



## A SYSTEMATIC LITERATURE REVIEW ON THE DETERMINANTS OF UMRAH PILGRIMS' SATISFACTION

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**Abstract:** The objective of this study is to explore the available research that discusses the conditions and perspectives surrounding Umrah pilgrims' satisfaction, find out what factors affect the satisfaction of Umrah pilgrims in using travel services published on Google Scholar, and create a conceptual model related to what factors affect the satisfaction of Umrah pilgrims. The study employs secondary data consisting of research articles related to the satisfaction of Umrah pilgrims. The research adopts a descriptive qualitative methodology combined with the PRISMA analytical framework for systematic reviews. The results demonstrate that the highest number of relevant publications appeared in 2023, totaling three scientific studies. Factors that determine congregation satisfaction include six variables: service quality, trust, facilities, pricing, price and promotion.

**Keywords:** Jamaah Satisfaction, Umrah, Umroh, SLR

**Abstrak:** Tujuan penelitian ini adalah untuk mengeksplorasi penelitian yang tersedia yang membahas kondisi dan perspektif seputar kepuasan jemaah umrah, mencari tahu faktor-faktor apa yang memengaruhi kepuasan jemaah umrah dalam menggunakan layanan perjalanan yang dipublikasikan di Google Scholar, dan membuat model konseptual terkait faktor-faktor apa yang memengaruhi kepuasan jemaah umrah. Penelitian ini menggunakan data sekunder yang terdiri dari artikel penelitian yang terkait dengan kepuasan jemaah umrah. Penelitian ini mengadopsi metodologi kualitatif deskriptif yang dikombinasikan dengan kerangka kerja analisis PRISMA untuk tinjauan sistematis. Hasilnya menunjukkan bahwa jumlah publikasi relevan tertinggi muncul pada tahun 2023, yang berjumlah tiga studi ilmiah. Faktor-faktor yang menentukan kepuasan jemaah meliputi enam variabel: kualitas layanan, kepercayaan, fasilitas, harga, harga dan promosi.

**Kata kunci:** Kepuasan jamaah, Umrah, SLR

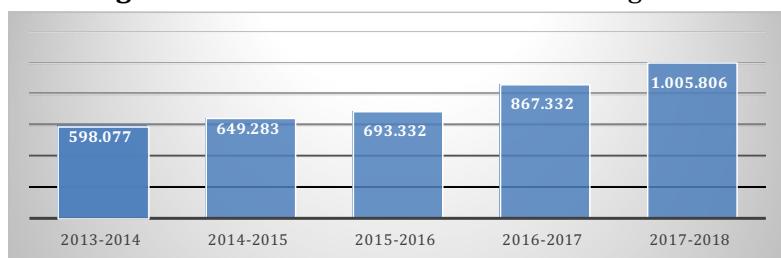
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## Introduction

As a form of religious journey grounded in obligation and responsibility, Umrah has emerged as one of the oldest aspects within the tourism industry.<sup>1</sup> The interest in performing Umrah has continued to grow over time. Figure 1 illustrates that the number of Umrah pilgrims has steadily increased from 2013 to 2018, with a particularly significant rise observed in 2018 compared to the previous year. During the 2022–2023 period, equivalent to the year 1444 Hijri, the number of visits nearly reached 1.5 million, indicating a substantial increase in the volume of pilgrims.<sup>2</sup>

**Figure 1.** Increase in number of Umrah Pilgrims



Source: Bareksa

Figure 2 shows that in 2023, West Java ranked first with the highest number of Umrah pilgrims, reaching 247,667. This was followed by East Java in second place with 228,151 pilgrims, while Jakarta occupied the third position with 210,025 pilgrims.<sup>3</sup> From an economic perspective, the performance of Umrah requires a significant financial commitment. Pilgrims are expected to allocate considerable resources not only for travel preparations and accommodation, but also for various needs during their stay in Mecca, such as transportation, meals, and other living expenses.<sup>4</sup> Moreover, the financial impact does not end with the pilgrimage itself, as returning pilgrims often face additional costs related to post-travel needs.<sup>5</sup> Therefore, the government enacted a policy on Umrah regulations through the Minister of Religious Affairs Regulation No. 18 of 2015, which

<sup>1</sup> Sarah Farhataini Jazuli, “Pengaruh Nilai Yang Diterima Dan Kepuasan Konsumen Terhadap Loyalitas Konsumen Pada Travel Umroh,” *Prosiding Industrial Research Workshop and National Seminar* 11, no. 1 (2020): 1035–40, <https://doi.org/10.35313/irwns.v1i1.2160>.

<sup>2</sup> “Periode 1444 Hijriah, Hampir 1,5 Juta Orang Berangkat Umroh,” Accessed May 6, 2024, <https://newsetup.kontan.co.d/news/periode-1444-hijriah-hampir-15-juta-orang-berangkat-umroh>.

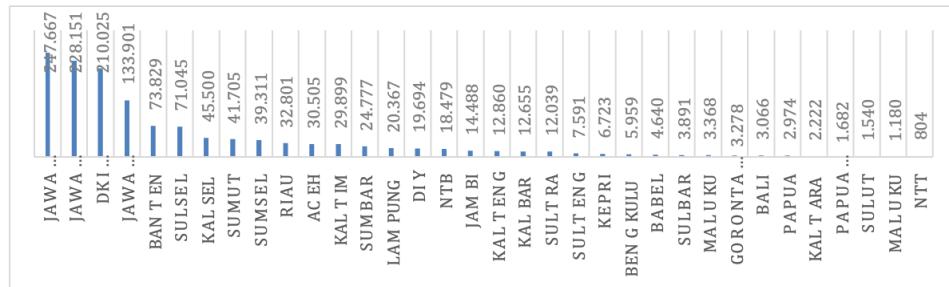
<sup>3</sup> “Indonesia Kirim 1,3 Juta Jemaah Umrah Pada 2023, Paling Banyak Dari Provinsi Jawa Barat!,” Accessed May 6, 2024, <https://himpuh.or.id/blog/detail/1486/indonesia-kirim-13-juta-jemaah-umrah-pada-2023-paling-banyak-dari-provinsi-jawa-barat>.

<sup>4</sup> Alamsyah Alamsyah and Susilawati Muhammadi, “Concept Of Consumer Loyalty Of Umrah Pilgrimage Organizers: An Empirical Study Of Factors Supporting Pilgrim Loyalty,” *Multazam : Jurnal Manajemen Haji Dan Umrah* 4, no. 2 (2024): 140–54, <https://doi.org/10.32332/multazam.v4i2.9295>; Primadatu Deswara, “Implementasi Perorganisasian Untuk Meningkatkan Kualitas Pelayanan Ibadah Haji,” *Multazam : Jurnal Manajemen Haji Dan Umrah* 2, no. 2 (2022): 151–62, <https://doi.org/10.32332/multazam.v2i2.5770>.

<sup>5</sup> Fachrudin Fiqri Affandy, “Perilaku Konsumen Muslim Di Indonesia Terhadap Ibadah Umroh: Antara ‘Ubudiyah Dan Gaya Hidup,” *OIKONOMIKA : Jurnal Kajian Ekonomi Dan Keuangan Syariah* 1, no. 2 (2020): 78–87, <https://doi.org/10.53491/oikonomika.v1i2.73>.

specifically regulates the administration of Umrah travel (PPIU). This policy demonstrates the government's effort to provide clearer and more detailed guidelines for the implementation of Umrah, while also ensuring the protection and safety of pilgrims throughout their journey.<sup>6</sup> Such regulations are expected to influence the performance of travel companies, which in turn will contribute to the satisfaction of Umrah pilgrims in the future.

**Figure 2.** Number of Umrah Pilgrims in Each Province in Indonesia



**Source:** Umrah and Hajj Organization Association, 2024

Undoubtedly, several scholars have attempted to explore and conduct research related to Umrah itself, such as examining the strategies of Umrah and Hajj travel agencies,<sup>7</sup> Furthermore, studies have also examined the operation of Umrah services by travel agencies, focusing on areas such as service quality, management efficiency, and compliance with government regulations. While these studies provide important insights into how Umrah services are managed and delivered, they often lack a deeper exploration of how such operational factors influence the overall satisfaction of Umrah pilgrims.<sup>8</sup> In addition, several studies have specifically examined the satisfaction of Umrah pilgrims in using Umrah travel services.<sup>9</sup> These studies have explored various influencing factors, including service quality, pricing, price perception, price determination, corporate image, trust, facilities, customer experience, and promotion, either individually or in combination.

Based on the findings above, it can be concluded that no article has yet been identified which comprehensively addresses the factors influencing the satisfaction of Umrah pilgrims in using Umrah travel services through a Systematic Literature Review approach. Therefore, this study aims to evaluate and critically review the existing articles in order to gain a deeper understanding of these factors. Accordingly, the present research is entitled "Factors Influencing the Satisfaction of Umrah Pilgrims: A Systematic Literature Review."

<sup>6</sup> Firman Muhammad Arif, "Rancang Bangun Regulasi Penyelenggaraan Umrah Berbasis Maslahat," *Al Daulah : Jurnal Hukum Pidana Dan Ketatanegaraan* 8, No. 2 (2019): 168, <https://doi.org/10.24252/Ad.V8i2.9461>.

<sup>7</sup> E. P. Didik Et Al., "Strategi Travel Haji Dan Umrah Indonesia Dalam Menghadapi Dampak Covid 19," *Competence : Journal Of Management Studies* 16, No. 1 (2022): 80–86, <https://doi.org/10.21107/Kompetensi.V16i1.15194>.

<sup>8</sup> Aisyah Rahmawati, "Multidimensional Landscape Of Umrah Service Operations: A Comprehensive Literature Review And Prospective Research Agenda," *Kurdish Studies* 11, No. 2 (2023): 5196–218.

<sup>9</sup> Suci Hikma Jayanti et al., "Etika Bisnis Islam Dalam Pelayanan Pada Jamaah Umrah (PT Garislurus Lintas Semesta Travel Umrah Dan Haji Plus)," *Multazam : Jurnal Manajemen Haji Dan Umrah* 1, no. 1 (2021): 73–81, <https://doi.org/10.32332/multazam.v1i1.4633>.

The objectives of this study are to identify the state of the literature on Umrah pilgrim satisfaction, to determine the factors that influence the satisfaction of Umrah pilgrims in using Umrah travel services, and to develop a conceptual model that outlines these influencing factors.

## Theoretical Approach

### The Concept of Umrah

Linguistically, the term Umrah (العمرة) derives from the Arabic word meaning "to visit" or "to attend." In the context of worship, it refers to performing tawaf around the Kaaba and sa'i between Safa and Marwah while in the state of ihram. Umrah is often referred to as the "minor pilgrimage" (al-hajj al-asghar) because its essential requirements are almost similar to those of Hajj, with only slight differences, such as the absence of wuquf in Arafah and the stoning of jamarat. In general, however, the Umrah ritual involves a sequence of practices similar to Hajj, including making the intention (niyyah), wearing the ihram garments, performing tawaf, sa'i between Safa and Marwah, and finally concluding with tahallul (cutting or shaving the hair).<sup>10</sup>

Umrah is an Islamic religious practice performed in the holy cities of Mecca and Medina, which provides Muslims with the opportunity to worship in the sacred land with greater flexibility in timing. Through Umrah, Muslims are able to strengthen their spiritual connection with Allah and deepen their faith. This indicates that Umrah is not merely a ritual act of worship, but also a manifestation of devotion and a pursuit of closeness to God.

### The Religious Evidences of Umrah

The Umrah pilgrimage is often referred to as the "minor Hajj," meaning that performing Umrah constitutes part of a broader series of religious rites. This is also mentioned in the Qur'an, as follows:

[وَمَنْ كَفَرَ فَأَنَّهُ عَلَى النَّاسِ حُجَّ الْبَيْتِ مَنْ اسْتَطَاعَ إِلَيْهِ سَبِيلًا فَوَمَنْ بَقِيَهُ أَيْمَانُ بَيْنَتْ مَقَامَ ابْرَاهِيمَ فَمَنْ دَخَلَهُ كَانَ أَمَنًا فَغُدُّي عَنِ الْعَلَمَيْنِ]

**Meaning:** "Within it are clear signs, including the standing place of Abraham. Whoever enters it shall be safe. And among the obligations of mankind to Allah is to perform the pilgrimage to the House—for those who are able to undertake the journey. Whoever denies [the obligation of Hajj], then know that Allah is free from need of the worlds." (Qur'an, *Āli 'Imrām* [3]: 97)

وَأَتُؤْمِنُ أَلْحَاجَ وَالْعُمْرَةَ

**Meaning:** "And complete the Hajj and Umrah for Allah." (Qur'an, *Al-Baqarah* [2]: 196)

### Umroh Regulation

From 2015 to early 2019, the increasing cases of fraud, embezzlement, and money laundering involving prospective Umrah pilgrims became a major concern. Consequently, policymakers employed legal considerations to formulate decisions that ultimately materialized as specific regulations governing the organization of Umrah. The Minister of Religious Affairs Regulation No. 18 of 2015 specifically regulates the implementation of

<sup>10</sup> Abdul Muhit, "Pengajaran Materi Ibadah Haji & Umrah Melalui Aplikasi Google Maps: Sebuah Pendekatan Inovatif Dalam Pembelajaran Agama Islam," *Gapai: Jurnal Pendidikan Agama Islam* 1, No. 1 (2023): 31–39.

Umrah travel services (PPIU). This demonstrates the government's effort to provide clearer and more detailed guidelines for conducting Umrah, while also ensuring the protection and safety of pilgrims undertaking the journey.<sup>11</sup> The applicable regulations are expected to impact the performance of travel companies, which in turn will contribute to the satisfaction of Umrah pilgrims in the future.

Several policies and regulations have been issued regarding the implementation of Umrah, followed by various improvements and refinements. For example, there was the Minister of Religious Affairs Decree No. 396 of 2003, which amended the Minister of Religious Affairs Decree of the Republic of Indonesia No. 371 of 2002 concerning the Implementation of Hajj and Umrah. Subsequently, Law No. 13 of 2008 on the Implementation of Hajj regulated most of the processes related to the organization of Hajj, although it did not specifically emphasize Umrah. It was only with the Minister of Religious Affairs Regulation No. 18 of 2015 that specific provisions were established for the organization of Umrah travel. This demonstrates the government's efforts to provide clearer and more detailed guidelines for conducting Umrah, while also ensuring the protection and safety of pilgrims undertaking the journey.<sup>12</sup>

### **The Concept of Satisfaction**

According to Bolton and Drew (1991), customer satisfaction is an evaluation made after purchase regarding the service received. Anton (1996) defines customer satisfaction as a state of mind in which a customer's needs, desires, and expectations toward a product or service have been met or even exceeded.<sup>13</sup> Based on experts' opinions, it can be concluded that customer satisfaction is the feeling of pleasure or happiness that arises when an individual's needs or desires are fulfilled.

Customer satisfaction is the result of an evaluation or assessment of the features of a product or service that they use to fulfill their needs. Satisfaction occurs when the performance of the product or service meets or even exceeds the customer's expectations. Based on experts' opinions, it can be concluded that customer satisfaction is the feeling of pleasure or happiness that arises when an individual's needs or desires are fulfilled. Customer satisfaction results from an evaluation or assessment of the features of a product or service that they use to meet their needs. This satisfaction occurs when the performance of the product or service meets or even exceeds the customer's expectations.

### **Determinants of Customer Satisfaction**

According to Dwiana Putri & Astuti (2017) and Asrizal Efendy Nasution & Nasution (2021), there are several factors that can influence consumer satisfaction, namely:

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<sup>11</sup> Firman Muhammad Arif, "Rancang Bangun Regulasi Penyelenggaraan Umrah Berbasis Maslahat," *Al Daulah : Jurnal Hukum Pidana Dan Ketatanegaraan* 8, No. 2 (2019): 168, <https://doi.org/10.24252/ad.v8i2.9461>.

<sup>12</sup> Firman Muhammad Arif, "Rancang Bangun Regulasi Penyelenggaraan Umrah Berbasis Maslahat," *Al Daulah : Jurnal Hukum Pidana Dan Ketatanegaraan* 8, No. 2 (2019): 168, <https://doi.org/10.24252/ad.v8i2.9461>.

<sup>13</sup> Michael D. Johnson, "Customer Satisfaction," in *International Encyclopedia of the Social and Behavioral Sciences*, ed. Neil J. Smelser and Paul B. Baltes (Elsevier, 2001).

## 1. Product Quality

According to Kotler (2005:49), product quality is the set of characteristics possessed by a product in its ability to fulfill both expressed and implied needs. Tjiptono (2006:258) states that product quality, whether in goods or services, has a significant impact on consumer satisfaction. High-quality products can enhance customer retention, encourage positive word-of-mouth communication, and increase repeat purchases and customer loyalty. All these factors together contribute to an increase in market share and corporate profitability.<sup>14</sup>

## 2. Service Quality

According to Tjiptono, Chandra, and Adriana (2008:70), service quality is defined as the comparison between the level of service provided by a company to its customers and the customers' expectations or perceptions. Service quality is designed to meet customer needs and desires with accuracy in delivery to fulfill customer expectations.<sup>15</sup>

## 3. Price

According to Tandjung (2011:78), price is the amount of money that a customer must pay to purchase a particular product or service in order to fulfill their needs and desires.<sup>16</sup>

## 4. Emotional Factors

The most decisive factor in overall consumer satisfaction is the extent to which businesses succeed in creating positive emotions in their customers. When consumers experience positive emotions, such as feeling valued, happy, or content, they are more likely to feel satisfied with the services or products provided. Therefore, a business's success in building and maintaining positive emotional relationships with customers becomes a key determinant in achieving high levels of consumer satisfaction.<sup>17</sup>

## 5. Customer Value

According to Tjiptono (2000:6), customer value reflects the combination of perceived benefits and the sacrifices made by consumers when using a product or service to fulfill specific needs. If the benefits perceived by consumers exceed the costs incurred, the product or service is considered to have high value.<sup>18</sup>

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<sup>14</sup> Dwiana Putri Et Al., "Faktor-Faktor Yang Mempengaruhi Kepuasan Konsumen Serta Dampaknya Terhadap Minat Beli Ulang Konsumen (Studi Pada Blends Pasta & Chocolate Cabang Unika Semarang," *Diponegoro Journal Of Management* 6, No. 2 (2017): 1–10.

<sup>15</sup> Dwiana Putri Et Al., "Faktor-Faktor Yang Mempengaruhi Kepuasan Konsumen Serta Dampaknya Terhadap Minat Beli Ulang Konsumen (Studi Pada Blends Pasta & Chocolate Cabang Unika Semarang," *Diponegoro Journal Of Management* 6, No. 2 (2017): 1–10.

<sup>16</sup> Faizul Muna And Heru Suprihadi, "Pengaruh Kualitas Layanan, Promosi Dan Harga Terhadap Kepuasan Pelanggan," *Jurnal Ilmu Dan Riset Manajemen (Jirm)* 8, No. 12 (2019), <https://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/4225>.

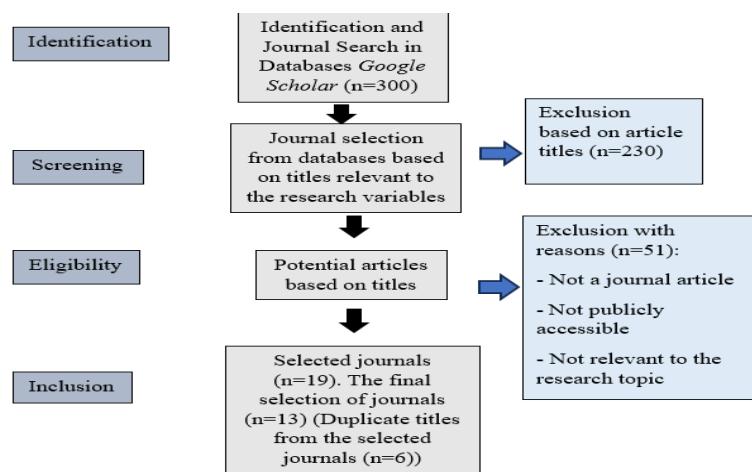
<sup>17</sup> Marida Yulia Ronasih And Hardani Widhiastuti, "Kualitas Pelayanan, Faktor Emosional Dan Persepsi Harga Terhadap Loyalitas Konsumen Melalui Kepuasan Konsumen," *Philanthropy: Journal Of Psychology* 5, No. 1 (2021): 109, <https://doi.org/10.26623/philanthropy.v5i1.3303>.

<sup>18</sup> Dwiana Putri Et Al., "Faktor-Faktor Yang Mempengaruhi Kepuasan Konsumen Serta Dampaknya Terhadap Minat Beli Ulang Konsumen (Studi Pada Blends Pasta & Chocolate Cabang Unika Semarang," *Diponegoro Journal Of Management* 6, No. 2 (2017): 1–10.

## Research Methods

This study employs the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) method with a descriptive approach. Data were obtained from journals relevant to the research topic, and the data collection process was conducted in a structured manner according to established research protocols. This approach includes systematic review, structured analysis, evaluation, grouping, and categorization based on evidence from previous studies.

**Figure 3.** PRISMA Flow Diagram Procedure



The data were obtained from Google Scholar using the Publish or Perish software, accessed on May 1, 2024. To acquire the data, the data collection process in this study involved several stages:

1. Determining the keywords for searching the research objects through the Google Scholar database using the Publish or Perish (POP) software. The keywords used were “Umrah pilgrim satisfaction” and “Umrah pilgrim satisfaction”;
2. Screening journals that meet the research criteria. The selection criteria for these journals were predetermined, including:
  - a. The selected articles were publicly accessible online journals and not undergraduate theses.
  - b. The articles must contain keywords relevant to the title, abstract, conclusion, or main content.
3. The articles discuss Umrah pilgrim satisfaction as the dependent variable (“Y”).
4. Involving the classification of relevant articles. The researcher organized all articles identified in the previous stage. During the article selection process, an initial evaluation was conducted based on the article title, abstract, and keywords. If the information related to Umrah pilgrim satisfaction was deemed sufficient, the article was downloaded and read in full. The initial classification of relevant articles was compiled using Microsoft Excel software.
5. After selecting the data and ensuring that it was clean and finalized, the next step was to review the articles and apply thematic analysis. This process involved combining or grouping the articles into various related topics.

## Results and Discussion

### Result

#### Trends in Scientific Publications on Umrah Pilgrim Satisfaction

Research on Umrah pilgrim satisfaction first emerged in 2013 with a single article titled "Analysis of the Effect of Service Quality on the Satisfaction of Umrah Pilgrims" conducted by Nityasari & Sutopo (2013). The peak in publications regarding Umrah pilgrim satisfaction occurred in 2023, with three articles published by Harahap and Pohan (2023), Nisrina Kamila (2023), and Ziska, Darmawan, and Pohan (2023).

**Figure 4.** Trends in Scientific Publications on Umrah Pilgrim Satisfaction



The researchers stated that nearly 70% of the findings in the reviewed articles employed the Ordinary Least Squares (OLS) method, such as multiple regression analysis, while 30% used the Partial Least Squares (PLS) method, including simple regression analysis, Structural Equation Modeling (SEM), and second-order structural regression analysis.

#### Matrix of Scientific Publications on Umrah Pilgrim Satisfaction

**Table 1 Previous Research Matrix**

Author	Tool	R <sup>2</sup>	KP	PH	H	BP	CP	F	K	P	PH1	CE	MP
(Harahap & Pohan, 2023)	OLS	0,929	✓ +	✓□	N/A								
(Nisrina Kamila, 2023)	OLS	0,084	✓ +	N/A	N/A	N/A	N/A	✓□	N/A	N/A	N/A	N/A	N/A
(Gustari & Angraini, 2024)	OLS	0,775	N/A	N/A	N/A	N/A	N/A	✓□	✓□	N/A	N/A	N/A	N/A
(Muna & Suprihadi, 2019)	OLS	0,508	✓ +	N/A	✓□	N/A	N/A	✓□	N/A	✓□	N/A	N/A	N/A
(Tarigan, 2024)	OLS	0,946	✓□	N/A	N/A	N/A	N/A	N/A	✓□	N/A	N/A	N/A	N/A
(Nityasari & Sutopo, 2013)	OLS	0,731	✓ +	N/A									
(Amirudin & Triantoro, 2022)	OLS	0,740	✓□	N/A									
(ChulaiOi & Setyowati, 2018)	OLS	0,331	✓ +	N/A	N/A	N/A	N/A	N/A	×	N/A	×	N/A	N/A
(Baihaqi & Artanti, 2016)	OLS	0,353	N/A	N/A	N/A	N/A	✓□	N/A	✓□	N/A	N/A	N/A	N/A
(Buddy et al., 2019)	SEM	0,700	✓ +	N/A	N/A	N/A	N/A	N/A	✓□	N/A	N/A	N/A	N/A
(Sa'itri, 2021)	Descriptive	N/A	✓□	N/A									
(Ziska et al., 2023)	OLS	0,094	N/A	✓□									
(Anggraini et al., 2020)	OLS	0,653	✓ +	N/A	N/A	✓□	✓□	N/A	N/A	N/A	N/A	N/A	N/A

Note:

✓ : Influential	✗: Not Influential	N/A: Not Available	(+) : Significant
P: Promotion	KP: Service Quality	PH1: Price Perception	PH: Pricing
CE: Customer Experience		H: Price	MP: Service Management
BP: Promotion Mix	F: Facilities	CP: Corporate Image	K: Trust

### **Dimensions and Indicators of Pilgrim Satisfaction (Y)**

**Table 2. Indicators of Pilgrim Satisfaction**

Dimension	Indicator	Source
Product Quality	1. Product Advantage 2. Pricing	(Buddy 2019)
Service Quality	1. Service Guarantee 2. Complaint Handling 3. Service Promptness	(Buddy 2019)
Decision	1. Information Quality 2. Employee Attitude 3. Corporate Reputation	(Buddy 2019)

Based on the table above, the indicators of pilgrim satisfaction are classified into three categories: product quality, service quality, and purchase decisions. Product quality indicators in meeting consumer expectations and the benefits offered greatly determine consumer interest in the product. Consumers tend to be satisfied when they perceive that the value received is equal to or greater than the price paid, and when the product meets their needs and provides the desired benefits.

## **Discussion**

### **The Effect of Service Quality on Pilgrim Satisfaction**

**Table 3. Service Quality Indicators**

Variable	Indicator	Source
Service Quality	1. Tangibles 2. Reliability 3. Responsiveness 4. Assurance 5. Empathy	(Nisrina Kamila 2023; Chulaiii and Setyowati 2018; Buddy, Tabroni, and Salim 2019; (Safitri, 2021)

Service quality is one of the primary indicators of success in ensuring consumer satisfaction. Through high-quality service, consumers can provide objective evaluations, which ultimately contribute to efforts in creating customer satisfaction.<sup>19</sup>

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<sup>19</sup> Faizul Muna And Heru Suprihadi, "Pengaruh Kualitas Layanan, Promosi Dan Harga Terhadap Kepuasan Pelanggan," *Jurnal Ilmu Dan Riset Manajemen (Jirm)* 8, No. 12 (2019), <Https://Jurnalmahasiswa.Stiesia.Ac.Id/Index.Php/Jirm/Article/View/4225>.

## The Effect of Trust on Pilgrim Satisfaction

Table 4. Trust Indicators on Pilgrim Satisfaction

Variable	Indicator	Source
Trust	1. Competence	Gustari and Angraini 2024; Chulaiii and
	2. Benevolence	Setyowati 2018; Buddy, Tabroni,
	3. Integrity	and Salim 2019)

Trust is considered a key factor in determining the long-term success of a business relationship. Without trust, a company cannot sustain itself over time.<sup>20</sup> Trust can be built by maintaining commitments, providing high-quality services, and acting honestly and transparently.<sup>21</sup>

## The Effect of Facilities on Pilgrim Satisfaction

Table 5. Facility Indicators on Pilgrim Satisfaction

Variable	Indicator	Source
Facilities	1. Layout	(Gustari & Angraini, 2024)
	2. Equipment	
	3. Supporting Facilities	

Good facilities can ensure the satisfaction and comfort of their users through several key factors. First, the facilities must be supported by professional staff. Second, adequate infrastructure and equipment are also essential. Third, responsibility toward facility users from the beginning to the end of usage must be emphasized. Finally, the ability to provide fast and accurate services will help build public trust in the facilities.<sup>22</sup>

## The Effect of Pricing on Pilgrim Satisfaction

Table 6. Pricing Indicators on Pilgrim Satisfaction

Variable	Indicator	Source
Pricing	1. Estimating Product Demand 2. Understanding Competition 3. Determining Market Share 4. Selecting Pricing Strategy 5. Reaching Target Market	(Muna & Suprihadi, 2019)

<sup>20</sup> Tabroni Buddy And Fahruddin Salim, "Pengaruh Kualitas Pelayanan Dan Kepercayaan Terhadap Kepuasan Pelanggan Dan Dampaknya Pada Reputasi Perusahaan (Studi Empiris Pada Perusahaan Travel Umroh Dan Haji Di Jakarta Timur)," *Jurnal Ekonomi Bisnis Dan Manajemen* 4, No. 2 (2019): 110–25.

<sup>21</sup> Siti Maysyarah Tarigan, "Pengaruh Kepercayaan , Customer Experience , Dan Kualitas Pelayanan Terhadap Kepuasan Jamaah Umroh Pada Pt," *Nadhira Berkah Haramain* 4 (2024): 6092–110.

<sup>22</sup> Dika Ayu Gustari And Dewi Manda Angraini, "Pengaruh Kepercayaan Dan Fasilitas Terhadap Kepuasan Jamaah Umroh Pada Pt," *Al Shafivah* 4 (2024): 96–106.

Setting an affordable pricing policy in accordance with consumers' financial capabilities, along with prices that reflect the quality and benefits of the goods or services offered, is expected to provide positive guidance to consumers. This approach is intended to meet their expectations and make them feel satisfied with the value of the price they pay.<sup>23</sup>

### **The Effect of Price on Pilgrim Satisfaction**

**Table 7. Price Indicators on Pilgrim Satisfaction**

Variable	Indicator	Source
Price	<ol style="list-style-type: none"> <li>1. Price Affordability</li> <li>2. Price-Quality Correspondence</li> <li>3. Price Competitiveness</li> <li>4. Price-Benefit Correspondence</li> </ol>	(Muna & Suprihadi, 2019)

Price is the amount of money that consumers must pay to obtain a product or service that meets their needs and desires. If customers perceive that the price paid corresponds to the benefits received from the product and service, they will feel satisfied. This means that the product and service are considered to provide greater value than the cost incurred by the customer.<sup>24</sup>

### **The Effect of Promotion on Pilgrim Satisfaction**

**Table 8. Promotion Indicators on Pilgrim Satisfaction**

Variable	Indicator	Source
Promotion	<ol style="list-style-type: none"> <li>1. Advertising</li> <li>2. Short-term Incentives</li> <li>3. Publicity</li> <li>4. Personal selling</li> </ol>	(Muna & Suprihadi, 2019)

Promotion is an activity carried out by a company to introduce new products by informing, persuading, or reminding consumers to purchase the products offered.<sup>25</sup> Promotion must provide complete information to customers. If promotional advertising does not convey information comprehensively, customers will not understand the benefits of the products or services offered, which can lead to dissatisfaction. Conversely, advertisements that present complete information help customers understand the utility

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<sup>23</sup> Faizul Muna And Heru Suprihadi, "Pengaruh Kualitas Layanan, Promosi Dan Harga Terhadap Kepuasan Pelanggan," *Jurnal Ilmu Dan Riset Manajemen (Jirm)* 8, No. 12 (2019), <Https://Jurnalmahasiswa.Stiesia.Ac.Id/Index.Php/Jirm/Article/View/4225>.

<sup>24</sup> Muna and Suprihadi, "PENGARUH KUALITAS LAYANAN, PROMOSI DAN HARGA TERHADAP KEPUASAN PELANGGAN."

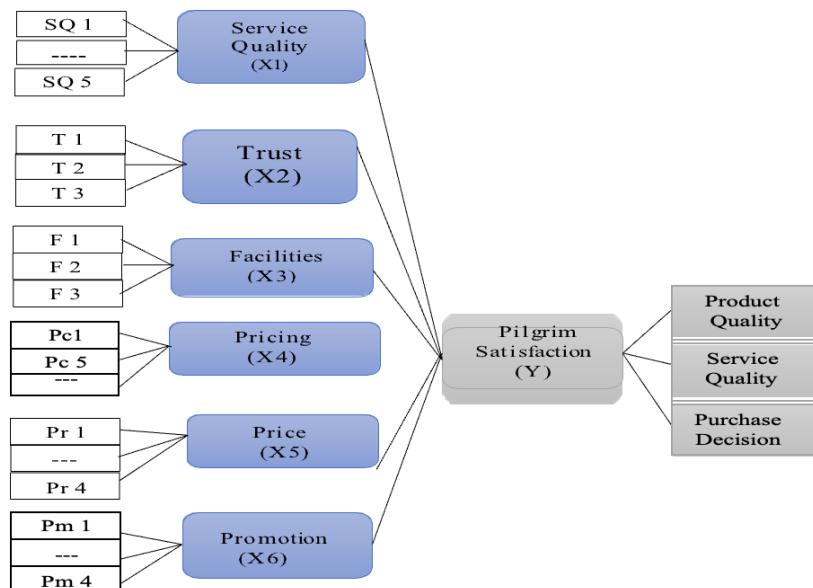
<sup>25</sup> Faizul Muna And Heru Suprihadi, "Pengaruh Kualitas Layanan, Promosi Dan Harga Terhadap Kepuasan Pelanggan," *Jurnal Ilmu Dan Riset Manajemen (Jirm)* 8, No. 12 (2019), <Https://Jurnalmahasiswa.Stiesia.Ac.Id/Index.Php/Jirm/Article/View/4225>.

and advantages of the products or services, thereby enhancing their satisfaction. Satisfied customers are also more likely to recommend the products to others.<sup>26</sup>

### Conceptual Research Model on Pilgrim Satisfaction

Based on the data analysis, nine X variables have been identified as key determinants of pilgrim satisfaction. Meanwhile, the Y variable represents pilgrim satisfaction itself. Furthermore, the combination of X and Y variables is integrated into the conceptual model of pilgrim satisfaction, as illustrated in the Figure 2.

**Figure 5. Conceptual Model of Pilgrim Satisfaction**



Based on Figure 2, it can be explained that out of the thirteen selected studies, a total of eleven were analyzed, but only six factors were identified as influencing pilgrim satisfaction. Each of these six factors has its respective indicators. First, the service quality factor includes five indicators: tangibles, reliability, responsiveness, assurance, and empathy. Second, the trust factor consists of three indicators: competence, benevolence, and integrity. Third, the facilities factor has three indicators: room planning, equipment, and supporting facilities. Fourth, the pricing policy factor includes five indicators: estimating product demand, understanding competition, determining market share, selecting pricing strategy, and reaching the target market. Fifth, the price factor comprises four indicators: price affordability, price-quality correspondence, price competitiveness, and price-benefit correspondence. The sixth factor, promotion, has four indicators: advertising, short-term incentives, publicity/word-of-mouth, and personal selling.

The dimensions of pilgrim satisfaction itself consist of three dimensions. First, the product quality dimension, which includes the indicators: product advantage and pricing. Second, the service quality dimension, with indicators such as service guarantee, complaint

<sup>26</sup> Muna and Suprihadi, "PENGARUH KUALITAS LAYANAN, PROMOSI DAN HARGA TERHADAP KEPUASAN PELANGGAN."

handling, and service speed. The third dimension is decision-making, with indicators including information quality, attitude, and corporate reputation.

## Conclusion

Based on the discussion above, it can be concluded that, first, regarding the condition of the literature review on pilgrim satisfaction, there has been an unstable research trend over the past few years. This trend experienced a sharp decline in 2021 and gradually increased, reaching its peak in 2023.

Second, in the data analysis, six variables were identified as determinants of pilgrim satisfaction, namely service quality, trust, facilities, pricing policy, price, and promotion. Third, the conceptual model of pilgrim satisfaction illustrates that by improving key aspects such as service quality, facilities, comfort, and communication, the level of pilgrim satisfaction can increase significantly. Focusing on enhancing these aspects is an effective strategy as it directly addresses the needs and expectations of pilgrims during the Umrah or Hajj process.

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