The Influence of Islamic Service Quality and Trust on Customer Satisfaction and Intention in Reusing The Services in The Implementation of Umrah and Special Hajj Pilgrimage

Pengaruh Kualitas Pelayanan Islami dan Kepercayaan terhadap Kepuasan Pelanggan serta Minat Menggunakan Kembali Jasa dalam Penyelenggaraan Ibadah Umrah Dan Haji Khusus

[1]Abdul Subhan ⓘD , [2]Achmad Firdaus ⓘD, [3]Mukhamad Najib ⓘD
[1,2] Program Pascasarjana, IAI TAZKI, Bogor, Indonesia
[3] Program Studi Magister Manajemen, Fakultas Ekonomi dan Manajemen, IPB University, Indonesia
Abdsubhan74@gmail.com, achmad.firdaus@tazkia.ac.id, najib@apps.ipb.ac.id.

ABSTRACT

Seeing the high potential for Umrah and Special Hajj departures, with a very large number of Umrah and Special Hajj travel, making competition between travel even higher. This study aimed to determine the effect of Islamic service quality and trust on customer satisfaction, which will relate to interest in using it again. The method used in this research was the quantitative exploratory method. The participants in this study were Umrah and Special Hajj pilgrims who are registered with Hajj and Umrah organizers with official permits and domiciled in Java. The sampling technique in this study was probability random sampling with a total sample of 100 respondents. The analysis technique of the study was SEM-PLS by using the SmartPLS 3.2.9 application. The results showed that the quality of Islamic services provided by the travel company and the trust of pilgrims have a significant influence on customer satisfaction felt by Umrah and Special Hajj pilgrims, which also affects their interest in re-patronage Umrah and Special Hajj services at the travel company. This research is very useful for Hajj and Umrah travel organizers in Indonesia in order to improve the quality of organizing Hajj and Umrah for the comfort and solemnity of customers' worship.

Keywords: Islamic Service quality, trust, service satisfaction, re-patronage Intention.

ABSTRAK

Melihat tingginya potensi keberangkatan Umroh dan Haji Khusus, serta jumlah travel penyedia layanan tersebut yang sangat banyak, membuat persaingan antar travel semakin tinggi. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan islami dan kepercayaan terhadap kepuasan pelanggan, yang akan berhubungan dengan minat pelanggan untuk menggunakan jasa dan layanan kembali. Metode yang digunakan dalam penelitian ini adalah metode eksplanatori kuantitatif. Partisipan dalam penelitian ini adalah jamaah umroh dan haji khusus yang terdaftar pada penyelenggara haji dan umroh yang memiliki izin resmi dan berdomisili di Pulau Jawa. Teknik pengambilan sampel dalam penelitian ini adalah probability random sampling dengan jumlah sampel sebanyak 100 responden. Teknik analisis dalam penelitian ini adalah SEM-PLS dengan menggunakan aplikasi SmartPLS 3.2.9. Hasil penelitian menunjukkan bahwa kualitas pelayanan islami yang diberikan oleh perusahaan travel dan kepercayaan jamaah memiliki pengaruh yang signifikan terhadap kepuasan pelanggan yang dirasakan oleh jamaah umroh dan haji khusus, yang juga berpengaruh terhadap minat mereka untuk menggunakan kembali jasa pelayanan umroh dan haji khusus pada perusahaan travel tersebut. Penelitian ini sangat bermanfaat bagi para penyelenggara perjalanan haji dan umroh di Indonesia dalam rangka meningkatkan kualitas penyelenggaraan ibadah haji dan umroh demi kenyamanan dan kekhusyukan ibadah pelanggan.

Kata Kunci: Kualitas Pelayanan Islami, Kepercayaan, Kepuasan Pelanggan, Minat menggunakan kembali jasa.

I. INTRODUCTION

The organization of Umrah and the Special Hajj is one of the most important services for Muslims around the world. The quality of service in the organization of this worship is crucial. This is directly related to customer satisfaction and interest in re-patronage the services of the organizer. In this context, Islamic service quality and trust are considered important factors in building long-term relationships between organizers and customers. Islamic service quality includes respect for Islamic values and local culture, adherence to Islamic rules and ethics, and the use of polite and correct language. According to Statistics Indonesia (BPS) (2018), the Indonesian Hajj Pilgrims Satisfaction Index (IKJHI) in Saudi Arabia for 139H/2018AD is 85.23. This means that the public administration services provided to Indonesian hajj pilgrims meet the criteria of "very satisfying". Compared to the satisfaction index in the previous year of 8.85, the 2018 satisfaction index increased by 0.38 points. The results of the satisfaction level above show that the public's interest in Indonesia performing Hajj is very large.

The quality of service on a Hajj and Umrah trip greatly affects customer satisfaction with services for organizing Hajj and Umrah while in Saudi Arabia (Othman et al., 2019). This strategy will certainly be directed to getting high customer loyalty in the form of using travel services again after consumers feel the service, or at least becoming a "word of mouth" promotion in the form of recommendations to other potential consumers (Elpansyah, Nurdin, and Rahayu, 2019; Belina, and Efendi, 2019). As revealed by Bareksa (2020), fake Umrah travel agencies usually offer much cheaper prices, and to date, there have been 261 complaints received regarding the organization of Umrah worship trips.

In addition, interest in buying a product again (repurchase intention) or, in the context of service products, interest in using services again (customer's re-patronage intention) is certainly an important aspect of loyalty, considering that the continuity of the service business depends on this. A customer's re-patronage intention is closely related to customer satisfaction. Someone who has been satisfied with the service of a business feels that he gets something more and spreads positive news to others (Faza and Widiyanto, 2016). This supports the assertion made by Othman et al., (2021) which stated that great customer satisfaction increases interest in repurchasing services. In addition, another definition of customer satisfaction is closely related to initial and after-sales marketing with good service and openness so that customers will become loyal to the product (Othman et al., 2019).

Many different kinds of businesses have conducted research on re-patronage intentions. According to research by Abdullah et al., (2018), customer happiness and service quality directly influence customers' inclinations to return to a business. Meanwhile, research conducted by Faza and Widiyanto (2016) found that core and peripheral service quality have an influence on customer satisfaction, and customer satisfaction also affects referral interest. Dawi et al., (2018) found that there is a positive relationship between service quality, customer satisfaction, and repurchase intention. However, Elrado, Kumadji, and Yulianto (2014) explained that there is a bond between the variables in this study, namely the variables of service quality, satisfaction, trust, and loyalty. Furthermore, research on consumer trust was conducted by Buddy, Tabroni, and Salim (2019), and the results of their research showed that service quality and trust have a significant effect on customer satisfaction.

This study combined variables found in previous studies. This study focused on the variables of Islamic service quality, trust, customer satisfaction, and interest in using Hajj and Umrah products. This research is in line with the research of Othman et al., (2020), where the results showed that the marketing mix has a significant positive effect on customer loyalty through customer satisfaction, both directly and indirectly. Likewise, research by Othman et al., (2019), which results in customer satisfaction, is closely related to initial and after-sales marketing with good service and openness so that customers will become loyal to the product. However, the difference with this study is that it discusses the quality of Islamic services and interest in reusing service products, which in research on Hajj and Umrah travel are still rarely discussed. In addition, the research site is an Indonesian Hajj and Umrah customer. This study used the PLS-SEM model to analyze the effect of Islamic service quality on using the product again.

Although previous studies have explored the factors influencing customer satisfaction and repurchase intentions in various industries, there is still a research gap when it comes to examining these factors specifically in the context of organizing Umrah and special Hajj services. However, there is limited research on the impact of Islamic service quality and trust on customer satisfaction and the intention to re-patronage intention in this particular industry. Among these studies are those by Othman et al., (2020). They conducted research related to Umrah services in Malaysia. Othman et al.,

(2021), examined after-sales services for Umrah services in Malaysia. Previous studies have examined the relationship between service quality, customer satisfaction, and repurchase intentions.

This study has differences from previous research, namely by testing the trust variable as one of the research variables. In addition, the variable of customer satisfaction acts as an intermediary variable. This study aimed to see the effect of Sharia service quality and trust on customer satisfaction and the re-patronage intention to the implementation of Umrah and special Hajj. This research was very useful for Hajj and Umrah travel managers. Hopefully, they can provide the best quality service when welcoming guests of Allah SWT.

II. LITERATURE REVIEW

Re-patronage Intention

Several academics have looked at the variables affecting consumers' propensity to repurchase. According to Elpansyah, Nurdin, and Rahayu (2019), factors influencing purchasing interest include things like the company's reputation as well as suggestions from people who have used the service provider in a similar way. According to Hellier et al., (2003), repurchase intention refers to a person's decision to repurchase the specified service from the same business after taking into account the current condition and any potential circumstances. The importance of providing clients with satisfactory service in motivating their intent to return is highlighted by Asghar et al., (2021).

Researchers have developed a number of parameters to gauge customers' propensity for repeat purchases. Yi and La (2004) proposed three fundamental dimensions: unwillingness to pay higher costs, resistance to better alternatives, and purpose to spread word-of-mouth recommendations. These factors offer information about client loyalty and the likelihood that they will make subsequent purchases. In addition, Phuong and Trang (2018) contended that repurchase interest and customers' desire to recommend the product to others can both be used to account for repurchase intention.

Re-patronage intention can be seen as a sign of loyalty, indicating how consumers feel and behave when using a service or product over time. Repurchase intention, which Ali (2019) described as the urge to make numerous subsequent purchases, whether of the same or unrelated commodities, is based on prior research. This concept places a strong emphasis on the value of returning customers and the opportunity for cross-category purchases. Additionally, Ali's description fits with the idea of re-patronage intention, in which customers show their devotion by transacting with a service provider repeatedly.

Islamic Service Quality

Islam pays so much attention to plenary service, namely by giving the best and not ordinary, let alone bad, things. As Allah says in the Qur'an, namely:

يَٰٓأَيُّهَا ٱلَّذِينَ ءَامَنُوٓاْ أَنفِقُواْ مِن طَيِّبَٰتِ مَا كَسَبْتُمْ وَمِمَّآ أَخْرَجْنَا لَكُم مِّنَ ٱلْأَرْضِ ۖ وَلَا تَيَمَّمُواْ ٱلْخَبِيثَ مِنْهُ تُنفِقُونَ وَلَسْتُم بِـَٔاخِذِيهِ إِلَّآ أَن تُغْمِضُواْ فِيهِ ۚ وَٱعْلَمُوٓاْ أَنَّ ٱللَّهَ غَنِىٌّ حَمِيدٌ

"O you who believe, spend (in the way of Allah) a portion of the results of your good efforts and a portion of what We remove from the earth for you. And do not choose the bad and then spend from it, even though you yourself do not want to take it but by squinting at it. And know that Allah is Rich, Most Praised". (Q.S Al-Baqarah (2): 267).

Zainal (2017) stated that service is not just serving but understanding and feeling. As a result, the provision of services relating to the customer's heart can strengthen the position in the customer's mind share. This heart-and-mind sharing can foster customer loyalty to a product or company.

According to Othman and Owen (2001), Islamic service quality has six dimensions: tangible, reliability, responsiveness, assurance, empathy, and compliance. Based on this, the dimensions of Islamic service quality in Umrah and Hajj travel are as follows:

1. Tangibles

Tangibles in the Umrah and Hajj travel business cover all physical aspects of the trip, such as the existence of an office building, the environmental conditions of the office location, the completeness of office equipment used (computers, printers, communication devices, etc.), and the physical appearance of personnel (uniforms, tidiness, good looks, and so on). In summary, it is the appearance of the physical aspect or physical evidence of travel.

2. Reliability

Every travel company will always try to be able to provide high service reliability, even if it

involves a third party in the implementation process. Problems that can occur are the process of obtaining a visa, namely, the fact that the visa does not come out as planned, delays from airlines, and several other technical problems that sometimes cause discrepancies with travel plans. On the other hand, for the departure of Hajj, some travelers sometimes make promises so that pilgrims have high hopes of being able to go on pilgrimage at the time promised by the travelers, even though the decision on when to depart for Hajj is determined by the Ministry of Religion.

3. Responsiveness

The attitude and willingness to serve the congregation at every stage of the activity process must be carried out quickly (responsively) and precisely. For example, the stage of waiting for the departure of the hajj, which lasts several years, can cause pilgrims to get bored and require clear information from travelers. In this case, travelers must be responsive and able to understand their congregation by providing clear reasons so that negative perceptions of the quality of their services can be avoided.

4. Assurance

Travel credibility will be gained over time because the honesty and responsibility of travel will be assessed by the congregation so that they can trust the service provider, including, in this case, the fulfillment of promises of travel services and Hajj departure times. The credibility of this travel is often assessed by pilgrims by looking at the figure of the ustadz used by travellers to guide worship. Even though the ustadz, as a patron of Umrah-Hajj services, occupies a higher social status position in the ustadz-jamaah relationship, the courtesy, respect, and friendliness of the travel personnel as a whole (ustadz, *muthawif*, staff, and employees) to pilgrims when providing services are still needed.

5. Empathy

Empathy in Umrah-Hajj travel is explained through three subdimensions, as follows:

1) Access in Umrah-Hajj travel is related to the role of travel personnel being able to be contacted easily in serving pilgrims by telephone or directly visiting the office by paying attention to the service's operating hours.

2) Communication is where all service providers, including those performing the Umrah and Hajj, require good communication skills with their customers. This capability is very much needed, especially when dealing with prospective hajj pilgrims who are waiting for their departure, which, because of the long wait, can raise doubts about the ability of travel to provide its services. In the process of service delivery, communication skills and the role of the ustadz (counselor) in guiding the Umrah and Hajj pilgrimages are important in assessing the quality of service provided by pilgrims.

3) Understanding Customers: Understanding consumers is the key to the success of all businesses, both for products in the form of goods and especially service products. Travel personnel at all levels need to understand and know their customers and their needs.

6. Compliance

Compliance with Islamic law refers to the adherence to the rules and principles set by Allah SWT. Zainal (2017) highlighted the importance of complying with Sharia, which is considered the divine guidance for human conduct in various aspects of life. Compliance with Islamic law is a fundamental responsibility for Muslims, as it ensures ethical behavior, social justice, and spiritual harmony. Therefore, the first hypothesis is formulated as follows,

H1: Islamic service quality has a positive impact on customer satisfaction.

Trust

Consumer trust is a key factor affecting consumer happiness in each of these studies. Customers are more likely to be pleased with the goods or services they receive when they have a high level of trust in the brand. According to Chulaifi and Setyowati's (2018) study, customer happiness is greatly influenced by the quality of the services provided. Good customer service can increase consumer confidence in a business. Customers believe they can rely on the business to live up to their expectations and deliver a satisfying experience. The research by Laely (2016) also discovered a significant correlation between consumer pleasure and trust. Customers are more likely to be pleased with the goods or services they receive when they have a high level of trust in the business. This trust may result from past dealings with the company, favorable encounters with the company, or the company's reputation.

The study by McKnight, Choudhury, and Kacmar (2002) emphasized the significance of trust in electronic transactions. The security and risks associated with online transactions sometimes cause

consumers to hesitate and express their concerns. On the other hand, customers who have a high level of trust in an online merchant feel at ease disclosing personal information, making purchases, and heeding the vendor's recommendations. To promote the widespread use of e-commerce, this trust is essential. Therefore, the second hypothesis is formulated as follows,

H2: Trust has a positive impact on customer satisfaction.

Customer Satisfaction

Customer satisfaction is very important in a sustainable business. Wailmi and Tamam (2022) concluded that customer satisfaction is significantly influenced by the quality of service of a company. This reflects the customer's evaluation of the product or service's ability to meet his needs and desires. The level of satisfaction is determined by the extent to which the product or service fulfills its promise. Othman (2021) highlighted the close relationship between customer satisfaction and initial and post-marketing activities. Initial marketing efforts play an important role in setting customer expectations and creating a positive perception of the product or service. Post-marketing, which includes factors such as good service and openness, is also important in maintaining customer satisfaction and fostering loyalty to the brand. An effective marketing strategy should focus on delivering high levels of customer satisfaction through consistent product performance and attentive customer service. Customer satisfaction is strongly influenced by the extent to which a product or service meets or exceeds customer expectations. When a product performs as expected or even exceeds expectations, customers experience varying degrees of satisfaction. Conversely, if the product fails to meet customer expectations, dissatisfaction and disappointment arise. Elrado, Kumadji, and Yulianto (2014) stated that when product performance does not match expectations, customers feel dissatisfied and disappointed. Therefore, the third hypothesis is formulated as follows,

H3: Customer satisfaction has a positive impact on interest in re-patronage intention.

III. RESEARCH METHODS

The approach used in this research was a quantitative approach. A quantitative approach is a model approach that produces numbers that provide objective values (Cristescu et al., 2021). The method used to collect data in this study was an exploratory approach. Exploratory research is a study exploring, especially stabilizing concepts that will be used in quantitative analysis (Brady & Robertson, 1999). In conducting exploration, a mature concept becomes a goal in research and has a broader conceptual range.

Research Framework

This study used the variables of Islamic service quality and trust as independent variables, as well as consumer satisfaction and re-patronage intention as dependent variables. Based on the literature review and the results of previous research, the concept of a thinking framework can be described as follows:
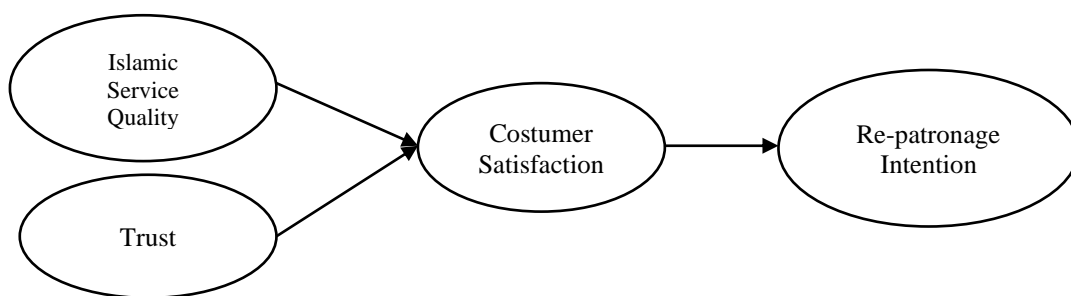
Figure 1. Research Framework

Data Collection Technique

Non-probability sampling, often known as convenience sampling, was the sampling method applied in this study. Non-probability sampling is a sampling strategy that is not randomized, which means that it does not provide every member of the population an equal chance to be chosen as a sample. According to Sharma (2017), convenience sampling is a sampling approach that is based on the researcher's consideration of convenience teori and can be used at any time. The research population was made up of alumni of Hajj and Umrah pilgrims spread across Banten, DKI Jakarta, West Java, Central Java, DI Jogjakarta, and East Java. The minimum sample size in this study was 100 respondents,

obtained from the minimum sample requirement of five times the number of core questions in the questionnaire (Hair Jr. et al., 2021).

To conduct analytical processing about Hajj and Umrah services, this research used an online questionnaire survey to describe as many Umrah and Hajj alumni communities as possible in Banten, DKI Jakarta, West Java, Central Java, DI Jogjakarta, and East Java. The survey was conducted using Google Forms, where the questionnaire were disseminated through social media groups such as WhatsApp and Facebook. The instruments in the questionnaire were 4 variables, namely Islamic services, trust, consumer satisfaction variables, and re-patronage intention variables, with 15 questions.

The Likert scale was used to measure a person's attitudes, opinions, and perceptions of social phenomena, with a range of points from 1 (one) to 4 (four), namely strongly disagree, disagree, agree, and strongly agree.

Table 1. Likert's Scale Intervals

No.	Item	Favorable	Unfavorable
1.	Strongly agree (SS)	4	1
2.	Agree (S)	3	2
3.	Disagree(TS)	2	3
4.	Strongly Disagree (STS)	1	4

After obtaining the answers of the n respondents, the next step was to group the respondents into 3 levels, namely the high, medium, and low categories. The equation below is the measurement scale used to analyze this research (Tate, 2010):

Table 2. Category Measurement Scale

Formula	Category
$X < (\mu - 1{,}0\sigma)$	Low
$(\mu - 1{,}0\sigma) \leq X < (\mu + 1{,}0\sigma)$	Medium
$(\mu + 1{,}0\sigma) \leq X$	High

Source: Tate (2010)

Where:

X = Empiris score

μ = Theoreticalavarage ((skor min + skormaks)/2)

σ = Theoretical standard deviation ((skormaks – skor min)/6)

Operational Variables

The operationalization of variables is the elaboration of the concepts examined in a study. Operational variables give meaning to a concept by determining the effort required to measure it (Levine, Klein, and Mathews, 2001). The definitions of variables in this study are:

Table 3. Operational Variables

No	Variable (Theoretical Concept)	Indicator	Measure	Scale
1	Re-patronage intention refers to the likelihood or intention of customers to revisit or repurchase from a particular service provider or business. (Wang, 2022)	1. Interest to buy back	The desire of consumers to interest in using the service again,	Interval
		2. Interest to recommend positively	Provide positive information and provide recommendations to people around.	
2	Consumer sentiment (the level of one's feelings after comparing the results that are felt with their expectations).	1. Satisfaction	Overall perceived satisfaction	Interval
		2. Confirmation of expectations	The degree of conformity between performance and expectations,	
		3. The Ideal comparison	Service performance when compared with the ideal service according to consumer	

|				perceptions	
	(Kotler & Armstrong, 2004)				
3	Quality of Islamic Services (The way the company meets or exceeds customer expectations) (Pakurar, et al., 2011)	1.	Responsiveness	Attitude and willingness to serve the congregation in every stage of the activity process quickly (responsive) and precisely.	Interval
		2.	Assurance	The expertise and skills of Umrah-Hajj travel in providing services to customers are mainly in the role of ustadz and *muthawif* (local guides).	
		3.	Empathy	The role of travel personnel is to be easily contacted, have good communication, and understand consumers	
		4.	Compliance	Compliance with laws and regulations or laws that have been established by Allah SWT	

Data Analysis Technique

SEM-PLS, or structural equation modeling, was the analysis method used in this investigation. A composite-based method for estimating structural equation models is called partial least squares structural equation modeling (PLS-SEM) (Hair Jr. et al., 2021). Maximizing the endogenous latent variables' explained variance was the objective. The SmartPLS 3.2.9 program was used in this work to assess structural models. According to Al-Emran, Mezhuyev, and Kamaludin's (2018) research, there are two phases to using SEM-PLS:

1. Path Model

Creating a path diagram that shows the link between the variables to be researched was the first step in research utilizing the SEM approach. The structural model, also known as the inner model, which is a model that represents the relationship between latent variables, and the measurement model, which describes the relationship between latent variables and what is being measured, were the two components that make up the path diagram. Reflective and formative measurement models are the two categories of measurement models used in constructs (Hair et al., 2014). A measurement method is known as formative claims that the construct is affected by the indicator. The indicator arrow points to the construct if it is shown in the diagram. Reflective, on the other hand, is a measurement that demonstrates how the construct influences the indicator. If depicted, the construction arrow points to the indicator (Hair et al., 2014). The path diagram at the beginning of the analysis can be described as follows:
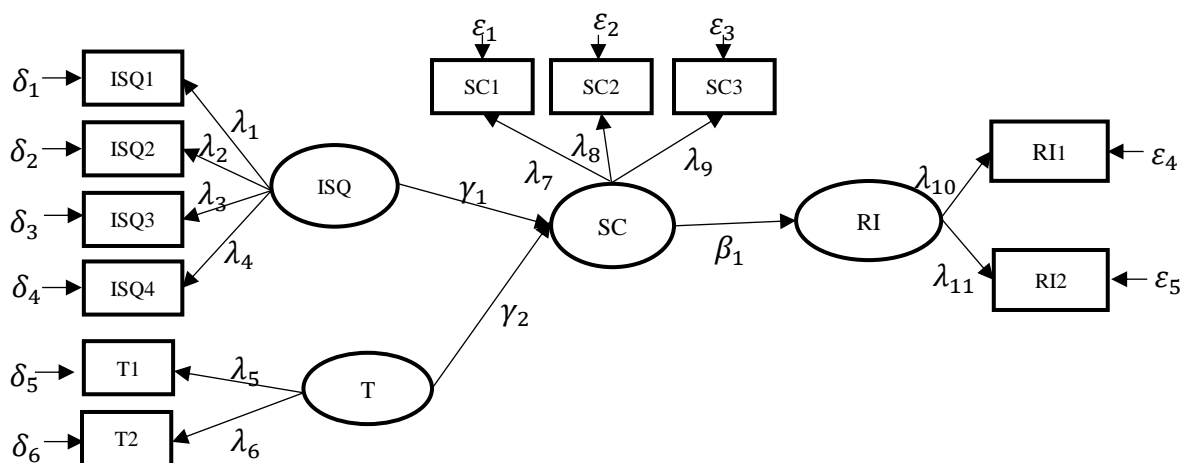
Figure 2. Research Model

2. Data Analysis

The stages of data analysis in PLS-SEM consisted of five stages, there were:

a. Model Identification

It is important to assess the measurement model using the outer model in order to determine the model in PLS-SEM. Outer model formation follows the following formula:

$$X = \pi x \xi + \varepsilon x$$
$$Y = \pi y \eta + \varepsilon y \tag{1}$$

Where:

X = Manifest variable matrix associated with the exogenous latent construct ξ

Y = Manifest variable matrix associated with endogenous latent constructs η

πx and πy = Matrix Loading

εx and εy = Residual model outer matrix

b. Convergent Validity

The degree to which measurement findings of one idea exhibit a positive connection with measurement data of other concepts that theoretically must be positively connected is known as convergent validity (Prasetyo, 2006: 103–104). On the contrary, convergent validity assesses the degree of correspondence between the constructs and latent variables (Ahmad et al., 2020). The standardized loading factor value can be used to determine convergence validity from the individual item reliability check. The indicator is stated to be legitimate as an indicator that measures the construct when the measurement (indicator) has a loading factor value over 0.7, which is considered optimal. However, a value of the standard loading factor greater than 0.5 is permitted, whereas one less than 0.5 is excluded from the model.

c. Discriminant Validity

Cross-loading was used to assess the reflective model's discriminant validity, followed by a comparison of the AVE value and the square of the correlation value between the constructs (or comparing the root of the AVE with the correlation between constructs). Comparing the correlation between indicators and both their own constructions and other block constructs is done using the cross-loading measure. A construct is said to predict its block size more accurately than other constructs if indicators associated with it have higher correlations with other blocks. Another indicator of discriminant validity is that the AVE root or AVE value must be greater than the correlation between the constructs or the correlation between the constructs squared (Hair Jr, et al., 2021).

d. Composite Reliability

Sholihin and Ratmono (2021) asserted that the coefficient of the latent variable is used to determine composite dependability. Two elements from this output reveal the criteria: composite reliability and Cronbach's alpha. Both must exceed 0.70 as a prerequisite for reliability. A construct can be deemed dependable if it satisfies both requirements.

e. Structural Model Evaluation (Inner Model)

The specification of the link between latent constructs and other latent constructs is determined by the inner model (Yamin and Kurniawan, 2011). The following is the inner model equation:

$$\eta = \eta\beta + \xi\Gamma + \zeta$$

Where:

Ŋ = Matrix of endogenous latent constructs

ξ = exogenous latent construct matrix

β = Coefficient matrix of endogenous variables

Γ = Coefficient matrix of exogenous variables

ζ = Inner residual matrix model

A model fit test, path coefficient, and R2 are used to assess the structural model (inner model). This model fit test is employed to evaluate how well a model fits the data. The average path coefficient (APC), average R-squared (ARS), and average variance factor (AVF) are the three test indices used in the model fit test (AVIF). For APC and ARS, the p-value has to be less than 0.05 or significant. Also, AFIV as a measure of multicollinearity needs to be lower than 5 (Sholihin, and Ratmono, 2021).

IV. RESULTS AND DISCUSSION
Result
Reflective Measurement Model Testing (Outer Model)
The reflective measurement model is the stage of testing the validity and reliability of each variable, both manifest and latent variables.

Convergent Validity
Testing convergent validity can be seen through the Average Variance Extracted (AVE) value. The AVE value is at least 0.5, which illustrates adequate convergent validity, meaning that one latent variable is able to explain more than half of the variance of its indicators on average (Hair Jr. et al., 2021).

Table 4. Average Variance Extracted Value

Latent Variable	Average Variance Extracted (AVE)
T	0.887
ISQ	0.821
SCI	0.784
RI	0.881

As each latent variable's AVE value was larger than 0.5 in table 4, it can be said that all latent variables accounted for more than half of the variance of each indicator. In addition, the loading factor value can be used to do convergent validity testing. A decent standard loading factor for each latent variable assessment determined based on its manifest variable must be above 0.5 and ideally 0.7 or higher, according to Hair et al., (2006).
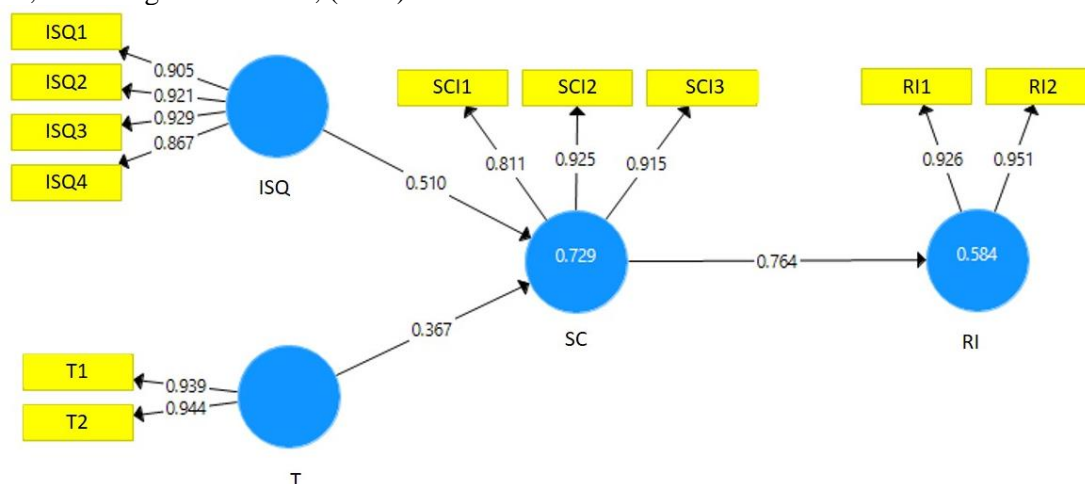
Figure 3. Path Diagram of Structural Equations

Figure 3 illustrates the loading factor coefficient on each path. In detail, the results of the correlation between indicators and their latent constructs (loading factors) are presented in Table 5 below.

Table 5. Output Loading Factor Result

Variables	Indicators	Loading Factor	Info
Trust	T1	0.939	Valid
	T2	0.944	Valid
Islamic Quality Service	IQS1	0.905	Valid
	IQS2	0.921	Valid
	IQS3	0.929	Valid
	IQS4	0.867	Valid
Customer Satisfaction	CS1	0.811	Valid
	CS2	0.925	Valid
	CS3	0.915	Valid

Re-patronage Intention	RI1		0.926	Valid
	RI2		0.951	Valid

Table 5 above shows that all indicators were greater than 0.70. With these results, it can be said that the convergent validity of the indicators has been fulfilled, and all indicators have been declared valid to measure latent variables.

Discriminant Validity

In this study, the cross-loading value of each indicator was greater than the cross-loading value of other variable indicators, which can be seen in Table 6.

Table 6. Result of Output Cross Loading

	T	IQS	CS	RI	Info
T1	0.939	0.848	0.758	0.851	Valid
T2	0.944	0.835	0.791	0.746	Valid
IQS1	0.622	0.905	0.712	0.549	Valid
IQS2	0.785	0.921	0.776	0.748	Valid
IQS3	0.763	0.929	0.799	0.712	Valid
IQS4	0.798	0.867	0.745	0.756	Valid
CS1	0.794	0.610	0.811	0.746	Valid
CS2	0.869	0.815	0.925	0.799	Valid
CS3	0.774	0.779	0.915	0.690	Valid
RI1	0.692	0.715	0.639	0.926	Valid
RI2	0.881	0.827	0.783	0.951	Valid

Based on the results of the cross-loading output above, it can be concluded that each indicator is declared valid. This means that each latent variable is able to predict the indicators in its respective block better than other indicators because the cross-loading value of the indicator is greater than the cross-loading value of other latent variable indicators (Hair et al., 2021; Becker et al., 2022).

Composite Reliability

The composite reliability value can be used to determine whether the latent variable used has the reliability to become a measuring instrument. Latent variables are said to be reliable if the composite reliability value is more than 0.70 (Sholihin & Ratmono, 2021). Below are the results for composite reliability.

Table 7. Result of Cronbach's Alpha, Composite ReliabilityandLaten Variable

Latent Variable	Cronbach's Alpha	Composite Reliability
T	0.872	0.940
IQS	0.927	0.948
CS	0.862	0.915
RI	0.867	0.937

As can be seen in Table 7, Cronbach's alpha value in each latent variable was greater than the criteria. Thus, it can be concluded that all variables in this study are reliable.

Structural Model Testing (*Inner Model*)

R-Square Value

R-square explains the ability of exogenous latent variables to explain variations in endogenous latent variables. The following are the results of the R-square in this study.

Table 8. R-Square Value

	R Square	R Square Adjusted
CS	0.729	0.724
RI	0.584	0.580

According to Table 8, it is clear that there was a relationship between latent variables; specifically, the R-Square value for the customer satisfaction variable was 0.729, which indicates that the Islamic service quality variable and the trust variable together explained the customer satisfaction variable by

72.9%, with the remaining 27.1% being explained by variables outside of this study. Re-patronage Intention variable's R-Square value was 0.584, which indicates that it can be explained by the customer satisfaction variable by 58.4% and by other variables not included in this study for the remaining 41.6%.

Q-Square Predictive Relevance

In this study, Q-Square Predictive Relevance were measured by the following formula:

$$Q^2 = 1 - (1 - R^2KP)(1 - R^2MMK)$$
$$Q^2 = 1 - (0,271)(0,416)$$
$$Q^2 = 1 - 0,113$$
$$Q^2 = 0,887$$

The Q-Square value is greater than 0 according to the previous computation of Q-Square predictive relevance. The structural model developed to explain repeat interest and customer satisfaction in Umrah and exceptional pilgrims can be stated to be good or relevant, or it can be determined that the model has predictive significance.

Discussion

The results of this study can be seen from the results of the path coefficient with the bootstrap resampling method. The test looks at the t-statistic value compared to the t-table, using a significance level of 5%. The path coefficient results obtained are as follows:

Table 10. Result of Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (IO/STDEVI)	P Values
T --> SC	0.367	0.362	0.137	2.676	0.008
SC --> RI	0.764	0.766	0.061	12.603	0.000
ISQ --> SC	0.510	0.515	0.130	3.931	0.000

According to the aforementioned findings, customer satisfaction when planning Umrah and the special Hajj is significantly influenced by the standard of Islamic services. According to Table 9's analysis findings, it can be seen that the t count obtained was higher than the t table value, or 3.931>1.98472, and the P-value was 0.000, where the value was less than 0.05, which denotes significance. These findings revealed a significant positive relationship between Islamic service quality and customer happiness, with a path coefficient value of 0.510. thus that H_1 in the hypothesis is accepted by the findings of this investigation.

Customer happiness is significantly impacted by the quality of The service, according to the findings of hypothesis testing on the path coefficient. Where the P-value was 0.000 and the t-value of 3.931 was higher than the t-value in the t table, which was 1.98472. This implies that the improvement in customer satisfaction will be greater the higher the caliber of Islamic services offered by travel. This is consistent with other research showing that customer happiness is positively impacted by service quality (Chulaifi&Setyowati, 2018; Buddy et al., 2019; Dawi et al., 2018; Halomoan et al., 2014; Faza & Widiyanto, 2016; Choi, 2018).

The degree of trust also has a big impact on how satisfied customers are with the Umrah and special hajj arrangements. Based on the analysis's findings, which are presented in Table 9, it can be seen that the t count obtained was higher than the value of the t table, specifically 2.676>1.98472, and the P-value was 0.008, which is smaller than 0.05 and indicates significance. It can be seen from a route coefficient value of 0.367, trust has a considerable positive impact on customer satisfaction. thus that H_1 in the hypothesis is accepted by the findings of this investigation.

The findings of the hypothesis testing demonstrate that customer satisfaction is significantly influenced by trust. In this study, the obtained t-value was 2.676, exceeding the t count of 1.98472, and the P-value was 0.008. This implies that the influence on raising customer happiness is stronger the higher the level of consumer trust in the service provider. This is consistent with other research showing that trust significantly affects customer happiness (Buddy et al., 2019; & Laely, 2016).

Customer satisfaction has a significant influence on interest in re-patronage intention for organizing Umrah and a special Hajj. Based on the analysis results in Table 9, it shows that the t count obtained was greater than the t table value, namely 12.603> 1.98472, and the P-value was 0.000, where the value is smaller than 0.05, which means significant. These results indicate that customer satisfaction has a significant effect on re-patronage intention in a positive direction, where the path coefficient value

was 0.764. So that the results of this study accept H_1 in the hypothesis.

The results of the hypothesis testing that has been carried out show that customer satisfaction has a significant effect on re-patronage intention. Where the calculated t value obtained was 12.603, which was greater than the calculated t-value of 1.98472, and the P-value was 0.000. This means that the higher the customer satisfaction with the services provided, the higher the interest in reusing the services that have already been used. This is in line with previous studies, where customer satisfaction has a significant effect on re-patronage intention (Dawi et al., (2018); Halomoan et al., (2014); Faza & Widiyanto, (2016)).

The results of these findings indicate that the quality of Islamic services has a very strong impact on business success in the field of Hajj and Umrah industries because it must be in accordance with compliance with Islamic principles, namely being guided by the Al Qur'an and Sunnah, having absoluteness on the transcendental, which is not soft, and prioritizing the worship side rather than profit (Abdullah, Awang, & Abdullah, 2020). The findings also indicate that the quality of Islamic services has a strong impact on business success in the Hajj and Umrah industry. This is due to adherence to Islamic principles, such as following the Qur'an and Sunnah, having transcendental validity that cannot be compromised, and prioritizing the worship aspect over financial gain. This study concludes that increasing customer satisfaction and interest in re-patronage intention can be achieved by improving the quality of Islamic services in accordance with Islamic principles.

Furthermore, this research also find that the level of trust and customer satisfaction directly influence customers' decisions to re-patronage intended products or services. This finding contributes to the field of Hajj and Umrah travel services, where trust and Islamic service quality significantly influence customers' decisions to re-patronage intention products or services through customer satisfaction. The results of this study can provide insights for Hajj and Umrah travel companies to align service quality with Islamic service principles. This will enable Hajj and Umrah pilgrims to perform their worship peacefully and solemnly. Overall, this research produces strong and significant findings regarding the relationship between Islamic service quality, trust, customer satisfaction, and interest in re-patronage intention in planning Umrah and special Hajj pilgrimage. These findings provide valuable insights for the Hajj and Umrah travel industry to enhance customer satisfaction and achieve sustainable business success. This research will be better if the loyalty variable is added to the customer's willingness to market the Hajj and Umrah travel that has been used. So that Hajj and Umrah travel is helped in marketing its products.

V. CONCLUSION

The result of this study is that Islamic service quality has a significant influence on customer satisfaction in organizing Umrah and the special Hajj. These findings reveal a significant positive relationship between Islamic service quality and customer happiness. Likewise, while planning Umrah and special Hajj, trust has a big impact on consumer happiness. Based on the analysis results, trust has a considerable positive impact on customer satisfaction. Additionally, interest in repurposing the organization of Umrah and Special Hajj is significantly influenced by customer satisfaction statistics. Customer satisfaction has a significant effect on re-patronage intention in a positive direction.

The findings show that the standard of Islamic services, which must be in accordance with compliance with Islamic principles, such as being guided by the Qur'an and Sunnah, having absoluteness on the transcendental, which is not soft, and prioritizing the worship side over profit, has a very strong impact on business success in the Hajj and Umrah industries. As a result, it will increase customer satisfaction and encourage the re-patronage intention of well-received products. This study also shows that the level of trust, as well as customer satisfaction, directly affects a person's decision to re-patronage intention the product. The results of this study are new findings in the field of Hajj and Umrah travel services, where trust and Islamic services significantly influence choosing a product or service again through customer satisfaction. The findings of this study can provide input to Hajj and Umrah travel owners in order to bind service quality in accordance with Islamic service principles. So that those performing the Hajj and Umrah might worship in peace and solemnity. This research will be better if the loyalty variable is added to the customer's willingness to market the Hajj and Umrah travel that has been used. So that Hajj and Umrah travel are assisted in marketing their products.

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