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NAVIGATING THE PATH TO RE-PATRONAGE THROUGH SERVICE QUALITY, CUSTOMER TRUST, AND SATISFACTION

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ABSTRACT

Due of the high number of Indonesian pilgrims requesting Hajj, the projected time to receive a quota is considerable. Balikpapan is one of Indonesia's areas with a lengthy Hajj wait. Indonesian Muslims' enthusiasm of Hajj makes everyone strive for the quota. Umrah is an alternative way for Muslims to develop their relationship with Allah SWT while waiting for Hajj turn. Thus, Umrah travel become one of the fastest-growing industries. Several Indonesian Umrah travel agents failed to send his pilgrims due to the consumer confidence issue in Umrah travel. It creates new company struggle to compete with established ones. This research explores how service quality, customer trust, and customer satisfaction affect re-patronage intention in PT Sabitah Nur Travel. Researchers used quantitative methods and 143 pilgrims used Umroh services as the respondents of this study. This research employs Regression analysis which classical assumption tests used (normality, multicollinearity, and heteroscedasticity) to analyze data. Both completely and partly, customer trust significantly influences re-patronage intention via customer satisfaction. Re-patronage is significantly influenced by customer satisfaction. Service Quality has insignificantly influence on re-patronage intention, hence Customer Satisfaction significantly mediated. These findings show that satisfying pilgrims will establish a re-patronage intention and that potential pilgrims should utilize this journey.

Keywords: Umrah, Service Quality, Customer Trust. Customer Satisfaction, Re-Patronage Intention.

1. Introduction

Islam is built on 5 pillars that are underneath it, according to the Hadith of Bukhari and Muslim from Ibn Umar: "Islam is built on five things: testifying that there is no God but Allah and that the Prophet Muhammad is the Messenger of Allah; praying; paying Zakat; performing the Hajj to the House of Allah; and fasting during the month of Ramadan" (Ghafur, 2018). These pillars are known as the 5 pillars of Islam that a Muslim must believe in and practice. In terms of order, the majority of ulama agree that the Five Pillars of Islam are in the order recognized by all Muslims in the world (Ghafur, 2018). The order includes: the Shahada, the 5 daily prayers, the obligatory fasting during Ramadan, Zakat for those in need, and finally the Hajj for anyone who is able to perform it.

Costs such as accommodation, lodging, food and drink, and other costs for 30 days in the city of Mecca are the main concerns in the financial aspects of performing Hajj (The Jakarta Post, 2023). Quoted from the KEMENAG Press Release (2022), in 2022, the Government of Indonesia together with the DPR has set the Hajj Travel Cost (BIPIH) at IDR 39,886,009. The fee has not been added to the Hajj Implementation Fee (BPIH) of IDR 41,053,216.24 per pilgrim (Deputy Cabinet Secretary for State Documents, 2022).

Umrah in Arabic means pilgrimage or visit and it can be done whenever we want outside the time of performing Hajj. In the 5 years before the pandemic, the number of Umrah pilgrims in Indonesia always contributed many Umrah pilgrims. In 2014-2015, the number of Indonesian Umrah pilgrims amounted to 649,000. This figure increased in 2015-2016 to 677,509. In 2017-2018, the number of Indonesian Umrah pilgrims increased again to 876,246. The number of Indonesian Umrah pilgrims experienced a significant increase in 2017-2018, reaching 1,005,336 pilgrims, and experienced a slight decrease in the following year (2018-2019) to 974,650 pilgrims (Kordinator, 2012). Furthermore, Indonesia is the country with the largest Muslim population in the world with around 240 million people or 87.8% of the total population in Indonesia (Statista Research Department, 2023). This is an opportunity for entrepreneurs who to open an Umrah travel business for pilgrims who want to do it.

In Indonesia itself, with a country where the majority of the population is Muslim, Hajj and Umrah Travel Business was affected by the Covid- 19 (Supriadi et al., 2022). The Chairperson of the West Java Umrah and Hajj Travel Organizer Gathering Communication Forum (FKS Patuh), Wawan Ridwan Misbach, said that around 10% of Umrah Travel has gone bankrupt, this figure could still increase if the government did not respond to this phenomenon (Aditya, 2021; Supriadi et al., 2022)/ The cause of this phenomenon is the closure of flights during the COVID-19 pandemic start from 27th February 2020 by Saudi Arabia Government (Darmawan et al., 2022).

Following that PT. Sabitah Nur Travel is a newcomer, the researcher sees several problems and challenges faced by PT Sabitah Nur travel to be able to compete with existing travels. Some of the problems faced by this travel are regarding service quality and customer trust problems, one of which is the presence of several prospective customers who apply for refunds, for example is the existence of several prospective customers who apply for a refund with various reasons. This will also affect the intensity to reuse Umrah travel services from PT Sabitah Nur Travel. At this stake, the researcher also wants to find out whether there is a significant impact of service quality and customer trust on re-patronage intention with customer satisfaction mediation. Researchers also want to know the challenges faced by PT Sabitah Nur Travel which is a newcomer in the Umrah travel business in Balikpapan, Indonesia.

2. Literature Review

2.1 Religious Tourism

Indonesia is one of the countries that has many religions in it. Currently, there are 5 religions recognized by the state, namely: Islam, Christianity, Catholicism, Hinduism, Buddhism and Confucianism. As previous stated, Indonesia has the majority of the Muslim population, it make Mecca and Medina as the two holy cities in Islam. The 2 cities mentioned are the most visited cities for pilgrimages to perform Umrah and Hajj. In the meaning of language, Umrah is defined as visiting or visiting a place or someone. But in terms, Umrah is defined as Tawaf around the Kakbah and Sa'I between Shafa and Marwah in ihram. If traced deeper, Umrah is a small Hajj, because in practice it is very similar to Hajj. Umrah is carried out using ihram cloth and carrying out Miqot with the intention of intending to carry out. The sequence of performing Umrah must be orderly or sequential (Othman et al., 2020). The law of Umrah is Sunnah which an activity that is carried out to get a large reward but it is also okay to leave it, in contrast to the obligatory law, where things that are mandatory must be done. Umrah in Indonesia is very popular among Muslim Indonesians

by the flexible time factor and the relatively cheaper price compared to Hajj. The Umrah travel business is very promising because in essence there will never be a shortage of enthusiasts and there will always be those who want to leave for worship.

2.2 Service Quality

Parasuraman, Zeithaml, & Berry, (1985) defines Service Quality as "A measurement of how well the services provided match the expectations of customers". Service quality is a divergence amongst client's anticipation of the service supplier and their assessment of the services (Ali et al., 2021). If the service provided meets the expectations of the customer, the customer will feel satisfied and happy. On the other hand, if the service provided does not meet the expectations of the customer, the customer will directly feel dissatisfied (Ruwiah, 2023). Service Quality has 5 dimensions that must exist to meet customer expectations: Reliability, Tangible, Responsiveness, Assurance, and Empathy.

2.3 Customer Trust

According to Sun & Lin (2010), trust is a person's willingness to be vulnerable to the actions of others based on the expectation that others will take certain actions that are important to the trustee, regardless of the ability to control or control the other party. Consumer trust also can be defined as consumers' perceptions of trust based on experience and a sequence of transactions and interactions characterized by their expectations of product performance and fulfilled satisfaction (Meliana et al., 2013; Pratondo et al., 2023). In building a trust, it takes effort to do so. Moreover, there are 3 dimensions that can build a trust from someone which are; Ability/Competence, Benevolence, and Integrity (Isaeva et al., 2020; Mayer et al., 1995)

2.4 Customer Satisfaction

Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing between his perception/impression of the performance (results) of a service and his expectations. Leninkumar (2017) defines customer satisfaction as a behavior that is formed due to the experience of a client after buying a product or using a service and paying for them. Similar to Leninkumar (2017), Minarti and Segoro (2014) defines customer satisfaction as an attitude, assessment and emotional response shown by consumers after the purchase process. In the case of this study, travel agents must also be able to understand what customers need. With understanding, the company is able to act according to what is needed by the customer and can see what impact they will get when they have finished fulfilling it (Othman et al., 2019). Therefore, the provision of services and products of high quality is essential for maintaining and pleasing valued customers.

2.5 Re-patronage Intention

Re-purchase intention is the likelihood of using a service provider again in the future (Trisnandawati, 2020). Moreover, Re-patronage intention usually refers to the idea that how likely it is that a customer will continue to purchase in the future (Ristiyani & Setyawati, 2019). Customer's re-patronage intention can be interpreted as the interest in re-subscribing from consumers after experiencing service from service providers. Hence, there are 3 indicators that measure the re-patronage intentions from the customer; Desire to use the product, Plan to use the product in the future, and Needs to use the product (Grewal et al., 1998; Ristiyani & Setyawati, 2019).

3. Research Method

This research uses a scientific approach, namely by using quantitative methods. The purpose of using quantitative methods is to determine whether the theory applies in various circumstances because this research tries to evaluate the relationship between variables and existing theories using various

specifications of the research object. According to its definition, quantitative research is any type of research that makes use of numerical or value-based data (Abdullah, 2015). The population taken in this pilgrimage who already use Umroh services with PT. Sabitah Nur Travel from May 2022 until April 2023. The factors in this study were assessed using a Likert scale, which required respondents to select one of two possibilities. The Likert scale is used to assess a person's or group's attitudes, beliefs, and perceptions on social phenomena (Sugiyono, 2017). Validity testing was conducted for this study using IBM SPSS (Ghozali, 2006), with the adjusted item-total correlation result is higher than the R-table value, then each question on the questionnaire is genuine. With SPSS, the Cronbach Alpha (α) statistical test can be used to examine the dependability of data. Cronbach's alpha > 0.70 indicates strong dependability for a construct or variable (Hulin, 2001). Furthermore, the data will be processed through classic assumption test; Normality, Multicollinearity, Heteroscedasticity. Then, Path Analysis is the use of regression analysis to estimate causality between variables (casual models) that have been predetermined based on theory and determine relationship patterns of three or more variables and cannot be used to confirm or reject the hypothesis (Ghozali, 2006).

4. Results and Discussion

4.1 Demographic Information

Overall, this study gathered 143 respondents that meets criteria. It is collected as many 52.4% female and 47.6% male. Likewise, none of those who filled out this questionnaire were aged 11-20 years, but it is a form of 11.9% aged 21-30, 24.5% 31-40 years old, 46.9% people aged 41-50 years, and 16.8% people aged more than 50 years. From the respondents occupation, data is obtained as many as 1.4% people are students, 23.8% people are private employer, 30.8% people work as private employees, 16.1% people work as civil servants, 14.7% people are retired, and 13.3% people work with other jobs. In terms of marital status, a total of 74.1% people were married, 7% people were single, and the remaining 18.9% people were divorced. In the respondents data of monthly expense, 14.7% people have monthly expenses of 3,000,000 - 5,000,000, 5,000,000 - 10,000,000 as many as 56.6% people, and 28.7% people have expenses of more than 10,000,000 per month. Followed by those respondents on how many times the respondents performed the Umrah. A total of 38.5% people has just done Umrah once, 39.2% people have done Umrah twice, 9.8% people have performed Umrah 3 times, and 12.6% people have performed Umrah more than 3 times.

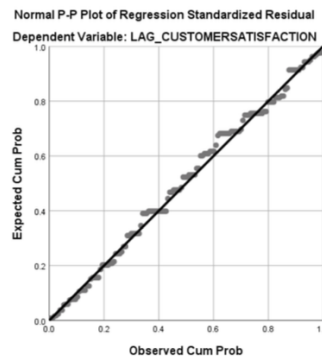**4.2 Classic Assumption**
4.2.1 Normality Test

Figure 1. P-P Plot Graph, Dependent Variable: Customer Satisfaction
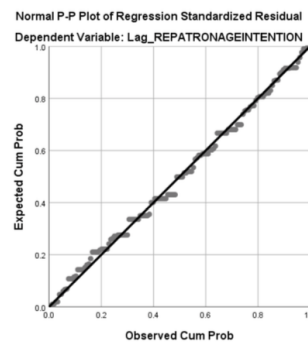Source: (SPSS 25.0, Constructed by Researcher, 2023)

Figure 2. P-P Plot Graph, Dependent Variable: Re-patronage Intention
Source: (SPSS 25.0 Constructed by Researcher, 2023)

As shown in Figure 1 and 2, the data spread along the diagonal line shape a peak on some coordinate above and under diagonal line, and it was normally distributed.

4.2.2 Multicollinearity Test

Table 1. Coefficients, Dependent Variable: Customer Satisfaction

Variables	Collinearity Statistic	
	Tolerance	VIF
Service Quality (X1)	0.923	1.083
Customer Trust (X2)	0.923	1.083

Source: Constructed by Researcher, 2023

Table 2. Coefficients, Dependent Variable: Re-patronage Intention

Variables	Collinearity Statistic	
	Tolerance	VIF
Service Quality (X1)	0.888	1.126
Customer Trust (X2)	0.885	1.130
Customer Satisfaction (Y)	0.897	1.114

Source: Constructed by Researcher, 2023

As shown in Table 1 and 2, seeing all the variables have tolerance higher than 0.1 and VIF (Variance Inflation Factor) less than 10, the researcher concludes from the result above that there is no multicollinearity between the independent variable in this regression model.

4.2.3 Heteroscedascity Test

A plot graph between the predicted value of the dependent variable (ZPRED) and the residual (SRESID) can be used to visualize the heteroscedasticity test. No heteroscedacity exists if there is no discernible pattern and the dots are evenly spaced above and below the Y-axis value 0 (Ghozali, 2013)
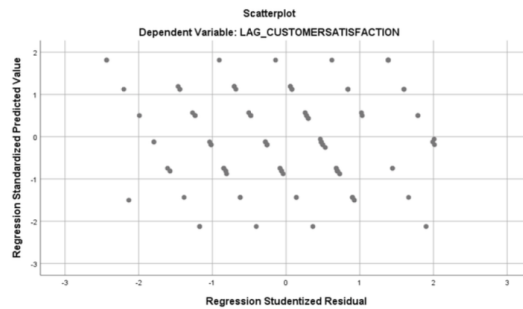

Figure 5. Heteroscedascity Result, Dependent Variable: Customer Satisfaction
Source: (SPSS 25.0, Constructed by Researcher, 2023)
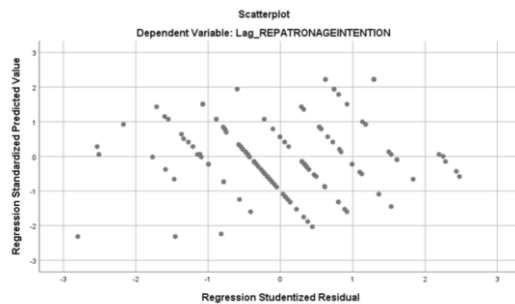

Figure 6. Heteroscedascity Result, Dependent Variable: Re-patronage Intention
Source: (SPSS 25.0, Constructed by Researcher, 2023)

4.2.4 Path Analysis

Figure7. Theoretical Framework
Source: (SPSS 25.0, Constructed by Researcher, 2023)

4.2.4.1 Path Analysis First Model

On first path analysis model, models are structured to find the new value of beta from variable Service Quality and Customer Trust that has significant influence towards Customer Satisfaction.

Table 3. Regression Result X1, X2, and Y (First Model)

Model	Unstandardized Coefficients		Standardized Coefficient	T	Sig
	β	Std. Error	β		
Service Quality (X1)	0.174	0.079	0.185	2.204	0.029
Customer Trust (X2)	0.158	0.067	0.197	2.356	0.020

Source: Constructed by Researcher, 2023

According to Table 3, all X variables (service quality and customer trust) has significant influence towards Customer Satisfaction (Y). It is supported by the significant value of the X variables are 0.029 and 0.020, which means lower than the significant value (0,05). Added, the relation value of Service Quality (X1) towards Customer Satisfaction (Y) is 0.185, and Customer trust (X2) towards Customer Satisfaction (Y) is 0.197.

4.2.4.2 Path Analysis Second Model

On second path analysis model, models are structured to find the new value of beta from variable Service Quality, Customer Trust, and Customer Satisfaction that has significant influence towards Re-patronage Intention.

Table 4. Regression Result X1, X2, Y, and Z (Second Model)

Model	Unstandardized Coefficients		Standardized Coefficient	T	Sig
	β	Std. Error	β		
Service Quality (X1)	0.078	0.066	0.097	1.178	0.241
Customer Trust (X2)	0.140	0.056	0.208	2.506	0.013
Customer Satisfaction (Y)	0.199	0.069	0.235	2.864	0.005

Source: Constructed by Researcher, 2023

Based on Table 4, Service Quality (X1) doesn't meet the requirement of significant value (0.05) which means that X1 doesn't have significant influence towards Re- patronage Intention (Z). Customer Trust (X2) and Customer Satisfaction (Y) have significant influence on Re-patronage Intention (Z). Furthermore, , the relation value of Service Quality (X1) towards Re-patronage Intention (Z) (0.097). Customer Trust (X2) towards Re-patronage Intention (Z) 0.208, and Customer Satisfaction (Y) towards Re-patronage Intention (Z) is 0.235.

- **Influence of X2 (Customer Trust) to Z (Re-patronage Intention)**
    Direct Influence = 0.208
    Influence through Y (Customer Satisfaction) = 0.197 x 0.235 = 0.046

Based on calculation, the value of direct influnce (0.208) is greater than influence through Y (0.046). The result showed that Customer Trust (X2) has direct influence towards Re-patronage Intention (Z).

- **Influence of Y (Customer Satisfaction) to Z (Re-patronage Intention)**

   Direct Influence = 0.235

   Based on calculation, Customer Satisfaction has direct influence towards Re-patronage Intention.

4.4 Coefficients of Determination

The result to analyze using R square can be shown as follows:

Table 5. Coefficient of Determination, Dependent Variable: Customer Satisfaction

Model	R	R Square	Adjusted R Square	Std. Error ofthe Estimate
Service Quality (X1)	0.237	0.056	0.050	0.27013
Customer Trust (X2)	0.247	0.061	0.054	0.26948

Source: Constructed by Researcher, 2023

To calculate the coefficients of determination from Table 5, all the X variables to variable Y, the researcher will sum all the R Square from X variables. Then it will be divided by the total of the X variables. And the result is 0.058.

Table 6. Coefficient of Determination, Dependent Variable: Re-patronage Intention

Model	R	R Square	Adjusted R Square	Std. Error ofthe Estimate
Service Quality (X1)	0.209	0.044	0.037	0.22969
Customer Trust (X2)	0.292	0.085	0.079	0.22465
Customer Satisfaction (Y)	0.310	0.096	0.089	0.22331

Source: Constructed by Researcher, 2023

To calculate the coefficients of determination from Table 6, all the X variables and Y variable to variable Z, the researcher will sum all the R Square from X variables and Y, then it will be divided by the total of the X variables and Y. And the result is 0. 075.The accuracy of the model is measured by the relationship of determination coefficient (R^2) of the two equations, with the following formula:

Equation 4. 1 R-square Model

$$R^2\ model = 1\ (1 - R^21) - (R^22)$$
$$\text{R-square Model} = 1\ (1 - 0.058)\ (1 - 0.075)$$
$$\text{R-square Model} = 0.87135$$

From the calculation of R square from Customer Satisfaction and Re-patronage Intention is 0.87135 or 87%. It means that independent variables are influencing the dependent variable and intervening variable for 87%. While the rest 13% is influence by other variables in which are not involved in this research.

4.5 Hypothesis Testing

4.5.1 Service Quality (X1) towards Re-patronage Intention (Z)

The result of hypothesis showed that there is direct influence from Service Quality towards Re-patronage Intention of PT. Sabitah Nur Travel with the the value of direct influence (0.097) is bigger than indirect influence (0.043). Furthermore, Table 4. showed that Service Quality obtained the value of 0.241 towards Re-patronage Intention, which is bigger than significant level of 0.05. It means that Service Quality doesn't have significant influence to Re-patronage Intention (H1 rejected). The results of this study are different from previous research (Nyoman & Utami, 2021), which in this study produced significant results between Service Quality and Re-patronage Intention.

4.5.2 Service Quality (X1) towards Customer Satisfaction (Y)

The result of hypothesis showed that there is direct influence from Service Quality towards Customer Satisfaction of PT. Sabitah Nur Travel. Based on Table 3, showed that Service Quality obtained value of (0.029) towards Customer Satisfaction on PT. Sabitah Nur Travel, which is lower than the significant level of 0.05. This result means that service quality is fully mediated by customer satisfaction to re-patronage intention (H2 accepted). Similar with the result of the previous study (Subhan et al., 2023), where the service quality is effecting the customer satisfaction.

4.5.3 Customer Trust (X2) towards Re-patronage Intention (Z)

The result of hypothesis showed that there is influence from Service Quality towards Customer Satisfaction of PT. Sabitah Nur Travel. From Table 4. showed that Customer Trust obtained the value of 0.013 towards Re-patronage Intention on PT. Sabitah Nur Travel, which is lower than significant level of 0.05. That means Customer Trust has significant influence towards Customer Satisfaction and Re-patronage Intention of PT.Sabitah Nur Travel (H3 accepted). This result is similar with the previous study (Subhan et al., 2023), that trust has significant impact to re-patronage intention.

4.5.4 Customer Trust (X2) towards Customer Satisfaction (Y)

Based on Table 3, showed that Customer Trust obtained value of (0.020) towards Customer Satisfaction on PT. Sabitah Nur Travel, which is lower than the significant level of 0.05. That means Customer Trust has significant influence towards Customer Satisfaction of PT. Sabitah Nur Travel (H4 accepted). This result is similar with the result of the previous study that state trust have significant influence to customer satisfaction (Subhan et al., 2023).

4.5.5 Customer Satisfaction (Y) towards Re-patronage Intention (Z)

The result of hypothesis showed that there is significant influence from Customer Satisfaction towards Re-patronage Intention of PT. Sabitah Nur Travel. It supported by the result from significant level that have value lower than 0.05, which is 0.005. Therefore, H5 is accepted. The result is similar with the previous study (Nyoman and Utami (2021) which stated that customer satisfaction have significant influence toward re-patronage intention.

5. Conclusion and Implication

Based on the problem as stated in Introduction, the researcher suggests considering using this study since all the independent variables (Service Quality and Customer Trust) have significant influence towards dependent variable (Re-Patronage Intention). Based on the questionnaire result, 143 respondents of PT. Sabitah Nur Travel Pilgrims agreed that this travel has good manner to serve umrah pilgrims, before, during, and after Umrah. Therfore, the researcher suggests to PT. Sabitah Nur Travel to increase the service quality and customer trust for the satisfaction of the pilgrims. And when the pilgrims satisfied, then they will highly recommend this travel to use for the other prospective pilgrims. For future research who want to use re-patronage intention especially in travel agent, the researcher suggest to do further research for re-patronage

intention on other factors besides service quality, customer trust, and customer satisfaction. Future research also can expand more about the factors and variables that influence the re-patronage.

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