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Analysis of Islamic Service Quality and Price on Customer Satisfaction and Repurchase Intention in Umrah Pilgrims in Pekanbaru

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Abstract

The increase in number of Umrah pilgrims and official Umrah provider in Pekanbaru has developed significantly in the period 2019 to 2023. However, complaints related to the organization still exist, such as failure to depart, neglect of pilgrims, services that are not in accordance with minimum standards, and other common problems. This is certainly a challenge and opportunity for Umrah provider to be able to provide the best service for this business to survive and continue to grow. The purpose of this study was to analyze the effect of Islamic service quality and price on customer satisfaction and repurchase intention (willingness to travel again with the same travel). The method used was quantitative description with non-probability sampling technique and a sample size of 175 respondents. Respondents of this study were Umrah pilgrims who came from the city of Pekanbaru. The results of research through SEM show that Islamic service quality has a significant effect on price. Islamic service quality and price have a significant effect on customer satisfaction. Likewise, customer satisfaction affects repurchase intention. Meanwhile, Islamic service quality and price have no significant effect on repurchase intention. Meanwhile, customer satisfaction mediates the effect of Islamic service quality and price on repurchase intention.

Introduction

The duration of the waiting list for the regular Hajj for Indonesia influences the mindset of the people to choose an alternative and divert their wealth to do Umrah (Malik et al., 2023). According to Nuri (2023), economically, Umrah is considered a cheaper and faster form of worship than Hajj, which has queues for years. In line with that, the number of Umrah pilgrims from Pekanbaru city has increased significantly in the last 5 years, from 2019 to 2023, except for 2020 and 2021 due to COVID conditions, as shown in the following data:

Table 1. Data of Umrah Pilgrims in Pekanbaru

No	Year	Number of Pilgrims
1	2019	2.881
2	2020	1.941
3	2021	-
4	2022	8.289
5	2023	15.430
	Total	28.541

Source: BPS-Statistics of Pekanbaru Municipality

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The increasing number of pilgrims is also followed by an increase in the number of Umrah Travel Provider (PPIU) or official travel, as shown in the following data:

Table 2. Statistical Data on the Increase in PPIU in Pekanbaru

No	Year	Number of PPIU's	Increased Percentage
1	2019	11	-
2	2020	19	42,1%
3	2021	26	26,9 %
4	2022	29	10,3%
5	2023	40	27,5%

Source: BPS-Statistics of Pekanbaru Municipality

This illustrates that the business has a considerable opportunity to grow and survive to provide the best service. However, as the number of pilgrims and PPIU increases every year, complaints from pilgrims related to the implementation of Umrah still exist, such as failure to depart, neglect of pilgrims, not returning Umrah fees after cancellation of departure, and other general problems (Ministry of Religion, 2023). The complaints that arise certainly result from the lack of quality of service and will affect consumer satisfaction with Umrah travel services. Poor service quality will certainly affect the company in facing intense competition (Song et al., 2019).

According to Przybytniowski (2022), high-quality service can increase competitive advantage because buyers feel satisfied and are willing to continue buying a product. Song et. al. (2019) also emphasized that service quality is a critical factor in measuring business performance and long-term company survival that can affect the company's image. According to Macura (2021), service quality is an important factor in developing marketing strategies in a highly competitive service market. According to Othman (2019), service quality is one of the key factors and result-oriented strategies to satisfy customers and convince them to become loyal customers by providing quality-based products and services to achieve their needs and desires.

In the service industry, service quality is an essential factor so that a business unit can survive and develop against global competition (Gopi and Samat 2020), as well as Umrah travel. According to Othman et. al. (2019), the quality of service in Hajj and Umrah travel significantly affects consumer satisfaction with the management of Hajj and Umrah services. In addition, Abror et. al. (2020) added religiosity as an additional variable in their research. Abror (2020) stated that service quality has a significant relationship with customer satisfaction, and religiosity also has a significant relationship with service quality.

Referring to the research results above, Umrah travel services are also an industrial activity where the principles of Islamic law must be maintained. Subhan et. al. (2023) stated that the quality of service added to the compliance variable becomes Islamic service quality. Subhan (2023) states that Islamic service quality includes respect for Islamic values and local culture, compliance with Islamic rules and ethics, and the use of polite and correct language. Islamic service quality and trust are considered important factors in building long-term relationships between provider and customers (Subhan et. al., 2023).

According to Zam zam & Jatmiko (2019), the average strategy and management of Hajj and Umrah travel can be said to be the same; the difference occurs only in terms of the quantity of pilgrims and the quality of service. According to Siregar & Mappadeceng (2020), price has an influence on pilgrim satisfaction through factors such as price affordability, price suitability with product quality and benefits, and price competitiveness. According to Wicaksana & Santosa (2022), price perception is an influencing factor in increasing customer satisfaction.

Subhan et. al. (2023) state that interest in repurchasing a product or service is an important aspect of loyalty, considering that the sustainability of the service business depends on this. Interest in using services or products again (repurchase intention) is closely related to customer satisfaction (Subhan et. al., 2023). This is in line with the statement of Othman et. al. (2019), which states that great customer satisfaction can increase interest in repurchasing a service.

Based on the results of pre-survey research, it is found that Umrah pilgrims still do not agree to re-use Umrah travel services that have been used and recommend them to others. Therefore, it is an important concern in this study because it illustrates that the quality of service provided by Umrah travel services is still something that needs to be improved. This is a challenge for entrepreneurs to maintain and develop the quality of existing services so that pilgrims get satisfaction and interest in reuse is getting higher. For this reason, this study is expected to provide answers about the effect of Islamic service quality and price on the satisfaction of pilgrims and interest in reusing Umrah travel services in Pekanbaru.

Literature Review

Service Quality

According to Anisseh et. al. (2023), service quality is a standard model for evaluating consumer satisfaction with service resources. Service quality has a significant influence on customer satisfaction (Yusuf et. al., 2021). Meanwhile, Luyen and Van Thanh (2022) argue that the service quality model is a comprehensive research tool for measuring service quality and is commonly used to evaluate service quality in various industries. Likewise, according to Chauhan (2020), the service quality model is an effective tool for evaluating service quality. Song et. al. (2019) state that service quality is a major factor that can provide a competitive advantage for a product or company. There are five main dimensions arranged in order of relative importance (Tjiptono, 2008), namely: reliability, responsiveness, assurance, empathy, and tangibles.

Islamic Service Quality

The theory of service quality developed by Parasuraman et. al. (1988) was developed again by Othman and Owen (2001) in their research related to sharia banking in 2001 at Kuwait Finance House (KFH) in Kuwait. Othman and Owen (2001) developed the theory of service quality by adding the compliance dimension, so that it became a model called the CARTER model (Compliance, Assurance, Reliability, Tangibility, Empathy, and Responsiveness). Compliance in question is compliance with the rules of Islamic law stipulated regarding financial transactions, especially in sharia banking. In this study, Othman and Owen said that service quality based on compliance with the principles of Islamic law (compliance) is a major factor in customer satisfaction. Subhan et. al. (2023) said that the quality of service added to the compliance dimension became Islamic service quality. According to Subhan et al. (2023), Islamic service quality includes respect for Islamic values and local culture, compliance with Islamic rules and ethics, and the language used is polite and correct.

Price

According to Kotler and Keller (2012), price is one element of the marketing that generates revenue; other elements generate costs. Kotler and Armstrong explain that price perception is the value contained in a price associated with the benefits of owning or using a product or service. Price perception is a consumer assessment of the comparison between how much sacrifice and what will be obtained from a product and service. Price perception has a positive influence on purchasing decisions. However, if a product requires consumers to pay a greater cost than the

benefits received, then what will happen is that price perceptions will have a negative impact on purchasing decisions (Kusdyah, 2012).

Consumer Satisfaction

According to Yusuf et. al. (2021), consumer satisfaction is the consumer's overall evaluation of the product or service provider. According to Macura and Smiljanić (2021), consumer satisfaction is a consumer's assessment of the extent to which a product or service fulfills their expectations. According to Chauhan (2020), consumer satisfaction with service quality is very important. Meanwhile, according to Rather et. al. (2019), customer satisfaction is a significant factor in influencing consumer loyalty. Customer satisfaction is defined as the feeling of consumers who feel happy, fulfilled, and have a desire for the services provided (Napitupulu et. al., 2021). Kurdi et. al. (2020) argue that customer satisfaction, which is influenced by communication, rewards, loyalty, employee retention, and commitment, has a positive effect on customer satisfaction. According to Slack and Singh (2020), consumer satisfaction is considered to be highly subjective and represents a decision made after a consumer's perceived experience. According to Almohaimmeed (2021), customer satisfaction can be measured based on the company's understanding of consumer needs, individual attention to consumers, the willingness of staff to help consumers, and the company's ability to help consumers solve a problem.

Repurchase Intention

According to Subhan et. al. (2023), it is stated that the interest in buying a product again (repurchase intention) is an important aspect of loyalty, considering that the sustainability of the service business depends on this. The intention to use services again is closely related to customer satisfaction. According to Othman et. al. (2019), great consumer satisfaction can increase interest in returning to use a service. In addition, customer satisfaction is closely related to initial and after-sales marketing with good service and openness so that consumers will become loyal to the product (Othman et. al., 2021).

Conceptual Framework and Hypothesis Development

The Effect of Islamic Service Quality on Price

Research shows that Islamic service quality includes respect for Islamic values, compliance with sharia laws, and use of appropriate language (Subhan et al., 2023). These service qualities have an influence on consumer price perceptions in the context of Umrah services. Siregar & Mappadeceng (2020) state that the perception of a fair price (e.g., price compatibility with product quality) can affect consumer satisfaction. In this case, if the quality of Islamic services is considered high, the price applied will be more easily accepted by consumers, given the added value from the religious side that they feel.

H_1: Islamic service quality affects the price of Umrah travel services.

The Effect of Islamic service quality on customer satisfaction

Based on the research results of Subhan et al. (2023), Islamic service quality has a significant influence on customer satisfaction in organizing Umrah and Hajj. Consumers who are served according to Islamic principles (for example, respect for local culture and compliance with Islamic law) tend to feel more satisfied. This suggests that service quality that is relevant to the beliefs and values upheld by consumers will increase customer satisfaction.

H_2: Islamic service quality affects Umrah travel customer satisfaction

The Effect of Price on Customer Satisfaction

Prices that are reasonable and in accordance with the quality of the product or service significantly affect customer satisfaction. Siregar & Mappadeceng (2020) suggest that prices that are in line with consumer expectations and purchasing power are closely related to the level of satisfaction. When consumers feel that the price they paid is comparable to the benefits received (both in service quality and experience), consumers will be satisfied.

H_3: Price affects Umrah travel customer satisfaction.

The Effect of Islamic Service Quality on Repurchase Intention

Subhan et al. (2023) and Othman et al. (2019) state that service quality, especially Islamic service quality, has a significant impact on repurchase intention. When consumers find that the services provided are in accordance with Islamic principles and fulfill consumer expectations, consumers tend to have a desire to use the service again.

H_4: Islamic service quality affects repurchase intention.

The Effect of Price on Repurchase Intention

Price perception also has a significant effect on repurchase intention. Wicaksana & Santosa (2022) show that positive price perceptions can increase repurchase intention. If consumers feel that the price they pay is fair as well as the benefits they get, then the possibility of them repurchasing the service in the future will increase.

H_5: Price affects repurchase intention

The Effect of Customer Satisfaction on Repurchase Intention

According to Othman et al. (2020), customer satisfaction has an important role in increasing repurchase intention. Consumers who are satisfied with a service are more likely to repurchase. In the context of Umrah travel, if consumers are satisfied with the quality of Islamic services and reasonable prices, they will be more likely to use the same services in the future.

H_6: Customer satisfaction affects repurchase intention

The Effect of Islamic Service Quality on Repurchase Intention Mediated by Customer Satisfaction

Islamic service quality affects customer satisfaction, which in turn will increase repurchase intention. Customer satisfaction acts as a mediator in the relationship between Islamic service quality and repurchase intention, as explained by Subhan et al. (2023). Services that fulfill consumers' religious expectations will increase their satisfaction, which then leads to the intention of using the same service in the future.

H_7: Islamic service quality affects repurchase intention through the mediation of customer satisfaction.

The Effect of Price on Repurchase Intention of Umrah Travel Services Mediated by Customer Satisfaction

Prices that are compatible with the quality of the product or service can increase customer satisfaction, which will encourage repurchase intention. This is in line with research showing that prices that are affordable and in accordance with quality can strengthen consumer loyalty and the intention to return to use the same product or service (Wicaksana & Santosa, 2022). Yusuf et al. (2021) and Macura & Smiljanić (2021) emphasize that customer satisfaction is an evaluation of the product or service received, including an assessment of the price paid. An appropriate price will create higher satisfaction, which in turn increases consumer loyalty and repurchase intention.

H_8: Price affects repurchase intention

Based on the problems and the theoretical basis that have been described, the authors can formulate the framework in this study as follows:

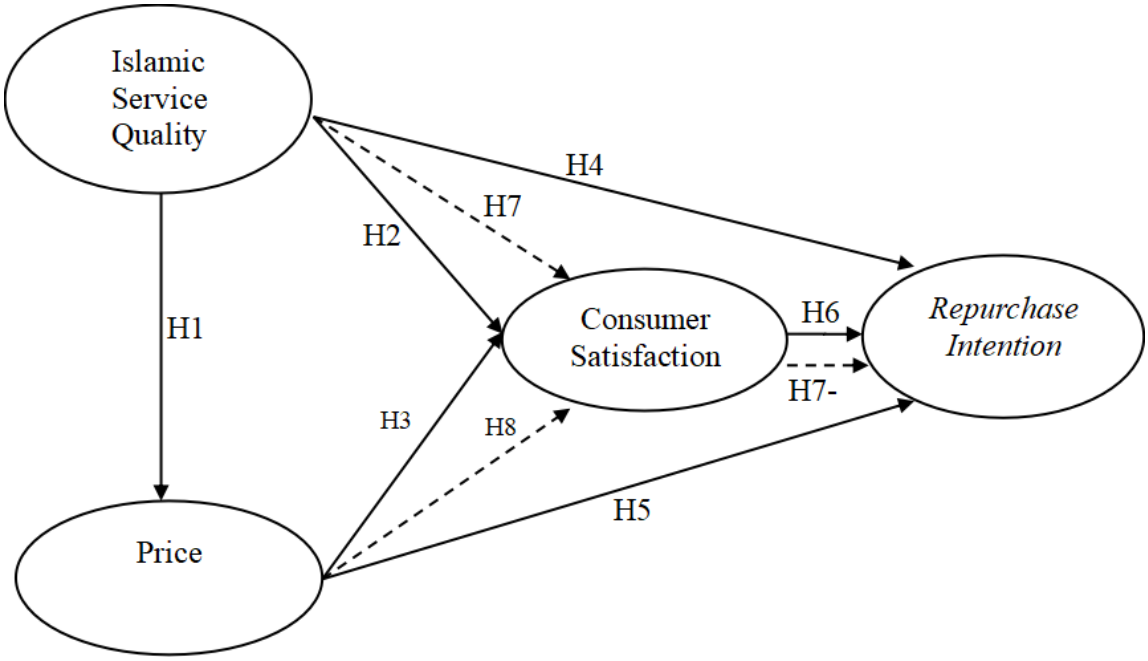

Figure 1. Research Model

Methodology

Type and Source of Data

This study aims to analyze the effect of Islamic service quality (X1) and price (X2) on consumer satisfaction (Y1) and repurchase intention (Y2) for Umrah pilgrims in Pekanbaru, Riau, Indonesia. This research also used quantitative methods, which in conducting this research was based on certain populations and samples. The population of this research were Umrah pilgrims in Pekanbaru City who had performed Umrah more than once. Due to limited time and access to several Umrah provider, this study used a non-probability sampling method. The number of samples was 175 samples. Testing was conducted using SEM analysis techniques through the Smart PLS 4.0 application. The place and time of the research were conducted in the range of November 2023 to August 2024 in the city of Pekanbaru, Riau, Indonesia.The types of data used in this study are primary and secondary data. Primary data is obtained by distributing questionnaires to respondents, either directly face-to-face or online by filling out a Google Form. The questionnaire used a measurement scale of ordinal data.

The operationalization table of variables follows (Othman and Owen., 2001; Kotler (2008); Untoro (2010); Ramadani et. al., 2019; Siregar & Mappadeceng (2020); Abror et. al., 2020; and Subhan et. al., 2023):

Table 3. Operationalization Variables

Variable	Definition	Indicator
Islamic Service Quality	***Compliance*** Compliance with the Islamic law	1. Implementation of manasik in accordance with Shari'ah 2. There are no payment transactions

		that contain usury 3. Trustworthy
	Assurance Employee knowledge that creates a sense of confidence of the pilgrims (confidence)	1. Employee knowledge related to Umrah package products 2. The ability of employees to convince pilgrims on increasing trust 3. Adequate employees 4. Tour leader skill 5. The competence of the worship guide (muthowwif)
	Reliability The ability of travel to provide the guaranteed service accurately	1. Timely service 2. Accurate records, including documentation 3. Accurate offering 4. Accurate billing 5. Easy enrollment procedure
	Tangibility Physical appearance of service facilities, equipment, human resources and communication materials for Umrah provider	1. Prominent office 2. Comfortable office environment 3. Staff appearance 4. Adequate hotel facilities 5. Adequate transportation facilities 6. Quality worship equipment
	Empathy Travel services understand the problems for benefit of the pilgrims	1. The role of personnel who are easy to contact in serving the congregation 2. Have good communication. 3. Understand the needs of the pilgrims
	Resposiveness The ability of travel services to respond to requests immediately	1. Attitude to serve the pilgrims each stage quickly 2. Timeliness of service 3. Able to answer questions 4. Readiness in performing services
Price	The amount of value that consumers have to pay for a good or service in monetary terms	1. The price is comparable to the facilities obtained 2. Prices have competitiveness with other similar products 3. Price compatibility with service quality

Consumer Satisfaction	A measure of consumer satisfaction with the product or service they receive from service provider	1. Overall perceived satisfaction 2. Congruence between expectations and hopes 3. Above average service performance
Repurchase Intention	A desire for a product, whether in the form of goods or services that is motivated by satisfaction and indicates a desire to make repeat purchases in the future.	1. Interest in returning to perform Umrah 2. Interest in reusing the same travel services compared to other travelers 3. Interest in recommending to others

Source: Processed Data, 2024

Results and Discussion

Results

Characteristics of respondents

The characteristics of respondents consist of gender, age, latest education, occupation, and number of Umrah departures as listed in the following table:

Table 4. Characteristics of Respondents

No	Category	Number Of People	Percentage
1	**GENDER**		
	MALE	111	63%
	FEMALE	64	37%
	TOTAL	175	100%
2	**AGE**		
	17 - 30 Years	12	7%
	31 - 40 Years	39	22%
	41 - 50 Years	49	28%
	51 - 60 Years	34	19%
	> 60 YEARS	41	23%
	TOTAL	175	100%
3	**Last Education**		
	Elementary school		0%
	Junior high school	2	1%
	High school	58	33%
	Diploma (D3)	3	2%
	Bachelor (S1)	84	48%
	Master (S2)	25	14%
	Doctoral (S3)	3	2%
	TOTAL	175	100%
4	**Occupation**		
	Civil Servant/ASN	32	18%

No	Category	Number Of People	Percentage
	Private / State-owned Employees	23	13%
	Military / Police	4	2%
	Entrepreneur	60	34%
	Others	56	32%
	TOTAL	175	100%
5	**Income**		
	< 3.500.000,-	30	17%
	3.500.000 s.d 5.000.000,-	48	27%
	5.000.000 s.d 7.500.000,-	35	20%
	7.500.000 s.d 10.000.000,-	25	14%
	> 10.000.000,-	37	21%
	TOTAL	175	100%
6	**Many Times did Umrah**		
	One time		0%
	Twice	129	74%
	More than two times	46	26%
	Never		0%
	TOTAL	175	100%

Source: Processed Data, 2024

Based on the data, the majority of respondents were male. This shows that males have a more dominant role in decision-making to perform umrah or have more opportunities to perform umrah than females in Pekanbaru. In terms of age group, the dominant age in this study is between 41-50 years old and above 60 years old. This indicates that the middle-aged and elderly age groups are more likely to perform Umrah. At 41-50 years old, individuals have usually achieved economic and family stability, thus having more time and resources for Umrah. While the over-60 age group views umrah as an important part of worship in old age, utilizing the opportunities they have in their remaining years.

Based on educational background, it shows that most respondents have a moderately high educational background. Higher education tends to contribute to a greater awareness of the importance of Islamic service quality and price and may influence their decision to perform Umrah repeatedly. Respondents who have jobs as entrepreneurs and others dominated the occupational groups. The entrepreneur group usually has greater financial flexibility and time to travel for Umrah.

Incomes above Rp3,500,000 account for 83% of respondents, with 21% above Rp10,000,000. The majority of respondents have relatively good incomes, which allows them to perform Umrah more than once. This also indicates that Umrah services tend to be of interest to the middle to upper class. Respondents with secondary to higher education and relatively good incomes are more likely to perform Umrah more than once. This emphasizes the importance of service quality and price offered by umrah provider in maintaining satisfaction and intention to re-do umrah.

Inferential Statistics

Validity and Reliability Test

Convergent validity is part of the measurement model, which in SEM-PLS is referred to as the outer model. It can maintain indicators with a value of 0.40–0.70 if these indicators can increase AVE and CR above the threshold (threshold) (Mahfud and Ratmono, 2021). The AVE limit value is 0.50 and CR is 0.7.

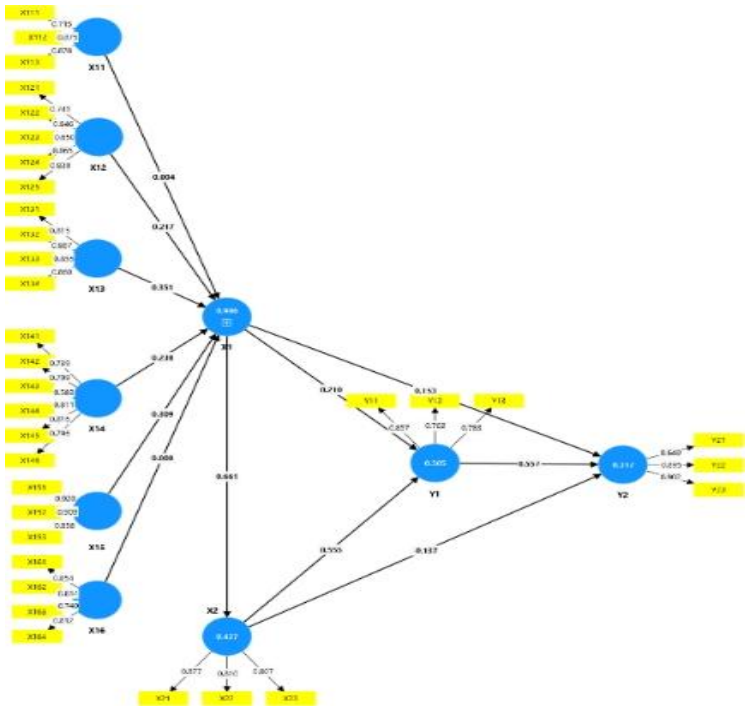

Figure 2. Outer Model Analysis

Based on the test results, there are 3 indicators that have a value <7, namely indicator X123 (Travel must have adequate employees) = 0.651, X143 (tidy staff appearance) = 0.583, and Y21 (interest in returning to perform Umrah) = 0.648. As stipulated above, indicators that have an outer loading value < 4 can still be maintained; these indicators are retained for the next process or stage. Therefore, all indicators can be declared valid. Furthermore, validity testing is carried out based on the Average Variance Extracted (AVE) value.

Table 5. Validity Testing Based on AVE

Dimensions and Variable	Cronbach's alpha	Composite *reliability* (rho_a)	Composite *reliability* (rho_c)	Average variance extracted (AVE)
X1	0,944	0,945	0,951	0,580
X2	0,777	0,780	0,871	0,692
Y1	0,726	0,754	0,843	0,643
Y2	0,753	0,795	0,861	0,679

Source: Smartpls Processed Data, 2024

It was found that all AVE values were > 0.5. The recommended AVE value is > 0.5 (Mahfud and Ratmono, 2021). For this reason, it can be stated that the dimensions and variables are valid. Furthermore, discriminant validity testing is carried out. The following is a test of discriminant validity through the Fornell-Larcker approach, as shown in the table below.

Table 6. Discriminant Validity Testing based on Fornell & Larcker

	X1	X2	Y1	Y2
X1	0,761			
X2	0,652	0,832		
Y1	0,575	0,693	0,802	
Y2	0,383	0,353	0,550	0,824

Source: Smartpls Processed Data, 2024

Based on the data above, it is found that the value for each latent variable is greater than the correlation value between other latent variables. So it is concluded that it has met the requirements of discriminant validity. Furthermore, it is determined through the HTMT (hetero-monotrait ratio of correlations) approach. Dimensions and variables are declared valid if the value is <0.9.

Table 7. Discriminant Validity Testing based on HTMT

	X1	X2	Y1	Y2
X1				
X2	0,753			
Y1	0,659	0,887		
Y2	0,476	0,456	0,732	

Source: Smartpls Processed Data, 2024

Based on the data above, it is shown that in the results of testing discriminant validity through the HTMT approach, all values are <0.9. So it is concluded that all dimensions and variables have fulfilled the requirements of discriminant validity based on the HTMT approach. Furthermore, testing discriminant validity through the *cross-loading* approach. It is obtained that the correlation value of an indicator of each variable has a high correlation compared to other construct variables. This can explain why all indicators on each construct variable are declared to have fulfilled the discriminant validity requirements.

Furthermore, reliability testing is carried out based on the *composite reliability* (CR) and *Cronbach's alpha* (CA) values. The recommended CR and CA values are above 0.7 (Mahfud and Ratmono, 2013: 67). The following are the results of reliability testing based on *composite reliability* (CR) and *Cronbach's alpha* (CA):

Table 8. Reliability Testing Based on *Cronbach's Alpha* (CA)

Dimensions and Variable	*Cronbach's alpha*	*Composite reliability (rho_a)*	*Composite reliability (rho_c)*
X1	0,944	0,945	0,951
X2	0,777	0,780	0,871
Y1	0,726	0,754	0,843
Y2	0,753	0,795	0,861

Source: Smartpls Processed Data, 2024

Based on the data above, it is shown that the CR and CA values are > 0.7, so it can be concluded that the model has fulfilled the reliability requirements. Furthermore, *a collinearity* evaluation is carried out; the aim is to test whether there is a strong correlation or relationship between dimensions; the VIF value is expected to be <5. Based on the test, it is obtained that all VIF values are <5, so it is concluded that there are no collinearity problems.

Testing the Structural Model (Inner Model)

After testing validity and reliability, the next step is to test the structural model (*inner model*). *Inner model* testing is carried out to analyze the influence between latent variables or constructs. *Inner model* evaluation is carried out by examining the coefficient of determination R^2 (*R-Square*) and *goodness of fit* (GoF). The first evaluation begins by examining the *R-Square* for each endogenous variable; the greater the *R-Square* value, the greater the influence of exogenous latent variables on endogenous variables.

Table 9. R-Square

Variable	R-square	R-square adjusted
X1	0,986	0,985
X2	0,437	0,433
Y1	0,505	0,499
Y2	0,317	0,305

Source: Smartpls Processed Data, 2024

Based on the data above, it is shown that the CARTER dimension (*compliance*, assurance*, reliability*, *tangibility*, *empathy,* and *responsiveness*) is able to influence Islamic service quality by 98.6%. Then, Islamic service quality is able to affect prices by 43.7%. Furthermore, Islamic service quality and price are able to affect customer satisfaction by 50.5%. And finally, Islamic service quality, price, and customer satisfaction are able to affect *repurchase intention* by 31.7%. While the rest is explained by other variables outside the research model.

Next, evaluate the *fit model* through the *Goodness of Fit* (GoF) approach. *Goodness of Fit* (GoF) by examining the *Standardized Root Mean Square Residual* (SRMR) value. The model is considered feasible to explain the relationship between these variables if the SRMR value is <0.08 or can be tolerated to <0.1 (Hardisman, 2021).

Table 10. Goodness of Fit Testing

	Estimated Model
SRMR	**0,097**

Source: Smartpls Processed Data, 2024

Based on the data above, it is shown that the SRMR test result is 0.097. This means that the SRMR value in this model is <0.1, so it can be concluded that the model is considered feasible.

Hypothesis Test

To see whether the hypothesis is accepted or not, it is necessary to conduct a structural analysis or hypothesis testing using the *bootstrapping* function in SmartPLS. This analysis proves whether the relationship between exogenous (independent) variables and endogenous (dependent) variables is significantly related, or socially, it can be called the effect of exogenous variables on endogenous variables.

Table 11. Hypothesis Testing Results

Influences	Original sample (O)	T *statistics* (|O/STDEV|)	P-values	Information
X1 -> X2 (Islamic Service Quality -> Price)	0.661	9.419	0.000	Significant
X1 -> Y1 (Islamic Service Quality -> Customer Satisfaction)	0.210	2.679	0.007	Significant
X1 -> Y2 (Islamic Service Quality -> Repurchase intention)	0.153	1.486	0.137	Not Significant
X2 -> Y1 (Price -> Customer Satisfaction)	0.555	7.442	0.000	Significant
X2 -> Y2 (Price -> Repurchase intention)	-0.137	1.337	0.181	Not Significant
Y1 -> Y2 (Customer satisfaction -> Repurchase intention)	0.557	4.890	0.000	Significant
X1 -> Y1 -> Y2 (Islamic Service Quality -> Customer Satisfaction -> Repurchase intention)	0.117	2.365	0.018	Significant
X2 -> Y1 -> Y2 (Price -> Customer Satisfaction -> Repurchase intention)	0.309	3.702	0.000	Significant

Source: Smartpls Processed Data, 2024

The parameters used to evaluate the *t-statistics* value against the *t-table* value and the *P-values* value threshold. If the *t-statistics* value > *t-table* and *P-value* <0.05, then the hypothesis test is accepted (significant); however, if the *t-statistics* value < *t-table* and *P-value* > 0.05, then the hypothesis test is rejected (not significant) (Hardisman, 2021). In this study, the *t-table* value is 1.65. This value is obtained from df = n - k = number of samples - number of variables = 175 - 4 = 171 and an alpha of 5%.

Based on the data above, it is shown that the variables have a significant effect,
1. Islamic Service Quality -> Price
2. Islamic Service Quality -> Customer Satisfaction
3. Price -> Repurchase intention
4. Consumer satisfaction -> Repurchase intention
5. Islamic service quality > customer satisfaction > repurchase intention
6. Price -> Customer Satisfaction -> Repurchase intention

While the variables whose influence is not significant are:
1. Islamic Service Quality -> Repurchase Intention
2. Price -> Customer Satisfaction

Discussion

The Effect of Islamic Service Quality on Price

Based on the results of the analysis obtained, the quality of Islamic services has a significant effect on price. This is confirmed by the fact that improvements in service quality will have a direct impact on the pricing offered by Umrah Travel. The compliance dimension shows that respondents consider the importance of implementing manasik according to sharia to create a sense of security and comfort for pilgrims and trustworthiness in transactions. Furthermore, the

assurance dimension highlights the importance of trust in the competence of personnel and their professionalism. When pilgrims are confident that they are being served by skilled and experienced staff, they feel able to accept the agreed price, as pilgrims feel they are getting a comparable quality of service. The reliability dimension is also crucial in building trust. The traveler's ability to deliver services on time and according to the promises made creates high customer satisfaction. On the other hand, the tangible dimension shows that the physical quality of offices, hotels, and adequate transportation gives a strong impression of the value of services so that it influences customer decisions in choosing and considering prices. The empathy dimension illustrates the importance of a personalized approach and attention to the individual needs of the congregation.

Finally, the responsiveness dimension emphasizes quickness and efficiency in providing solutions, strengthening customer trust, and adding value to the service received.

Overall, this analysis confirms that Islamic service quality has a significant effect on price. Respondents who perceive high service quality tend to have a positive perception of the price offered. Investment in service improvement will not only improve price perception but also build strong customer loyalty. These results are in line with research conducted by Aditia et. al. (2021) that service quality affects price.

The Effect of Islamic Service Quality on Consumer Satisfaction

Islamic service quality is a very important factor for Umrah pilgrims. Services that are in accordance with Islamic principles, such as adherence to sharia, reliability, quick response, and an empathetic and caring attitude on the part of the umrah organizer, greatly affect consumer satisfaction. When pilgrims feel that their spiritual needs are being fulfilled through good service, their level of satisfaction will increase. These results illustrate that Islamic service quality is an important determinant of customer satisfaction, especially in the context of religious services such as Umrah.

This research is in line with previous studies that state that service quality tends to increase customer satisfaction, especially in the context of religion-based services, as research conducted by Subhan et. al. (2023) showed that Islamic service quality has a significant effect on customer satisfaction in organizing Umrah and special Hajj.

The Effect of Islamic Service Quality on Repurchase Intention

Islamic service quality is shown not to directly encourage pilgrims to use the same service again. Consumers who experience high Islamic services do not immediately plan to repurchase, but the overall satisfying experience, such as services provided in accordance with the offer, expectations that match perceptions, and services provided above average, make them more likely to return in the future. While Islamic service quality is important, there are other factors that can help influence it, such as price and other factors. From this picture, consumers will consider a combination of various factors when deciding to reuse travel services, so Islamic service quality does not have a significant effect directly.

These results suggest that the relationship between Islamic service quality and repurchase intention is more complex than expected. Consumers who have performed Umrah tend to evaluate their experience thoroughly. Thus, while Islamic service quality is important for spiritual satisfaction, other operational aspects also contribute to repurchase intention.

The Effect of Price on Consumer Satisfaction

Price is one of the main factors that influence consumer satisfaction in choosing Umrah services. Prices that are in line with expectations, both in terms of affordability and fairness to the facilities provided, will increase positive perceptions of Umrah providers. Umrah consumers

usually have a preference for reasonable prices while still providing good service quality. Therefore, service providers should consider competitive pricing strategies without sacrificing service quality. Reasonable and competitive prices are an important factor in consumers' decisions to choose an Umrah provider. Prices that reflect the value received by consumers, for example, in the form of adequate facilities, competent muthawwif, and responsive services, will create higher satisfaction. Umrah organizers need to consider offering prices that are comparable to the quality of services provided to increase satisfaction and foster positive perceptions of their brand. These results are in line with research conducted by Siregar & Mappadeceng (2020), who showed that price is an important factor to be investigated in Umrah travel services because price has an effect on pilgrim satisfaction.

The Effect of Price on Repurchase Intention

Although price has a significant effect on satisfaction, the results show that price does not have a significant effect on repurchase intention. The price factor cannot stand alone to get pilgrims' interest in reusing the same travel but must be supported by other factors such as optimal service quality. This result shows that Umrah organizers need to focus on improving customer experience, not just offering competitive prices. Consumers tend to prioritize the overall experience they get during Umrah. While price is important, factors such as Islamic service quality also play an important role in influencing interest in repeating with the same travel provider. This suggests that service providers need to focus on a combination of price and overall experience quality to increase consumer loyalty. This result is inversely proportional to the opinion of Wicaksana & Santosa (2022), which states that price perception has the effect of increasing repurchase intention.

The Effect of Customer Satisfaction on Repurchase Intention

Customer satisfaction is a key determinant in establishing loyalty and interest in reusing services in the future. When consumers feel satisfied with the services received, all services are in accordance with what is offered, expectations match perceptions, and services are above average, then pilgrims will be more likely to recommend and re-select the same service provider. These results emphasize the importance of Umrah organizers' efforts to ensure that each dimension of Islamic service quality can be realized properly so as to generate congregational satisfaction. These results are also in line with the research of Subhan et. al. (2023) that the interest in reusing the organization of Umrah and special Hajj is significantly affected by consumer satisfaction statistics.

The Effect of Islamic Service Quality on Repurchase Intention through Customer Satisfaction

Customer satisfaction mediates the effect of Islamic service quality on repurchase intention. This shows that good Islamic service quality will increase customer satisfaction, which will encourage pilgrims to return to using the same service in the future. Customer satisfaction serves as a mediator in the relationship between Islamic service quality and repurchase intention. This emphasizes that Islamic service quality must be maintained and improved to build long-term relationships with consumers. The results of this study indicate that Umrah service providers in Pekanbaru need to focus on improving service quality in accordance with Islamic values to increase customer satisfaction and loyalty. These results are in line with research conducted by Subhan et. al. (2023), which states that Islamic service quality affects repurchase intention through pilgrims' satisfaction.

The Effect of Price on Repurchase Intention through Consumer Satisfaction

Prices that are competitive and in accordance with the services received will increase consumer satisfaction. This satisfaction will affect the pilgrims' interest in reusing the service. This suggests that consumer satisfaction is an important mediator that service providers should consider in their marketing strategies. Prices that match the quality of service received will increase consumer satisfaction. Umrah service providers in Pekanbaru should focus on competitive pricing, providing prices that are in accordance with the services provided and comparable to the facilities obtained. This is important to build and maintain consumer loyalty, as well as improve the reputation of service providers in the eyes of prospective Umrah pilgrims. Thus, an appropriate pricing strategy is the key to success in winning the competition in the Umrah organizing industry. This is in line with research conducted by Setiawan and Fitri (2019) that price affects consumer repurchase interest mediated by customer satisfaction.

Conclusion and Suggestion

Conclusion

Based on the results of the analysis of the effect of Islamic service quality and price on customer satisfaction and repurchase intention for Umrah pilgrims in Pekanbaru City, it can be concluded: First, Islamic service quality has a significant effect on price. This shows that the higher the quality of Islamic services offered by travel, the greater the price perception of consumers. Second, Islamic service quality has a significant effect on customer satisfaction. This shows that Umrah pilgrims who experience the quality of Islamic services tend to feel satisfied. The dimensions of Islamic service quality, which include compliance, assurance, reliability, tangibility, empathy, and responsiveness, have an important role in creating customer satisfaction. Third, Islamic service quality has no significant effect on repurchase intention. The effect of Islamic service quality affects when customer satisfaction has been formed. Fourth, price has a significant effect on customer satisfaction. Prices that are considered suitable for the quality of service received will increase customer satisfaction. Fifth, price has no significant effect on repurchase intention. Price will affect when customer satisfaction has been formed. Sixth, customer satisfaction has a significant effect on repurchase intention. This confirms that customer satisfaction is the main key in building customer loyalty, which in turn tends to reuse the same Umrah travel services and recommend them to others. Seventh, customer satisfaction mediates the effect of Islamic service quality on repurchase intention. Eighth, customer satisfaction mediates the effect of price on repurchase intention. This shows that customer satisfaction is a very important variable in the relationship between other variables.

Suggestion

The suggestions from the results of this study for Umrah organizers are: First, improve the quality of Islamic services by paying attention to indicators of each service dimension that seem low, such as ensuring that Umrah manasiks are in accordance with Shari'a, an adequate number of employees, easy registration procedures, tidy staff appearance, understanding consumer needs, and employees who are able to respond to pilgrims' questions. Second, in terms of pricing, it must consider the quality of service to be provided to pilgrims so that the services obtained are in accordance with the needs of the congregation. So that the price given is in accordance with the quality of service received by the pilgrims. Third, have a well-defined office so that prospective pilgrims are confident in determining the Umrah provider of their choice and have employees who have attractive appearances in serving the pilgrims, both in the country and in the holy land of Mecca and Madinah. Fourth, conduct socialization related to the virtues and importance of Umrah so that prospective pilgrims and the public realize their intention to carry

out Umrah. Fifth, Umrah providers still have to consider a fair and transparent pricing strategy so that pilgrims would feel that the value they receive is commensurate with the costs incurred. Sixth, research can be conducted on a wider scale, such as the entire Riau province.

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