



CONCEPT OF CONSUMER LOYALTY OF UMRAH PILGRIMAGE ORGANIZERS: AN EMPIRICAL STUDY OF FACTORS SUPPORTING PILGRIM LOYALTY

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Abstract: This study aims to identify and analyze the factors that influence the interest and loyalty of pilgrims towards the hajj and Umrah travel organizers (PPIU). Next, to explore strategies that PPIU can implement in improving the quality of their services to create customer satisfaction and loyalty. The method used is a qualitative method with a literature study approach; data sources were collected through empirical data and research and processed using a deductive method to formulate research results with relevant information. The results of this study indicate that service quality, trust in the hajj and Umrah travel organizers (PPIU), previous positive experiences, brand equity, service quality, and promotion mix are essential factors that influence the interest and loyalty of pilgrims. This study also found that to increase consumer loyalty, PPIU must focus on improving the quality of service and human resources, as well as identifying and resolving pilgrim problems with strategies such as adjusting guidance programs, intensive mentoring, fulfilling specific needs of pilgrims, and continuous quality improvement. The novelty of this study lies in the in-depth analysis of the factors that influence the interest and loyalty of pilgrims towards the organizers of the hajj and umrah (PPIU), with a particular focus on the influence of service quality, trust, previous positive experiences, brand equity, service quality, and promotion mix. The limitations of this study may not include other factors that can also influence pilgrim loyalty, such as external factors (economic or political conditions) or the diverse characteristics of individual pilgrims.

Keywords: Customer Interest, Costumer Loyalty, Jemaah, Service Quality, Travel Agent

Abstrak: Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis faktor-faktor yang mempengaruhi minat dan loyalitas jemaah terhadap penyelenggara perjalanan haji dan umrah (PPIU), serta untuk mengeksplorasi strategi yang dapat diterapkan oleh PPIU dalam meningkatkan kualitas layanan mereka untuk menciptakan kepuasan dan loyalitas konsumen. Metode yang digunakan dalam penelitian ini adalah metode kualitatif dengan pendekatan studi pustaka, sumber data dalam penelitian dikumpulkan melalui data dan penelitian empiris dan diolah menggunakan metode deduktif untuk merumuskan hasil penelitian dengan informasi yang relevan. Hasil penelitian ini menunjukkan bahwa kualitas layanan, kepercayaan terhadap penyelenggara perjalanan haji dan umrah (PPIU), pengalaman positif sebelumnya, brand equity, service quality, dan promotion mix merupakan faktor-faktor penting yang mempengaruhi minat dan loyalitas jemaah. Penelitian ini juga menemukan bahwa untuk meningkatkan loyalitas konsumen, PPIU harus berfokus pada

peningkatan kualitas layanan dan sumber daya manusia, serta mengidentifikasi dan menyelesaikan masalah jemaah dengan strategi seperti penyesuaian program bimbingan, pendampingan intensif, pemenuhan kebutuhan spesifik jemaah, dan peningkatan mutu berkelanjutan. Kebaharuan dalam penelitian ini terletak pada analisis mendalam mengenai faktor-faktor yang mempengaruhi minat dan loyalitas jemaah terhadap penyelenggara perjalanan haji dan umrah (PPIU), dengan fokus khusus pada pengaruh kualitas layanan, kepercayaan, pengalaman positif sebelumnya, brand equity, service quality, dan promotion mix. Batasan dari penelitian ini mungkin tidak mencakup faktor-faktor lain yang juga bisa berpengaruh terhadap loyalitas jemaah, seperti faktor eksternal (kondisi ekonomi atau politik) atau karakteristik individu jemaah yang beragam.

Kata Kunci: Agen Travel, Jemaah, Kualitas Pelayanan, Loyalitas Konsumen, Minat Konsumen

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Introduction

Umrah worship has now become a tertiary need, where many individuals do not hesitate to allocate excess resources or assets to perform the Umrah pilgrimage, and not only once, but pilgrims who have previously performed the Umrah pilgrimage have the potential to perform the Umrah pilgrimage again for the umpteenth time. This illustrates that, just like other services, travel agents also have the potential to get clients in the context of loyal Umrah pilgrimage travel organizers (PPIU). Like other needs, an individual understands the Umrah pilgrimage as a sacred spiritual experience, and it is believed that the Umrah journey can improve the quality of faith and allow them to worship solemnly and calmly while in Mecca. This process generally creates a desire to perform the Umrah pilgrimage again or visit Mecca later when they have the financial ability; one empirical study explains that a pilgrim will typically have the desire to perform the Umrah pilgrimage for the second time, and even among the respondents selected some want and plan to carry out the Umrah pilgrimage for the third time¹. Although the desire to perform the Umrah pilgrimage for the second time is an interest that arises within the congregation, this interest does not occur by itself. Still, it is driven by many factors, and these factors may involve the travel agent or PPIU itself.

Consumer interest is a universal concept that applies to every type of business, as the purchase of an item or the tendency to choose a service comes from the interest or intention to buy or use. Consumer interest generally comes from how they receive information about a product; the more consumers understand or know various aspects of the product they want to buy, the more diverse the decisions they can make. In addition, comparison can also affect a person's buying interest, where the existence of comparative products will create a diversity of choices and decisions that arise from the increasing number of choices consumers face. Consumer interest is explained by Lenti et.al² Consumer interest is a tendency in two things: the propensity to buy and the tendency to recommend; strong consumer interest will create a tendency to continue buying or using a product and

¹ Agita Putri Belina, A Efendi, and Prasetya Nugeraha, "Word Of Mouth, Iklan, Dan Citra Perusahaan Terhadap Keminatan Konsumen Travel Haji Dan Umrah," *Jurnal Perspektif Bisnis* 2, no. 1 (2019): 37–46.

² Marsela Lenti et al., "Strategi Diferensiasi Produk Line Untuk Menarik Minat Konsumen," *JBEE: Journal Business Economics and Entrepreneurship* 2, no. 2 (2020): 9–19.

service will lead consumers to a sense of satisfaction, and with the fulfillment of all expectations of the product and service, the potential to return to using this product and service will increase and create loyalty. This also applies to travel agents or PPIUs where the services they provide consist of many aspects; if all the expectations of the Pilgrims are met through these services, the tendency to return to using the PPIU services is very potential. One empirical study explains how interest is integral to a travel agent³, this is because motivation and encouragement create interest and influence a pilgrim's decision to choose travel services and PPIU, the tendency of which is strongly driven by good service. Furthermore, it is explained that the satisfaction of the pilgrim is a priority to increase the interest of the pilgrim and the competitiveness of the PPIU concerned; this satisfaction covers many aspects such as accommodation, transportation services, and various other services that should be obtained in the implementation of the Umrah pilgrimage.

Consumer loyalty has many positive impacts on an institution or agency, especially those engaged in business. This also applies to PPIU, as they offer Umrah pilgrimage services. Consumer loyalty is interpreted as a form of commitment to a product or service. High consumer loyalty can be interpreted as a consumer's action to commit to subscribing or continuing to buy a product or service repeatedly⁴. Many aspects can shape consumer loyalty in a general context, such as product and service quality, overall service aspects of the company, value received by consumers, consumer satisfaction, and trust. All of these aspects are important parts of consumer loyalty and are owned by every company; loyalty fluctuates as the factors that influence it can increase or decrease; as a comparison, over time, there are many new products created that resemble old products, and this will undoubtedly affect consumer behavior with new choices. PPIU has a responsibility to their institutions, as in terms of service, all actions taken will have an impact on consumer loyalty; one of the empirical studies⁵ explained that to create consumer loyalty, several steps can be taken, such as improving the community continuously where PPIU maintains relationships with the congregation even long after the Umrah pilgrimage ends, implementing Corporate Social Responsibility (CSR) activities and programs to build the company's image, conducting and establishing good interaction and communication with the congregation, and utilizing various activities or events to promote the services provided.

Consumer behavior is the same as consumer interest, and loyalty is a universal concept; in this case, the congregation acts as a consumer of the company that offers Hajj and Umrah services. This description indicates that, like consumers in general, the congregation has the motivation and drive to use Hajj and Umrah services from a travel agent or PPIU. However, many factors can influence the creation of consumer interest and loyalty to Hajj and Umrah services at a PPIU. The development of business specialization and business structure allows someone to obtain more than one source of income. Thus,

³ Khaira Lasmi Anesta and Jon Kenedi, "Manajemen Pelayanan Dalam Meningkatkan Minat Calon Jama'ah Haji Dan Umroh Pada PT. Tour And Travel Auliya Perkasa Abadi Di Pasaman Barat," *Multaqam : Jurnal Manajemen Haji Dan Umrah* 3, no. 2 (2023): 26–36.

⁴ Dedek Kurniawan Gultom, Muhammad Arif, and Muhammad Fahmi, "Determinasi Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Melalui Kepercayaan," *MANEGGGIO: Jurnal Ilmiah Magister Manajemen* 3, no. 2 (2020): 171–80.

⁵ Elbina Firdos and Andy Dermawan, "Building Company Image And Trust Of Prospective Hajj And Umrah Pilgrims Through Public Relations Strategies," *Multaqam : Jurnal Manajemen Haji Dan Umrah* 3, no. 2 (2023): 45–56.

someone has the potential to earn more income and encourages them to have the ability to meet secondary and tertiary needs, such as the need to carry out Umrah worship activities. High consumer interest in a service, especially Umrah services, is suitable for PPIU because they will focus on fulfilling their desire to use the service. Moreover, if this interest can motivate them to be loyal to the PPIU concerned, to achieve loyalty, there is a process that must be gone through, namely consumers. In this case, the congregation needs to feel how good the service can be provided by a PPIU, where the congregation certainly has various expectations of the services they will receive; if all these expectations can be met, the congregation will get satisfaction from which loyalty can be created. Furthermore, this loyalty can encourage the congregation to recommend PPIU services to family, colleagues, and relatives.

Based on the intelligent Umrah database of the Ministry of Religious Affairs of the Republic of Indonesia, the number of PPIUs is recorded as 2,604, indicating that the hajj and Umrah trips are one form of service that is often used in Indonesia so that the demand for this service continues to increase, even with the many travel agents operating for hajj and umrah services, the waiting list or waiting list for hajj pilgrims is also still growing, indirectly this indicates that hajj and umrah services are a need that even pilgrims are willing to wait to be able to carry out the sacred spiritual worship. The volume of hajj pilgrims is a potential pilgrim to use PPIU services for the second time. Furthermore, hajj pilgrims also have the potential to promote a PPIU to family, relatives, and friends so that in the hajj pilgrimage process, the service provided must be maximized to give a good impression, provide satisfaction, and meet all expectations of the pilgrims which then support the creation of pilgrim loyalty to a PPIU. However, as a service institution, travel agents and PPIUs can promote or formulate strategies to help their business's sustainability. One empirical study explains that a good plan for increasing the interest of pilgrims in returning to using travel agents and PPIU services includes improving the quality of service and implementing effective marketing strategies. Improving the quality of service can be achieved through a deep understanding of the needs and expectations of pilgrims and providing services that meet or even exceed those expectations⁶. Implementing an effective marketing strategy involves using innovative and attractive promotions to attract consumer interest and ensuring that promotional costs are well managed to generate maximum revenue or sales.

Like other companies engaged in service or product sales, travel agents and PPIUs also have a quality standard, which is generally a benchmark for pilgrims and prospective pilgrims to compare their expectations and the actual service they receive. This aspect plays a vital role in directing the interest of prospective pilgrims to choose the PPIU and can influence the desire of pilgrims to return to using PPIU services. This, as explained, can lead to consumer loyalty. However, it is a universal concept; the Hajj and Umrah process is a series of several long activities, unlike purchasing goods that are completed immediately. Consumer loyalty to PPIUs requires in-depth study to see how someone can be loyal and repeatedly choose a particular PPIU for their worship and Hajj activities by considering the long process; in addition, the analysis of this will also reflect how travel agents or PPIUs implement good management to provide maximum service and maintain interest and create

⁶ Endro Tri Susdarwono, "Effectiveness Of Promotion (Conventional And Social Media) And Level Of Easy Service Of Hajj And Umrah Management Bureau Or Agent In The Pantura Region," *Multazam: Jurnal Manajemen Haji Dan Umrah* 3, no. 2 (December 19, 2023): 67–82.

loyalty of pilgrims in the process. Novelty of this research lies in the concept of consumer loyalty; consumer loyalty generally refers to products and services that can be directly enjoyed or used, while in the Hajj pilgrimage service, the idea of loyalty is quite different because the Hajj trip requires waiting time and preparation, where during this waiting period prospective pilgrims can turn away so that in creating and maintaining the loyalty of prospective pilgrims and pilgrims, good planning and strategy are needed.

Theoretical Approach

This study discusses the concept of loyalty. The concept of loyalty not only refers to the Hajj pilgrims but also broadly discusses consumer loyalty. Consumer behavior does not have too extreme differences, primarily related to factors that can influence it. This section explains fundamental theoretical reviews in this study related to consumer behavior, loyalty, and pilgrim loyalty.

Consumer Behavior

Consumer behavior is a concept that refers to how an individual or group as a consumer makes decisions regarding the purchase and use of goods or services. Dewey⁷ explained that psychological psychology, logical caption, and attitude influence consumer behavior. In addition, consumer behavior can also be determined by social factors such as the influence of family, social environment, or specific communities. Consumer behavior includes five stages: problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior. In addition, personal and cultural factors can also influence consumer behavior, so understanding consumer behavior is important. It provides a great opportunity for producers to achieve higher sales levels.

Consumer behavior is also explained by Mojet⁸, who states that consumer behavior is a decision-making process based on preferences, perceptions, and other factors in the purchase of products or services by consumers; factors that are considered to play a role in this process are intrinsic factors such as product characteristics, product benefits, and product packaging. Extrinsic factors include the product production process, price, sustainability and impact, and product labels. Product production is often used to measure whether the product is safe for consumption. At the same time, sustainability refers to how the product can be used without causing damage to the surrounding environment. Consumer behavior requires factors that can attract decisions to be made; the decoy effect is one factor that is considered to be able to influence consumer decisions by providing more choices for the same product or service; the existence of a third product or service may only be a company strategy, but is considered to be able to influence consumer decisions to become irrational, especially if the third product or service has more benefits such as a lower price, or more features⁹.

⁷ Xuehua Sun et al., "Product Information Diffusion Model and Reasoning Process in Consumer Behavior," *Heliyon* 6, no. 12 (2020)

⁸ Agnese Rondoni, Daniele Asioli, and Elena Millan, "Consumer Behaviour, Perceptions, and Preferences towards Eggs: A Review of the Literature and Discussion of Industry Implications," *Trends in Food Science and Technology* (2020)

⁹ Feng Li, Timon C. Du, and Ying Wei, "Enhancing Supply Chain Decisions with Consumers' Behavioral Factors: An Illustration of Decoy Effect," *Transportation Research Part E: Logistics and Transportation Review* 144 (2020)

This study discusses consumer behavior in choosing services, namely travel services for Hajj and Umrah; several concepts above explain how important it is for producers to understand consumer behavior to formulate the right strategy for selling products or services. Especially for services such as hajj and umrah services, which are not received instantly by consumers but require long processes to ensure that consumer decisions do not change; generally, maximum service must be provided from the beginning until after using travel services so that the impression given will build consumer trust in the service.

Consumer Loyalty

Consumer loyalty is the effect created by a sense of satisfaction and consumer trust in a product or service. Consumer loyalty refers to a consumer's decision to repeatedly use a product or service rather than try another product. Consumer loyalty is influenced by consumer attachment to a product or service mediated by good communication by the producer. However, in general, trust is the key to creating consumer loyalty. This trust is divided into two parts, namely, cognitive and affective¹⁰. In consumer loyalty, cognitive trust leads to knowledge and the consumer's rational thinking process, while affective trust is built from feelings and emotional exchanges between consumers and producers. Jacoby¹¹ is one of the experts who explains consumer loyalty; his explanation divides consumer loyalty into two main dimensions: behavioral and attitudinal. Behavioral loyalty is reflected in repeated purchases, while attitudinal loyalty can be reflected in the consumer's intention to repeatedly use the same product or service.

Consistency of a consumer in choosing a product or service is essential for producers; some of the benefits obtained by producers with consumer loyalty are increased consumer retention, minimization of marketing costs, and increased income through repeat purchases. Loyal consumers are also a marketing medium that provides recommendations for the products or services they use¹². This reflection shows the nature of fundamental consumer loyalty, especially for business sustainability. This study analyzes the concept of consumer loyalty in the context of Hajj and Umrah services; from the theoretical description obtained, it can be said that the importance of consumer loyalty applies to all types of businesses, especially those that require pre- and post-use services.

Empirical Studies

This study explains how loyalty between consumers and producers is built; the loyalty in question refers to hajj and Umrah pilgrims who have used the services of the same travel agent several times. Several previous studies explain how a travel service creates consumer loyalty; research by Xiong & Zhang¹³ explains that consumer loyalty in using travel services is increased through how travel agents can provide an in-depth experience

¹⁰ Sena Ozdemir et al., "The Effects of Trust and Peer Influence on Corporate Brand—Consumer Relationships and Consumer Loyalty," *Journal of Business Research* 117 (2020): 791–805

¹¹ Silvia Cachero-Martínez and Rodolfo Vázquez-Casielles, "Building Consumer Loyalty through E-Shopping Experiences: The Mediating Role of Emotions," *Journal of Retailing and Consumer Services* 60 (2021)

¹² Peilin Phua et al., "Examining Older Consumers' Loyalty towards Older Brands in Grocery Retailing," *Journal of Retailing and Consumer Services* 52 (2020)

¹³ Shaowei Xiong and Tong Zhang, "Enhancing Tourist Loyalty through Locationbased Service Apps: Exploring the Roles of Digital Literacy, Perceived Ease of Use, Perceived Autonomy, Virtual-Content Congruency, and Tourist Engagement," *PLoS ONE* 19, no. 1 (2024)

during the trip, such as mingling with the community and learning their culture. In addition, the ability of travel agents to mediate good communication between consumers and the local community also provides an exciting experience for consumers that leads to a positive impression. According to Bi & Kim¹⁴, several factors support consumer loyalty, including consumer satisfaction, comfort and quality of service, availability, and flexibility of information, direct presence, and ongoing transaction and purchase intentions. Consumers generally obtain these factors, but their presence is significant if the travel agent can accompany them in various processes. Ongoing transaction and purchase intentions are also essential because this factor can only be created if consumers feel that what they pay for is what is given..

Solihin & Muang¹⁵ research explains that factors that can influence pilgrim satisfaction in the form of knowledge, politeness, and trust from travel agents are considered as a form of guarantee. Factors such as good attention and communication and the ability to understand the needs of pilgrims are considered a form of good empathy. Several other factors, such as service quality, include employee appearance, ease of departure, accuracy of service, politeness in speaking, comfort, and facilities, and they also support the creation of satisfaction that leads to consumer loyalty. Meanwhile, in Albahar et al¹⁶ research, it is explained that factors such as pre-experience expectations, service performance, and agent commitment to provide promised services are considered to provide satisfaction to pilgrims and create loyalty. Another factor that leads to loyalty is their experience during the Hajj or Umrah trip, which is assessed by the mode of transportation, hotel, and other services provided by the travel agent.

Method

This research was conducted using a qualitative method with a literature study approach; the data used were collected from data sources and empirical research, and relevant information was extracted to form information aligned with the purpose of this study. To analyze the data in this study, a deductive method was used so that the information obtained is relevant data and by the objectives of this study, the accumulation of this information is then used to formulate results and describe and illustrate the most appropriate strategy to create and maintain the loyalty of prospective pilgrims and pilgrims in using PPIU services. Moreover, the data sources in this paper were filtered from research and review papers from research databases such as Google Scholar and ScienceDirect, resulting in only the most relevant studies that match the title and the variables of this research.

¹⁴ Yahua Bi and Insin Kim, "Older Travelers' e-Loyalty: The Roles of Service Convenience and Social Presence in Travel Websites," *Sustainability (Switzerland)* 12, no. 1 (2020)

¹⁵ Solihin Solihin and Muh Shadri Kahar Muang, "The Effect of Religiosity, Products and Services on Customer Decisions in Using Hajj and Umroh Travel Services in Makassar City," *JAKA - Jurnal Analisis Kebijakan Kementerian Agama* 2, no. 2 (2023): 164–77.

¹⁶ Marwan Albahar et al., "Exploring Hajj Pilgrim Satisfaction with Hospitality Services through Expectation-Confirmation Theory and Deep Learning," *Heliyon* 9, no. 11 (2023)

Result And Discussion

Travel agents or PPIU as a company engaged in the field of hajj and umrah services, like companies in general, need consumers on an ongoing basis to maintain their business, which can only be done with general business efforts such as promotion and good service in this process all institutions have their models or strategies to create and build the best possible impression of their company. As a company attracting consumer interest is an essential thing that companies do to sell their products, as well as travel agents, and PPIU. The hajj and umrah services seem natural and attractive but have many elements that can add value in attracting consumer interest to choose the service product. In addition, as a business in general, both travel agents and PPIU certainly have the desire to have many loyal consumers, which consumer loyalty they must strive for through the services they provide; consumer loyalty begins with consumer satisfaction, which is realized by fulfilling consumer expectations for a product or service they choose, this indicates that travel agents and PPIU have the same opportunity to get loyal pilgrims, but efforts to achieve it depend on how they can meet consumer expectations by maximizing the services provided before, during, and after returning from the Hajj and Umrah trips.

Umrah Pilgrims Interest And Loyalty

Main discussion in this study is the interest and loyalty of the congregation, as, in the general context, the interest and loyalty of the congregation can be defined the same as the interest and loyalty of consumers. The consumers referred to here are the congregations who use PPIU services. Interest plays a vital role as a driving factor based on consumer trust in a travel agent or PPIU, where the congregation's faith comes from their positive experience in receiving previous services; this trust can encourage the behavior of the congregation to re-choose a particular PPIU to use the same service or a different service, in addition, the combination of interest and positive experience of previous services can create word of mouth that can support the existence of potential prospective congregations who are relations or relatives of previous congregations¹⁷. Winanda et al¹⁸ explain that congregation interest in PPIU is one of the critical factors that can encourage PPIU performance to continue increasing or at least not decline. The interest of pilgrims plays an essential role in ensuring the sustainability of travel agents, especially in the context of Hajj and Umrah travel. The quality of service provided by travel agents is an essential factor influencing the interest of pilgrims. In contrast, agencies that offer superior service quality, including comfortable accommodation, reliable transportation, knowledgeable guides, and excellent customer service, tend to attract higher consumer interest. This reflects that in terms of interest, pilgrims will return and will repeatedly use the Hajj and Umrah travel services at a travel agent if they get a positive experience from the travel agent. This

¹⁷ Nury Salma and Ade Yuliar, "Analisa Word Of Mouth Dan Truth Terhadap Minat Haji Khusus (Studi Di Dewangga Lil Hajj Wal Umrah Surakarta)," *Academic Journal of Da'wa and Communication* 1, no. 2 (2020): 409–36.

¹⁸ Rizky Winanda, Nuri Herachwati, and Ridan Muhtadi, "Dapatkah Harga Dan Kualitas Pelayanan Berdampak Terhadap Minat Konsumen Pada Biro Perjalanan Haji Dan Umroh?," *Ulūmunā: Jurnal Studi Keislaman* 9, no. 1 (June 23, 2023): 104–21.

argument is supported by one empirical study¹⁹ explains that interest can be an essential factor influencing pilgrims to choose a particular travel agent again. This is supported by research that shows that the quality of tourism products, including the dimensions of public facilities, human resources, and accessibility, significantly affect visiting interest. Shows that when customer needs and expectations are met with good product quality, it can increase their interest in using the same travel agent's services again.

Consumer loyalty in the Hajj and Umrah journey context refers to the pilgrims' satisfaction, ultimately creating loyalty towards the institutions that organize the Hajj and Umrah. Providing good service or services to the pilgrims will give them satisfaction, which can increase their loyalty to the institution²⁰. Loyalty is vital in ensuring the success and sustainability of the Hajj and Umrah pilgrimage service. PPIUs that succeed in building consumer loyalty will benefit from the trust and long-term commitment of the congregation, which, in the end, can improve the reputation and positive image of the institution. The congregation's loyalty to a Hajj and Umrah organizer is created through various aspects of satisfactory service and meeting the needs and comfort of the congregation during the pilgrimage process. This includes²¹:

1. Health Services: The organizers provide health workers such as doctors and nurses (TKHI) for each flight group (later) who accompany the pilgrims and offer medicines to those who need them, as well as medical personnel from the travel agency for health checks and treatment.
2. Food Quality: Serving food that meets nutritional and hygienic standards, as well as the ease of choosing a menu according to the tastes and dietary needs of the congregation, both in five-star and three-star hotels, shows the organizers' attention to the comfort of the congregation.
3. Additional Services: Provision of muthawwif to guide worship in the Holy Land and tour leaders who provide information and coordinate activities while in the Holy Land, including transportation, accommodation, and worship schedules, demonstrate the organizers' efforts to ensure that the congregation's worship runs smoothly and satisfactorily.
4. Transportation: Providing safe, comfortable and efficient transportation from the pilgrims' origin to Saudi Arabia and back, using trusted airlines, shows the organizers' commitment to ensuring the comfort and safety of the pilgrims.

Pilgrim loyalty plays a vital role in supporting the performance and sustainability of a hajj and Umrah organizer. This is because pilgrim loyalty reflects their satisfaction and trust in the services provided by the organizer. When pilgrims feel satisfied and trust the services provided, they will not only return to use the organizer's services for future hajj or umrah but also have the potential to recommend the organizer to others. This can increase

¹⁹ Yulianandaris Yulianandaris, I Made Adhi Gunadi, and Meizar Rusli, "Pengaruh Kualitas Produk Wisata Umrah Terhadap Minat Kunjungan Wisatawan Lansia Di Annisa Travel Jakarta," *Edutourism Journal of Tourism Research* 2, no. 2 (2020): 39–48.

²⁰ Lilis Renfiana, "Analisis Swot Terhadap Pelayanan Pendaftaran Jemaah Haji (Studi Pada Kantor Kementerian Agama Mesuji Pematang Panggang)," *MULTAZAM: Jurnal Manajemen Haji Dan Umrah* 2, no. 1 (2022): 48–59.

²¹ Shabika Musdalifah Dasril, Ambok Pangiuk, and Ahsan Putra Hafiz, "Efektivitas Kerja Karyawan KBIH Chairul Umam Dalam Meningkatkan Kepuasan Jemaah," *SANTRI: Jurnal Ekonomi Dan Keuangan Islam* 2, no. 1 (2024): 303–23.

the interest of new prospective pilgrims and strengthen the organizer's position in a competitive market²². Organizers who successfully build pilgrim loyalty usually pay individual attention to each pilgrim, help them complete their pilgrimage well, and provide severe and empathetic service. This strategy increases pilgrim satisfaction and strengthens the relationship between pilgrims and organizers, which ultimately contributes to the performance and sustainability of the Hajj and Umrah organizers' business.

Supporting Factors for Creating Congregation Loyalty

Quality is one of the essential aspects for every type of company the business world; both products and services have quality measurement standards that make them popular with consumers, as well as travel agents or PPIU; there is quality or added value in every institution to be able to attract pilgrims, both old pilgrims and new pilgrims and potential pilgrims, it is explained that quality in the context of PPIU is defined as the overall features and characteristics of a service that meets the needs and expectations of the pilgrims, this includes many things such as the provision of adequate accommodation, comfortable transportation, practical worship guidance, and the level of responsiveness to the needs of the pilgrims, where all of these services are shown so that the pilgrims have a positive experience in their worship²³. As an institution that offers services, the quality of service provided by PPIU is an important aspect that greatly influences the satisfaction of pilgrims and safety and comfort of pilgrims during the Hajj and Umrah pilgrimages. This satisfaction will undoubtedly influence the behavior and decisions of pilgrims to continue using the services of the same travel agent repeatedly.

Consumer loyalty is created from what is felt while consumers are using products and services from a company. Similar to PPIU, Hajj and Umrah services, with their competitive service quality, have the potential to meet the needs and expectations of the congregation, which will then provide satisfaction and create trust among the congregation. Several empirical studies explain how the congregation's loyalty is built from the aspects and added values owned by a PPIU. Lestari²⁴ Explains that several aspects that PPIU can use to create congregation loyalty are (1) We are building employee loyalty and totality to be able to contribute maximally to PPIU services; (2) Conducting periodic observations of aspects that require improvement in terms of service and fulfillment of congregation needs; (3) Building communication and utilizing information from the congregation to improve the quality of PPIU services continuously; and (4) We are conducting employee empowerment and periodic improvement and enhancement of product and service quality. A more

²² Hasan Basri and Bahrum Muttaqin, "Analisis Manajemen Strategi Dalam Meningkatkan Daya Minat Kepada Calon Jamaah Haji Dan Umrah Untuk Mendaftakan Haji Dan Umrah (Studi Kasus Pada Traavel Haji Dan Umroh PT. Persada Taza Tours & Travel Umroh Tasikmalaya)," *Jurnal ARMUZNA (Arafah-Mudzalifah-Mina)* 1, no. 1 (2023): 1–14.

²³ H M Nasrun Nazaruddin, Rahmat Hidayat, and Ricco Andreas, "Analisis Strategi Pemasaran Dan Pelayanan Dalam Upaya Peningkatan Kualitas Daya Saing Biro Perjalanan Haji Dan Umroh Prospektif Ekonomi Syari'ah (Studi Pada PT. Makkah Multazam Safir Dan Al Madinah)," *Nizham* 8, no. 1 (2020): 95–112.

²⁴ Siti Kris Fitriana Wahyu Lestari, "Implementasi Total Quality Management (TQM) Dalam Penyelenggaraan Pelayanan Ibadah Haji," *ASWALALITA (Journal Of Dakwah Manajemant)* 1, no. 1 (2022): 1–19.

straightforward approach is explained by Rizal et.al.²⁵ Three things can contribute to forming congregation loyalty, including (1) Brand Equity, creating high brand awareness and building consumer loyalty to the brand; (2) Service Quality, good service quality has a significant effect on customer satisfaction; and (3) Promotion Mix, an attractive promotional strategy, both offline and online, can increase purchasing decisions. There is also research that focuses more on how PPIU maximizes promotional activities and crucial aspects in its institution to create congregation loyalty²⁶, including: (1) The right promotional strategy, using a promotional strategy that is by the target market, can increase the trust and satisfaction of the congregation; (2) Utilizing market opportunities, utilizing the significant market opportunities for hajj and umrah pilgrims in Indonesia, which is marked by the high desire of the community to perform the umrah and hajj pilgrimage; (3) Handling external threats, threats such as the health of the congregation, and the condition of the accommodation provided must be ensured as well as possible so that there are no changes that can hinder the journey or result in the delay of the hajj and umrah pilgrims; and (4) Maximizing internal promotional strength, having internal strength in terms of promotion, such as a competent team and effective promotional strategy, is also essential to create loyalty.

Similar to the approach used to create congregation loyalty, several previous studies also explain appropriate strategies as implications of the research findings which have a positive impact on congregation satisfaction, including research by Siregar & Mappadeceng²⁷ Explains that maximizing the satisfaction of the congregation can contribute to increasing the loyalty of the congregation, which then has an impact on increasing potential congregations; this can be achieved by (1) Increasing trust, ensuring that the congregation can trust the services provided by travel agents; (2) Offering appropriate prices, providing affordable prices and by the quality of service provided; (3) Facilitating access and service, ensuring ease in all aspects of service, starting from the registration process, obtaining information, to the use of facilities during the trip; and (4) Focusing on service quality, providing high-quality services, including guidance, service, and protection during the Hajj and Umrah journey. Meanwhile, according to Jayanti et.al.²⁸ explains a more focused strategy on commitment where in addition to guaranteeing the entire scope of services offered, such as accommodation, transportation, and others, PPIU must also improve the quality of human resources and continue to identify various problems experienced by the congregation to be resolved immediately in a short period, all of these efforts will ultimately provide satisfaction to the congregation, encouraging the

²⁵ Fuad Rizla, Saiful Amri, and Arsyad Arsyad, "Pengaruh Brand Quality, Service Quality Dan Promotion Mix Terhadap Keputusan Pembelian Jasa Umrah Pada Travel Umrah Dan Haji Plus PT Ameera Mekkah Cabang Banda Aceh," *Karya Ilmiah Mahasiswa Fakultas Ekonomi (KIMFE)* 2, no. 2 (2023): 560–74.

²⁶ Ahmad Asrorun Niam and Nova Eviana, "Strategi Promosi Agresif Melalui Pengayaan Media Sosial Di Al Qadri Haji Dan Umrah Jakarta," *Widya Manajemen* 4, no. 1 (2022): 55–66.

²⁷ Akhmad Irwansyah Siregar and Riko Mappadeceng, "Pengaruh Kepercayaan, Harga Dan Kemudahan Terhadap Kepuasan Jemaah Pada Biro Perjalanan Haji Dan Umrah Kota Jambi," *Ekonomis: Journal of Economics and Business* 4, no. 2 (September 1, 2020): 249–56.

²⁸ Suci Hikma Jayanti, Nizaruddin Nizaruddin, and Hotman Hotman, "Etika Bisnis Islam Dalam Pelayanan Pada Jemaah Umrah (Pt Garislurus Lintas Semesta Travel Umrah Dan Haji Plus)," *Multazam: Jurnal Manajemen Haji Dan Umrah* 1, no. 1 (2021): 73–81.

creation of congregation loyalty. A more specific strategy is explained by Hamid²⁹ Which include (1) Adjustment of Guidance Program Based on Pilgrims' Needs. Guidance program must be designed to meet the needs of prospective pilgrims from the beginning of their departure until their return, covering aspects of the pilgrimage and daily techniques during the pilgrimage; (2) Improving Service Quality: Institutions must focus on improving the quality of guidance and coaching services for pilgrims and Umrah, based on the principles of Total Quality Management (TQM) which emphasizes customer satisfaction as an essential goal; (3) Intensive Guidance: Considering that most pilgrims are aged 30 years and above, intensive guidance is crucial in ensuring understanding and comfort during the pilgrimage; (4) Fulfillment of Pilgrims' Specific Needs: Guidance program must be adjusted to the specific needs of pilgrims, including strengthening relevant materials, places, and resource persons; and (5) Continuous Quality Improvement: Continuously improving the quality and standard of service by implementing the TQM concept, including evaluation and continuous improvement of key indicators.

Consumer loyalty is an essential aspect of the sustainability of Hajj and Umrah travel agents because it is directly related to the satisfaction of the congregation. The quality of service provided by travel agents can encourage customers to achieve satisfaction and establish strong bonds with the organizing institution, the hajj, and umrah. High satisfaction of the congregation will promote the creation of consumer loyalty, which means they will tend to use the services of the same travel agent for the hajj or umrah in the future or even recommend it to others. This loyalty is essential because it can ensure the sustainability of the Hajj and Umrah travel agent business through effective word-of-mouth marketing and reduced promotional costs to get new customers³⁰. In addition, consumer loyalty can also indicate that the travel agent has succeeded in meeting or even exceeding the congregation's expectations, which is a strategic goal in managing the implementation of the Hajj pilgrimage.

Conclusion

The importance of service quality in increasing consumer loyalty, especially in organizing the Hajj and Umrah pilgrimages, is crucial for the sustainability of travel agents and Umrah pilgrimage organizers (PPIU). Factors such as trust in travel agents, previous positive experiences, service quality, brand equity, service quality, and promotion mix influence pilgrim interest and loyalty. This study emphasizes that Hajj and Umrah pilgrim organizers (PPIU) must focus on improving the quality of service and human resources and identify and resolve pilgrim problems to create satisfaction and loyalty. Service improvement strategies include adjusting guidance programs, intensive mentoring, meeting specific pilgrim needs, and continuous quality improvement. In conclusion, consumer loyalty to Hajj and Umrah organizers is greatly influenced by the quality of service provided, which is essential for pilgrim satisfaction and the sustainability and success of Hajj and Umrah travel agents.

²⁹ Noor Hamid, "Total Quality Management Dalam Lembaga Bimbingan Haji Dan Umrah: Studi Pada Kbihu Di Area Yogyakarta," *Jurnal Manajemen Dakwah* 6, no. 2 (2020): 193–224.

³⁰ Yuyun Yuningsih, Haliza Bagja, and Burhanudin Aulia, "Strategi Pelayanan Calon Jemaah Haji Musim Pandemi," *MABRUR: Academic Journal of Hajj and Umrah* 1, no. 1 (2022): 51–62.

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