0 people
5	2021	0 people
6	2022	209 people
Total number		2,464 People

Source: Operations Division Pakem Tours, 2023

Table 1 shows the number of congregations who wear service Pakem Tours from year experience Fluctuating (Up and down); in 2017, it experienced an increase from 750 Umrah people in 2017 to 810 Umrah people. Meanwhile, in 2019, it experienced a decline from 810 people performing Umrah. In 2018, there were 695 Umrah people. In 2020 and 2021, no one performed Umrah due to COVID-19. that's because the Government applied the policy of Social and Physical Distancing and forbidding journeys out of the country, including Performing the Hajj and Umrah pilgrimages. Meanwhile, in 2022, it will also experience a decline from 695 Umrah people in 2019 to 209 people.

The more days the Hajj and Umrah Travel Bureaus are developed, even the Hajj and Umrah Travel Bureaus is increasing mushrooming in middle society, form, as well as the offer presented in the middle society, is also growing various; there are Hajj and Umrah travel agencies that do not have permission and only capital rent shophouses; of course, there are also those who have a capital consortium, some are operating with a multi-level marketing system, some use a bailout system leave Formerly pay after go home, and so on. However, the proliferation of Hajj and Umrah travel agencies has also caused many problems that arose afterward, like many people being deceived about cheap prices, some failing to leave, and so on. This makes the researcher interested in doing a study deeply related to the Hajj and Umrah Travel Bureau.

Table 2. Results of Pre-Research for Umrah Pilgrims at the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni (Pakem Tours)

No	Statement	Satisfied	Not satisfied
1	Umrah pilgrims are satisfied after leaving with Pakem Tours	11	19
2	The congregation is interested in using it again because they are satisfied with Pakem Tours' service	13	17
3	The congregation recommends Pakem Tours to other congregations	12	18
4	The congregation is served with a fast	14	16
5	The congregation felt that the Umrah was carried out on time	13	17
6	Congregants who are unwell are immediately given medicine	12	18
7	The congregation is helped to exchange real	25	5
8	The price of the Umrah package at Pakem Tours is affordable	9	21
9	Prices for Umrah packages at Pakem Tours are below price of competitor	10	20
10	Prices for Umrah packages are: set it Pack appropriate tours with what is offered	13	17
11	Pakem Tours promotions are worded	14	16
12	Promotion Pakem Tours uses a banner	13	17
13	Pakem Tours advertises on electronic media (TV)	7	23
14	Pakem Tours obeys <i>Physical Distancing</i> during Covid -19	30	0

Source: Pre Research, 2023

Based on research results through interviews directly with Umrah pilgrims who have used the service, Pakem Tours found problems with Congregation satisfaction regarding the Umrah departure process, interest in using back, and desire to recommend it to others. Problem Quality Service about speed in service, accuracy time departure, and speed in handling sick congregants. Price Issues regarding affordability price, competition price, and suitability price. Promotional problems regarding promotional language, promotional media, and advertising used.

Based on interviews with researchers, actual phenomena in the field were obtained regarding problems that occurred, and several congregations criticized service quality problems; this happened because:

1. Congregants ask about Umrah information or submit complaints or requests that take too long to respond to. Even when called, they are challenging to answer.
2. Congregants complained about changes to the Umrah departure schedule.
3. There were sick Umrah pilgrims who complained that Mutawwif was slow to handle them
4. Some congregations ask the officers for help exchanging real money for shopping; sometimes, the officers ask the congregation to exchange it themselves.
5. The prices offered by Pakem Tours received a lot of input and responses that were not good from the congregation and were even complained about by the congregation,

as for complaints That include:

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1. The congregation feels that PT Pandi Kencana Murni's price is higher than its other competitors.
2. day Umrah package price Regularly at other bureaus, the average is Rp. 29500,000/person, while at Travel Pakem Tours, the regular Umrah Package is 12 days, and the same package is Rp. 32,200,000/person.
3. Even though some of the congregation already use service Pakem Tours, sometimes the facilities you get are not under the price paid by the congregation.

Promotion related; There is also a lot of Hajj and Umrah information from the Pakem Tours Hajj and Umrah Travel Bureau reap lack of response Good from the congregation based on information obtained happen because:

Pakem Tours rarely advertises travel through advertising, both in print media (newspapers) and electronic media (TV), and with installed advertisements sponsored on social media such as Instagram and Facebook.

PT provides Quality Services, Prices, and Promotions. Pandi Kencana Murni significantly influenced the congregation's satisfaction with using the Hajj and Umrah Travel Agency. Of course, congregation satisfaction will become a strength in increasing the number of upcoming sales to bring profit, as well as what will become rejected measuring existence and capabilities for Can compete with its competitors with similar businesses.

2. Literature review

2.1. Congregation Satisfaction

Experts' opinions define the meaning of congregational satisfaction based on their respective perspectives. Multiple types of editorials convey the satisfaction of the congregation, but in essence, the same meaning about Congregation satisfaction is conveyed by experts' own substance.

According to Kotler and Keller (2019:82), Congregation satisfaction is feeling disappointed in somebody emerging _ after comparing the performance (results) of the product in mind to the expected performance. _ If the performance is not under hope, then the Congregation is unsatisfied. If the performance fulfills whatever is expected, the congregation will satisfied. And if the performance exceeds what the congregation expects, the congregation will be delighted.

Lupiyoadi (2021: 46) said that factors influencing congregation satisfaction consist of product quality, price, place, promotion, people, process, and service quality. The research that has been done in groups based on variable research, based on side Quality Service according to Subhan, Firdaus, Najib (2023), Yuliar and Handayani (2021), Songko, Ahmad Sulthan, Ismadi (2021) stated that Quality Service influential significant to Congregation Satisfaction. Marwan (2018) stated that Quality Service is influential and is Not important to Congregation Satisfaction.

On the price side, Muna (2019) stated that price has a significant effect on Congregation Satisfaction, while Marwan (2018) noted that price has no significant effect.

Based on side Promotion, Adwimurti, Selfiani, and Prihanto (2022) they were stated that Promotion is influential and significant to Congregation Satisfaction. Whereas Effendi, Chandra (2020) and Mulyati et al. (2023) stated that Promotion's influence is not substantial to Congregation Satisfaction.

Based on the research results through interviews directly with Umrah pilgrims who have used the service, Pakem Tours found problems with Congregation satisfaction regarding the Umrah departure process, interest in using back, and desire To recommend it to others. Problem Quality Service about speed in service, accuracy time departure, and speed in handling sick congregants. Price Issues regarding affordability price, competition price, and suitability price. Promotional problems regarding promotional language, promotional media, and advertising used.

2.2. Quality Service

According to Kotler and Keller (2019:143) and Tjiptono (2014:268), quality service is all activities carried out by the company to fulfil the congregation's hopes. Service in this matter is interpreted as service or services provided by the owner in the form of convenience, speed, rapport, capability, and friendliness addressed through attitude and character in giving service for congregation satisfaction.

According to Parasuraman (2014:55), there are five dimensions of Quality service or service as follows: (1). *Tangibles*, (2). *Reliability*, (3). *Responsiveness*, (4). *Assurance*, (5). *Empathy*.

According to Arianto (2018:83), Quality Service can interpreted as focused on fulfilling needs and requirements, as well as on accuracy time to fulfilling the congregation's hopes. The best service provided _ will give a good impression to _ evaluation as well as satisfaction in the hearts of the Congregation or Congregation, and in the end, the impact achieved Congregation loyalty and achievement level sales that bring profit to the company or perpetrator business. Quality Service is also a differentiating point _ between One business and other similar businesses; even quality service will be one _ point central for the congregation to decide to purchase or use his services.

Research on Quality Service, according to Subhan, Firdaus, and Najib (2023), Yuliar and Handayani (2021), Songko, Sulthan, and Ismadi (2021), states that Quality Service is influential and significant to Congregation Satisfaction. Marwan (2018) indicates that quality service is influential but not substantial in congregation satisfaction.

Facts found in the field several congregations criticize problems Quality Services at Pakem Tours That because some of the congregations asked about Umrah information or conveyed complaints or request took too long to respond even when called difficult was appointed, the congregation complained change timetable Umrah departure, there are Umrah pilgrims who are sick complained slow handled by Mutawwif. A congregation is asking for help from an officer to exchange real money for shopping. Sometimes, the officer requests a congregation To exchange Alone.

2.3. Price

According to Ramli (2017:48), understanding price is mentioned as a mark relative to product or services and not an indicator Certain in showing the big source power required _ to produce a product or service. According to Swastha (2016:113), price is the amount of money (plus the product, if perhaps) needed to get a number of combinations of its products and services. According to Sunyoto (2014: 131), price is declared value _ in something currency or _ tool exchange against a particular product. According to Ginting (2015:17), **price is the amount of money required is paid by the congregation to get the** product. According to Alma (2016:155), price is the amount of money spent on services or the amount of the value that the congregation exchanges in the frame to benefit from owning or using goods or services.

According to Kotler (2015:42), there are six characterizing indicators _ price. The sixth indicator is (1). Affordability price accessible to all circles by the selected target market segment; (2). Conformity price with quality product determines how much the price will be offered to the Congregation; (3). Competitiveness _ price The price offered more taller or below average than competitors; _ (4). Suitability price with the congregation will make them feel satisfied when they get the benefit after consuming what is offered by their value _ remove; (5). Price availability influences the congregation to decide when price No is in accordance with quality, and if the congregation does not get benefit after consumption, the congregation will tend to decide not to purchase. On the contrary, if the price is adjusted, the congregation will choose to buy.

Research previously based on the price side, according to Muna (2019), stated that price is significant to Congregation Satisfaction. Marwan (2018) stated that price has a No significant effect on Congregation Satisfaction.

Facts found in the field are some congregation members complained about Price as for complaint These include: The prices offered by PT Pandi Kencana Murni are felt by the congregation more high in comparison to another competitor, price 12 day Umrah package Regularly at other bureaus the average is Rp. 29500,000/person, while at Travel Pakem Tours, the regular Umrah Package is 12 days, the same package as Rp. 32,200,000/person. Even according to some of the congregations that have already used service Pakem Tours, sometimes the facilities you get are not per the price paid by the congregation.

2.4. Promotion

According to Alma (2016:179), Promotion is kind, giving communication _ a convincing explanation _ to the prospective congregation about goods and services. According to Oentoro (2018:156) said Promotion is something business from a marketer in inform and influence people or the other parties interested For do transactions or exchange products, goods or services it markets, and constitutes tool of communication marketing that works to spread information, influence, or remind the market about product or services produced by the company so that they are willing to receive, and buy (Latief, 2018:74)

According to Kotler and Keller (2019:76), promotion indicators include (1). 1) Promotional Messages measure how well promotional messages are carried out and delivered to the congregation or market; (2). Promotional Media Is the media chosen and used by the company to carry out promotions, and (3) Promotion Time is how long the company takes to carry out the promotion program; (4) Promotion Frequency is the number of sales promotions carried out at one time by the company through sales promotion media.

Previous research based on the Promotion side, according to Adwimurti, Selfiani, and Prihanto (2022), stated that Promotion significantly affects Congregation Satisfaction. Meanwhile, according to Effendi, Chandra (2020), Mulyati et al. (2023), the promotion of one's own influence is not significant to congregation satisfaction.

Promotion related There is also a lot of Hajj and Umrah information from the Pakem Tours Hajj and Umrah Travel Bureau reap lack of response Good from the congregation based on information obtained _ happen because, Information related to Hajj and Umrah as outlined in it Brochure Pakem Tours lacks detail, Pakem Tours is rare install banner Promotions and Pakem Tours are rare to advertise The travel through Advertising, both in print media (newspapers), electronic media (Tv), and with install advertisement sponsored on social media such as Instagram and Facebook.

Based on the explanation above, then _ Framework thoughts on the research carried out This is to know how connection variables free consisting _ from Price, Promotion, and Quality Service to variable bound that is Congregation satisfaction with the Hajj and Umrah travel agency PT. Pandi Kencana Murni (Pakem Tours) on a regular basis together or in a way partial, as well as testing hypothesis that has been formulated.

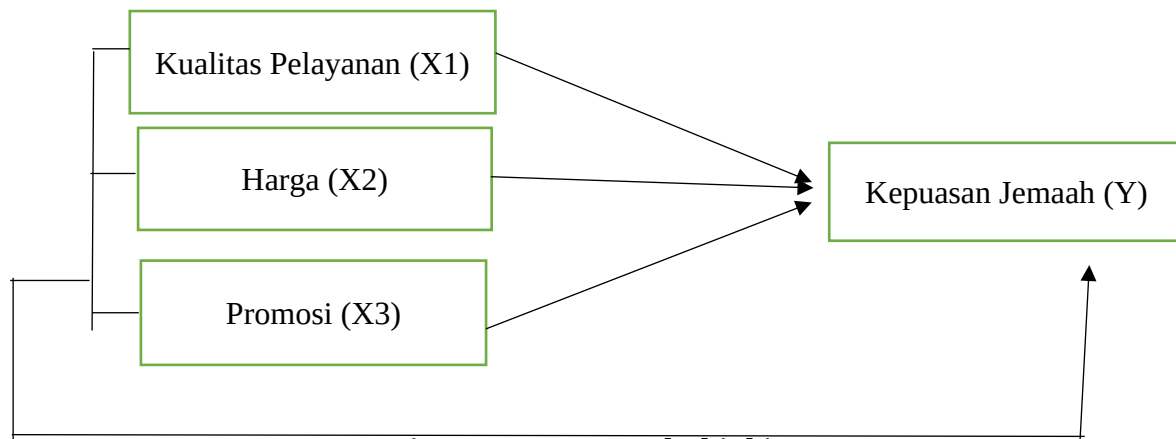


Figure 1. Framework thinking

2.5. Hypothesis

Based on the background behind the problems and the conceptual framework that has been served above, we can draw the hypothesis as follows:

Quality Service, Prices, and Promotions influence Congregation Satisfaction with the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni (Pakem Tours)

Quality Service influences Congregation Satisfaction with the Hajj and Umrah travel agency PT. Pandi Kencana Murni (Pakem Tours).

Price influences Congregation Satisfaction with the Hajj and Umrah travel agency PT. Pandi Kencana Murni (Pakem Tours).

The Hajj and Umrah travel agency PT. Pandi Kencana Murni (Pakem Tours) influences the promotion of Congregation Satisfaction.

3. Research methods

Object study This is PT. Pandi Kencana Murni (Pakem Tours) is located in the Complex Kelapa Gading Center (KGC) Office Jalan Colonel H Burlian No IH Alang—alang Lebar Palembang City.

Researchers use associative research methods based on relationships, which aim to determine the relationship between two or more variables. This research aims to determine the influence of Service Quality, Price, and Promotion on Congregation Satisfaction at the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni (Pakem Tours).

In this research, to provide as clear and accurate information as possible to respondents to obtain data in the field, the researcher created an operational table of research variables which were described empirically into indicators that include the following;

Table 3. Operations Variable

Variable	Definition Variable	Indicator	Question Items
Satisfaction Congregation (Y)	Congregation satisfaction is feeling like or disappointed in somebody and the whole attitude shown by the top Umrah pilgrims service after they acquire and use it from Pakem Tours.	(1) Fulfillment of the congregation's hopes (2) Interest in visiting again (3) Willingness to Recommend to other people	1-3 4-6 7-9
Quality Service (X1)	Quality service is all form effort fulfillment of needs and desires of Umrah pilgrims as well as accurate delivery for balanced hope pilgrims.	(1) Responsiveness (2) Guarantee (3) Empathy	1-3 4-6 7-9
Price (X2)	Price refers to the money that must be given to pilgrims to obtain service Umrah trip from use tours	(1) Price Affordability (2) Price Suitability (3) Power competitive price	1-3 4-6 7-9
Promotion (X3)	Promotion is a form of communication that informs and influences prospective Umrah pilgrims interested in purchasing Umrah at Pakem Tours.	(1) Order Promotion (2) Media Promotion (3) Advertising	1-3 4-6 7-9

Source: Opinion Researcher based on reference according to experts, 2023

Population in study This is the congregation of Umrah pilgrims who have used PT. Pandi Hajj Umrah travel services Kencana Murni, with departure data Umrah pilgrims, departed 3 times after the COVID-19 period as many as 375 people. N=375 people.

In research, This method appears as a sample with the technique of *Cluster Sampling*. The sampling method takes representatives from each region or existing groups, with _ use formula *Slovin* as follows; S= 198 people

Following the calculation of the results, you know that the sample in the study Totaled 198 Umrah pilgrims at PT Pandi Kencana Murni.

Table 3. Number of Samples

No	Office Branch	Number of Congregants	Sample Calculation
1	Palembang	120 people	120:375X198=63
2	Jakarta	115 people	115:375X198=61
3	Makassar	140 people	140:375X198=74
	Total number	375 people	198 People

Source: Operations Division Pakem Tours, 2023

In research, this method used _ in data collection is a questionnaire, and the instruments used are questionnaires and questionnaires. Instruments were provided to respondents to measure the study variables using a scale of 5 Points. Respondents can choose an answer from a statement positive with 5 alternative existing answer, as _ follows:

Very Satisfied (SP)	= 5
Satisfied (P)	= 4
Dissatisfied (KP)	= 3
Dissatisfied (TP)	= 2
Very Dissatisfied (STP)	= 1

Instrument testing is carried out through a Testing validity level of significance of 0.05 degrees freedom (df) = n - 2 = 30 - 2 = 28; we get r table = 0.3610. Testing The instrument's reliability was analyzed using the *Alpha Cranbach*. If *Cronbach's alpha* > 0.70 means the instrument is *reliable*, Riduwan (2013:99). One of the methods used _ To test the reliability of research instruments is coefficient *Alpha (a)* from *Cronbach*, for testing usually using certain restrictions like 0.6. Reliability less than 0.6 is poor, while 0.7 is acceptable and above 0.8 is good.

This research uses more than one independent variable, namely Consumer Satisfaction (X1), Price (X2), and Promotion (X3), while the dependent variable is Congregation Satisfaction (Y). The general multiple linear regression equation used is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Information;

Y	= Congregation Satisfaction
a	= Constant s
b ₁ b ₂ b ₃	= Regression Coefficient
X ₁	= Quality Service
X ₂	= Price
X ₃	= Promotion
e	= Error Term

4. Results and Discussion

Based on instrument test results where each variable has 9 items question, show all question items are valid and reliable.

4.1. Characteristics Respondent

Characteristics of Respondents Based on Branch Office Origin

Based on the origin of the Branch Office, respondents from the Palembang Branch Office were 63 congregations, respondents from the Jakarta Branch Office were 61 congregations, and 74 congregations came from the Makassar Branch Office. The results of the questionnaire collection can be seen in the following table.

Based on Gender, respondents in a study were dominated by women in as many as 124 congregations. Meanwhile, respondents were manifold males in as many as 74 congregations. For more details, see the following table.

Based on occupation, the respondents in this study were dominated by jobs other than civil servants or the private sector: 100 congregants, 61 congregants working as private employees,

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and 37 congregants working as civil servants. The results of the questionnaire collection can be seen in the following table.

The characteristics of respondents based on education level were dominated by respondents who had a minimum education level of Diploma 1 to Strata 3, namely 149 congregations. Temporary respondents with a maximum education level of high school, namely as many as 49 congregations; the results of the questionnaire collection can be seen in the following table.

Congregations dominated the characteristics of respondents based on income level, with a maximum income level of IDR 4,000,000, 107 congregations, while congregations with an income of more than IDR 6,000,000 51 congregations. Finally, the congregations with income between IDR 4,000,000 and IDR 6,000,000, namely as many as 40 congregations. The results of the questionnaire collection can be seen in the following table.

4.2. Description Variable Study

4.2.1. Description variable congregation satisfaction

Analysis of the description of the Congregation Satisfaction Variable can be seen in the following Table.

Table 4. Description of Congregation Satisfaction Variables

		Congregation Satisfaction
N	Valid	198
	Missing	0
Mean		34.7980
Median		36,0000
Mode		45.00
Std. Deviation		8.65818
Variance		74,964
Skewness		-.364
Std. Error of Skewness		.173
Kurtosis		-1,170
Std. Error of Kurtosis		,344
Minimum		12.00
Maximum		45.00
Sum		6890.00

Source; Data Analysis Results, 2024

On variables Congregation Satisfaction with Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni Congregation _ answer statement complete (Valid) = 198 people and missing (Missing) = 0, and the data obtained is that average value (*Mean*) = 34.7980; mark middle (*Median*) = 36,000; deviation standard obtained (*Standard Deviation*) = 8.65818; amount square all deviation individual values against the group average (*Variance*) = 74.964; the most value appears (*Mode*) = 45.00; mark highest (*Maximum*) = 45,000 and value lowest (*Minimum*) = 12.00.

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4.2.1. Description variable quality service

Analysis of the description of Service Quality Variables can be seen in the following table:

Table 5. Description of Service Quality Variables

		Quality service
N	Valid	198
	Missing	0
Mean		34.7727
Median		36,0000
Mode		45.00
Std. Deviation		8.41342
Variance		70,786
Skewness		-.393
Std. Error of Skewness		.173
Kurtosis		-1,086
Std. Error of Kurtosis		,344
Minimum		13.00
Maximum		45.00
Sum		6885.00

Source: Data Analysis Results, 2024

On variables Quality Hajj and Umrah Travel Bureau Services PT. Pandi Kencana Murni Congregation answer statement complete (Valid) = 198 people and missing (Missing) = 0, and the data obtained is that average value (*Mean*) = 34.7727; mark middle (*Median*) = 36,000; deviation standard obtained (*Standard Deviation*) = 8.41342; amount square all deviation individual values against the group average (*Variance*) = 70.786; the most value appear (*Mode*) = 45.00; mark highest (*Maximum*) = 45,000 and value lowest (*Minimum*) = 13.00.

4.2.2. Description price variables

Analysis of price variable descriptions can be seen in the following table.

Table 6. Description Price Variables

		Price
N	Valid	198
	Missing	0
Mean		34.4394
Median		36,0000
Mode		45.00
Std. Deviation		8.50045
Variance		72,258

Skewness	-.424
Std. Error of Skewness	.173
Kurtosis	-.876
Std. Error of Kurtosis	,344
Minimum	10.00
Maximum	45.00
Sum	6819.00

Source: Data Analysis Results, 2024

In the price variable for the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni Congregation answer statement complete (Valid) = 198 people and missing (Missing) = 0, and the data obtained is that average value (*Mean*) = 34.4394; mark middle (*Median*) = 36,000; deviation standard obtained (*Standard Deviation*) = 8.50045; amount square all deviation individual values against the group average (*Variance*) = 72.258; the most value appear (*Mode*) = 45.00; mark highest (*Maximum*) = 45,000 and value lowest (*Minimum*) = 10.00.

4.2.3. Description variable promotion

Promotion description analysis can be seen in the following table:

Table 7. Description Variable Promotion

		Promotion
N	Valid	198
	Missing	0
Mean		33.8788
Median		36,0000
Mode		45.00
Std. Deviation		8.56421
Variance		73,346
Skewness		-.337
Std. Error of Skewness		.173
Kurtosis		-.862
Std. Error of Kurtosis		,344
Minimum		9.00
Maximum		45.00
Sum		6708.00

Source: Data Analysis Results, 2024

On variables Promotion of the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni Congregation answer statement complete (Valid) = 198 people and missing (Missing) = 0, and the data obtained is that average value (*Mean*) = 33.8788; mark middle (*Median*) = 36,000; deviation standard obtained (*Standard Deviation*) = 8.56421; amount square all deviation

individual values against the group average (*Variance*) = 73.346; the most value appear (*Mode*) = 45.00; mark highest (*Maximum*) = 45,000 and value lowest (*Minimum*) = 9.00.

4.3. Analysis Multiple Linear Regression

The results of multiple linear regression analysis can be seen in the following table:

Table 8. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	1,019	,934	
1 Quality Service	0.696	,077	,676
Price	0.203	,091	,199
Promotion	0.077	,080	,076

Source: Data Analysis Results, 2024

The following equation model is obtained based on the analysis results in Table 8.

$$Y = 1,019 + 0,696X_1 + 0,203X_2 + 0,077X_3$$

The model can be explained as follows:

The constant value above is 1.019; this value explains that if the variables Service Quality, Price, and Promotion are considered *Ceteris Paribus*, then the Congregation Satisfaction variable will only increase by 1.019 points.

The beta value of the Service Quality variable is 0.696, which means that if the Service Quality variable is added by 1 point while other factors are considered *Ceteris Paribus*, Congregation Satisfaction will increase by 0.696 points.

The beta value of the Price variable is 0.203; this value means that if the Price variable is added by 1 point while other factors are considered *Ceteris Paribus*, congregational satisfaction will increase by 0.203 points.

The beta value of the Promotion variable is 0.077, which means that if the Promotion variable is added by 1 point while other factors are considered *Ceteris Paribus*, Congregation Satisfaction will increase by 0.077 points.

Simultaneous testing was used to determine the effect of Service Quality, Price and Promotion on Congregation Satisfaction at the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni together. The test results can see in the following table:

Table 9 Model Fit Results

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12951.201	3	4317.067	461,002	,000 ^a
	Residual	1816,718	194	9,365		
	Total	14767.919	197			

Source: Data Analysis Results, 2024

Based on the table above, values _ significance of 0.000 and smaller than the alpha value of 0.05. So that can said that, in a way, Simultaneous Quality Service, Prices, and Promotions are influential and significant to Congregation Satisfaction with the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni.

Testing Partial was done to determine the influence of Partial Quality Service, Prices and Promotions on Congregation Satisfaction with the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni. Test results can be seen in the following table.

Table 10. Partial Test Results

Model	Q	Sig.
1 (Constant)	1,090	,277
Quality Service	9,075	,000
Price	2,227	,027
Promotion	,963	,337

Source: Data Analysis Results, 2024

Based on the table above, it can be described as follows:

The Influence of Service Quality on Congregation Satisfaction at the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni. The calculated t value is 9.075 and the t table value is 1.653, while the significance value is 0.000 and the alpha value is 0.05. The calculated t value is greater than the t table value, besides that the significance value is smaller than the alpha value. So it can be concluded that H_0 is rejected or there is a positive and significant influence of Service Quality on Congregation Satisfaction at the Hajj and Umrah Travel Bureau Pt. Pandi Kencana Murni.

Effect of Price on Congregation Satisfaction with the Hajj and Umrah Travel Bureau Pt. Pandi Kencana Murni. Calculated t value of 2.227 and the t table value amounted to 1,653, while mark significance of 0.027 and an alpha value of 0.05. The calculated t value is greater than the t table value, besides that the significance value is smaller than the alpha value. So it can be concluded that H_0 is rejected or there is a positive and significant influence of price on congregation satisfaction at the Hajj and Umrah Travel Bureau Pt. Pandi Kencana Murni,

Influence Promotion to Congregation Satisfaction with the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni Calculated a t value of 0.963, and the t table value amounted to 1,653, with a mark significance of 0.337 and an alpha value of 0.05. The calculated t value is smaller than the t table value, and the significance value is greater than the alpha value. So, it can be concluded that H_0 is accepted, and promotion has a positive and insignificant influence on the congregation's satisfaction with the PT Hajj and Umrah Travel Bureau. Pandi Kencana Murni

The Coefficient of Determination analysis results can be seen in the following table.

Table 11. Results of Determination Coefficient Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,936 ^a	,877	,875	3.06015

Source; Data Analysis Results, 2023

From the analysis above, it is visible that the variable quality of service, prices, and promotions influence congregation satisfaction with the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni namely 0.936. Meanwhile, its big number Adjusted R square (r^2) is 0.875, showing the big contribution of variable Quality Service, Prices, and Promotions to Congregation Satisfaction with the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni

That figure means that the variable Quality of Service, Prices, and Promotions can explain the variable Congregation Satisfaction with the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni amounts to 87.5 percent, while other factors explain the remaining 12.5 percent (100 percent – 87.5 percent). In other words, the satisfaction variable that can be explained using the Service Quality, Price and Promotion variables is 87.5 percent and the remaining 12.5 percent is explained by other variables, including the Product Quality, Location, People and Process variables.

4.4. Discussion

4.4.1. Influence Quality Service, Prices, and Promotions to Congregation Satisfaction with Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni

Test result The F test hypothesis shows results that, in a way, together Quality Service, Prices, and Promotions are influential, positive, and significant to the Satisfaction Congregation of the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni, Influence third variable the slotted positive, This gives understanding that Congregation Satisfaction with the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni will increase if variable Quality Service increases, Price accordingly, as well Promotion done in a way periodically,

Research result This is in line with the theory of Lupiyoadi (2021:46) that influencing factors _ Congregation satisfaction is (1) Quality Product (*Quality Product*). The congregation will feel satisfied if the product (goods or services) that they use or use is quality best; (2) Price (*Price*). Determination price used _ For something product, p this is very significant in providing value to the congregation and influencing the product image as well as the congregation's decision to buy; pricing strategy relates with Congregation income and attendance influence offer; (3) Location (*Place*). System delivery will be applied, this is combined between location and decision on channel distribution (way delivery to the congregation and where strategic location); (4) Promotion (*Promotion*). How to promote _ carried out (selection process mix promotion); (5) People (*People*). The quality of the people involved in giving service, contact with selection, training, motivation and HR management, For reach quality best, employee must trained For realize that matter most importantly is give Satisfaction to the Congregation; (6) *Process*, Internal process all general activities _ consists from procedures, schedules work, mechanisms, activities and routine matters, where service

produced and delivered to the Congregation; and (7) Quality Service (*Quality Service*). The level of service that will be given to the Congregation, where the Congregation will be feel satisfied if get the best service or by what was expected,

Research results This is in line with research conducted by Subhan et al. (2023), Muna (2019), and Adhimurti et al. (2022) stated that satisfaction in congregation is determined by Quality Service, Prices, and Promotions; based on the findings results study from variable Congregation Satisfaction regarding the statement. The congregation is interested For use return Because feel satisfied with the guidance performing the Umrah PakemTours Still There is feel No happy as many as 22 respondents (11%) and 1 respondent (1%) said they strongly did not satisfied because of the respondents feel No guided with maximum perhaps by the Pakem Tours Umrah guide at the time carrying out the Umrah pilgrimage. Guiding voice his worship too small and not sound clear by the Umrah pilgrims who were in position behind during tawaf, making it difficult for the Umrah congregation For follow readings spoken by the worship guide; apart from that, also the congregation feel chaplain Pakem Tours Umrah guide too Busy worship themselves, so that the Umrah pilgrims feel not enough accompanied and guided in daily worship they during Umrah.

Findings result study from variable Congregation Satisfaction regarding statement of the congregation will recommend Pakem Tours to other congregations in reality Still There is feel No satisfied as many as 27 respondents (14%) and 1 respondent (1%) said they strongly did not satisfy because the respondents feel in their implementation of the Umrah accept Lots things that don't according to what is conveyed and written in it Pakem Tours Umrah brochure is like the Makkah Hotel it should be 250-300 meters away, in fact the congregation finds the Makkah Hotel 350-500 meters away, Apart from that, it is also written in the Pakem Tours Umrah brochure that the Congregation will get 3 times umrah, will but in reality only Umrah pilgrims only get 2 Umrahs, Therefore _ that's the congregation feel No Want to recommend Pakem Tours to other congregations.

4.4.2. Influence Quality Service to Congregation Satisfaction with Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni

Test results Partially show that Quality Service becomes the decider of Congregation Satisfaction with Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni, Influence the slotted positive and significant; this matter means if Quality Service is improved, then Congregation Satisfaction with Hajj and Umrah Travel Bureau PT. Pure Dating Pandi will the more increase,

Study This is in line with the theory of Lupiyoadi (2021:46) that influencing factors _ Congregation satisfaction include Quality Service (*Quality Service*). Quality Service is all form effort fulfillment of needs and desires of Umrah pilgrims as well as accuracy delivery For balance hope pilgrims, The level of service that will be given to the congregation, where the congregation will feel satisfied if get the best service or per what was expected,

Research results This support results of research conducted by Subhan et al (2023); Handayani (2021); and Songko et al (2021) who found that satisfaction congregation influenced by Quality Service companies, Based on findings results study from variable Quality Service about the statement of the congregation that has been pay off cost departure No collected Again cost addition Still There feel No agree as many as 25 respondents (13%) p That because On several occasions for Umrah departures, hotel prices in Makkah and Medina have experienced an increase so that the congregation requested For add cost different payments _ from previously,

Findings results study from variable Quality Service about congregational statement feel proper implementation of the Umrah pilgrimage time, in fact Still There is feeling No agree as many as 24 respondents (12%) p That because Once Pakem Tours experienced several Umrah departures _ change timetable departure from the proper schedule, _

4.4.3 Influence Price against Congregation Satisfaction with Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni

The test result partially shows that Price becomes a decider of Congregation Satisfaction. Hajj and Umrah travel agency PT. Pandi Kencana Murni influenced the slotted positively and significantly. This means that if the price is right, with the congregation's hopes, congregation satisfaction will increase.

This research results align with the theory of Lupiyoadi (2021:46) that the influencing factor _ Congregation Satisfaction is Price. _ Determination of prices used for something product, p this is very significant in providing value to the congregation and influencing the product image as well as the congregation's decision to buy; pricing strategy relates to Congregation income and attendance influence offer. Price is the money that must be given to pilgrims To obtain service Umrah trip from Pakem Tours.

Research result This supports results research conducted by Muna (2019), which found that There is a price influence _ positive and significant to satisfaction congregation; based on findings results study from the variable Price about statement prices Umrah packages at Pakem Tours are affordable Still There is feel No agree as many as 18 respondents (9%) and 3 respondents (2%) said they strongly disagree agree, p That because the congregation feels Umrah prices at Pakem Tours are more expensive in comparison other competitors provide it Umrah packages with the same facilities,

Findings results study from variable Price about statement price Umrah packages at Pakem Tours below price competitor in fact Still There is feel No agree as many as 20 respondents (10%) and 2 respondents (1%) said they strongly did not agree, p That because several departure of departing Umrah pilgrims together Pakem Tours get price far above _ price competitor,

4.4.3. Influence Promotion to Congregation Satisfaction with Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni

Test result Hypothesis Partial shows that Promotion becomes a decider in a positive and not influential way, and it is not significant to Congregation Satisfaction with Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni, Influence the give understanding that PT promotions are carried out. Pandi Kencana Murni cannot increase Congregation Satisfaction, Although Pakem Tours has already tried to increase Services and Prices as well as Facilities provided _ to the congregation.

Study This No in line with the theory of Lupiyoadi (2021:46) that influencing factors _ Congregation satisfaction includes Promotion (*Promotion*). Promotion is a form communication that informs and influences prospective congregation so interested For do transaction between seller and buyer, and Promotion becomes very important for company good at times product start introduced to society until marketed with the existing product price known by the public, Activity Good and correct promotion _ will can bring profit for company, and vice versa,

Research results This support the results research conducted by Effendi and Chandra (2020), Muliyati et al (2023), who found that Promotion own influence No significant to Congregation Satisfaction, Based on findings results study from variable Promotion about statement Promotion Pakem Tours uses banner, in fact Still There is feel No agree as many as 24 respondents (12%) and 2 respondents (1%) said they strongly disagree agree, p That because Umrah pilgrims feel Pakem Tours are rare do promotion use banner so that many congregants do not know about Pakem Tours.

Findings results study from variable Promotion about statement Pakem Tours advertises on paid social media (IG, Fb). in fact Still There is feel No agree as many as 22 respondents (11%) and 2 respondents (1%) said they strongly did not agree, p that 's because the congregation say that they No Once see and find advertisement paid Pakem Tours on IG and Fb.

5. Conclusion

Based on results research that has been explained in chapter before, then can concluded;

There is a significant influence _ Quality Service, Prices, and Promotions to Satisfaction Congregation of the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni,

There is a significant influence _ Quality Service to Satisfaction Congregation of the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni,

Price has a significant influence on the Satisfaction Congregation of the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni

There is influence or not significant Promotion to Satisfaction Congregation of the Hajj and Umrah Travel Bureau PT. Pandi Kencana Murni

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