



THE EFFECT OF PRICE, SERVICE QUALITY, AND FACILITIES ON THE SATISFACTION OF UMRAH PILGRIMS AT PT PUTRA DUTA WISATA, PALEMBANG

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Abstract: *This study is entitled "The Effect of Price, Service Quality, and Facilities on the Satisfaction of Umrah Pilgrims at PT Putra Duta Wisata in Palembang City". This study aims to determine and analyze the effect of price, service quality, and facilities on the satisfaction of Umrah pilgrims at PT Putra Duta Wisata. Pilgrim satisfaction is one of the important indicators in the success of organizing Umrah pilgrimage travel services. The research method used is a quantitative approach with data collection techniques through distributing questionnaires to 64 respondents who are Umrah pilgrims of PT Putra Duta Wisata. The data obtained were analyzed using multiple linear regression analysis with the help of SPSS 27.0 software to determine the effect of each independent variable on the dependent variable. The results of the study showed that price, service quality, and facilities simultaneously had a significant effect on pilgrim satisfaction. In part, the three variables also had a positive and significant effect, with service quality being the most dominant factor. This study provides implications for company management to continue to improve the quality of service and facilities in order to maintain and increase the satisfaction of PT Putra Duta Wisata pilgrims.*

Keywords: *Price, Service Quality, Facilities, Umrah Pilgrims, PT Putra Duta Wisata*

Abstrak: Penelitian ini berjudul "Pengaruh Harga, Kualitas Pelayanan, dan Fasilitas terhadap Kepuasan Jamaah Umrah di PT Putra Duta Wisata Kota Palembang". Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh harga, kualitas pelayanan, dan fasilitas terhadap kepuasan jamaah Umrah di PT Putra Duta Wisata. Kepuasan jamaah merupakan salah satu indikator penting keberhasilan penyelenggaraan layanan perjalanan ibadah Umrah. Metode penelitian yang digunakan adalah kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada 64 responden yang merupakan jamaah Umrah PT Putra Duta Wisata. Data yang diperoleh dianalisis menggunakan analisis regresi linier berganda dengan bantuan perangkat lunak SPSS versi 27.0 untuk mengetahui pengaruh masing-masing variabel independen terhadap variabel dependen. Hasil penelitian menunjukkan bahwa harga, kualitas pelayanan, dan fasilitas secara simultan berpengaruh signifikan terhadap kepuasan jamaah. Secara parsial, ketiga variabel tersebut juga berpengaruh positif dan signifikan, dengan kualitas pelayanan menjadi faktor yang paling dominan. Penelitian ini memberikan implikasi bagi manajemen perusahaan untuk terus meningkatkan kualitas pelayanan dan fasilitas dalam rangka mempertahankan dan meningkatkan kepuasan jamaah PT Putra Duta Wisata.

Kata Kunci: *Harga, Kualitas Pelayanan, Fasilitas, Jamaah Umrah, PT Putra Duta Wisata*

Cara mengutip Alfianti, P., Ridho, S. L. Z., & Riana, D. (2026). The Effect of Price, Service Quality, and Facilities on the Satisfaction of Umrah Pilgrims at PT Putra Duta Wisata, Palembang. *Surplus: Jurnal Ekonomi Dan Bisnis*, 5(1), 585–599. <https://doi.org/10.71456/sur.v5i1.2262>

INTRODUCTION

Indonesia is the country with the largest Muslim population in the world. According to RISSC, the Muslim population in Indonesia reached 240.62 million in 2023. A Muslim who has reached maturity (baligh) is obliged to carry out Islamic laws, which include performing the commands of Allah and avoiding what He has forbidden. One of these obligations is the performance of Umrah for those who are capable. Umrah is one of the five pillars of Islam that must be carried out by every Muslim, along with the five daily prayers, fasting in the month of Ramadan, and zakat. Therefore, every Muslim who is physically, financially, and intellectually capable is obligated to perform Umrah to achieve perfection in worshiping Allah SWT.

Linguistically, Umrah means to visit, go repeatedly, and visit an important and honorable place. In Islamic terms, Umrah refers to a form of worship that can be performed in any month, depending on the pilgrim's wishes, while Hajj is usually performed in the month of Dhu al-Hijjah of the Islamic calendar, involving a series of specific religious rites carried out at the Kaaba, Arafat, Muzdalifah, and Mina.

Price also influences the satisfaction of prospective pilgrims in using Hajj and Umrah travel services. Affordable pricing, price compatibility with service quality, and the perceived value for money are factors that can attract the interest of potential pilgrims. According to Kotler and Armstrong in Erinawati et al. (2021), price is defined as the amount of money charged for a product or service, or the value exchanged by consumers to obtain benefits and the right to use or own the product or service.

Service quality refers to fulfilling customer needs or desires. Efforts to provide good service quality are essential for companies in the service industry to remain competitive and meet customer satisfaction. According to Permana, Farid Siddiq (2020), service quality is the consumer's assessment of the level of service received (perceived services) compared to the level of service expected (expected services).

Facilities also play a vital role in ensuring the comfort of pilgrims during the Umrah pilgrimage. The completeness of service indicates that the service quality meets every customer's needs. Therefore, customer satisfaction can be interpreted as the effort to meet or fulfill something adequately. The availability of facilities is crucial in any business, especially in the service sector. When choosing a service, consumers tend to seek the best available facilities. According to Tjiptono and Chandra (as cited in Widyaningrum, 2020), and further elaborated by Rutjuhan & Ismunandar (2020:105), facilities are tools or infrastructure that make it easier for individuals or groups to carry out their activities. It cannot be denied that facilities are one of the main considerations for customers before choosing a product or service, and they are often highlighted by service-based companies.

According to Endang (2021), customer satisfaction can be described as the feeling of pleasure and contentment experienced by consumers when the actual performance of a product or service meets or exceeds their expectations. As stated by Aswad et al. (2020:21), there are several indicators of customer satisfaction, namely:

- a. Performance: If performance meets expectations, customers will be satisfied. If it exceeds expectations, customers will be highly satisfied.

b. Price: If a company increases customer satisfaction by lowering prices or improving services, profits may decline. However, profitability may also be improved through other strategies aside from increasing satisfaction.

c. Expectations: Expectations are shaped by previous shopping experiences, recommendations from friends and colleagues, as well as information and promises from marketers and competitors.

PT Putra Duta Wisata is a travel agency located at Jalan RA. Abusamah – Jalan Pipa No. 3879, RT/RW: 031/015, Sukajaya Sub-district, Sukarami District, Palembang City, South Sumatra, Indonesia (ID 30151), specializing in both domestic and international tourism services. The company is officially licensed as a provider. Indonesia is the country with the largest Muslim population in the world. According to RISSC, the Muslim population in Indonesia reached 240.62 million in 2023. A Muslim who has reached maturity (baligh) is obliged to carry out Islamic laws, which include performing the commands of Allah and avoiding what He has forbidden. One of these obligations is the performance of Umrah for those who are capable. Umrah is one of the five pillars of Islam that must be carried out by every Muslim, along with the five daily prayers, fasting in the month of Ramadan, and zakat. Therefore, every Muslim who is physically, financially, and intellectually capable is obligated to perform Umrah to achieve perfection in worshiping Allah SWT.

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PT Putra Duta Wisata was established by Mr. Sutaryo, S.Sos., M.Si. on August 11, 2022, under deed number 27, prepared by notary KMS. Subhan Ansyori, S.H., M.Kn. The company is staffed by competent professionals and equipped with facilities commonly offered by Umrah travel agencies, including round-trip airline tickets from Palembang, visa processing, hotel accommodation, transportation, Umrah guides, and necessary pilgrimage equipment. PT Putra Duta Wisata is also a member of the Association of Muslim Hajj and Umrah Organizers of the Republic of Indonesia (AMPHURI) under member number 771/AMPHURI/2023.

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RESEARCH METHODS

The purpose of this study is to examine the influence of Price (X1), Service Quality (X2), and Facilities (X3) on the Satisfaction of Umrah Pilgrims (Y). This study employs multiple linear regression analysis as the statistical method. Data were collected through questionnaires distributed to 64 Umrah pilgrims who had used the services of PT Putra Duta

Wisata in Palembang City. By focusing on PT Putra Duta Wisata, this research is expected to provide more accurate insights into the influence of Price, Service Quality, and Facilities on customer satisfaction.

RESULTS AND DISCUSSION

Validity Test

The Price variable consists of 27 statement items. The following is a summary table of the questionnaire responses for the Price variable.

Table 1. Summary of Questionnaire Responses for the Price Variable (X1) (Source: Data processing, 2025)

Statement Item	r Calculated	r Table	Description
1	0,583**	0,1786	Valid
2	0,621**	0,1786	Valid
3	0,558**	0,1786	Valid
4	0,661**	0,1786	Valid
5	0,377**	0,1786	Valid
6	0,532**	0,1786	Valid
7	0,619**	0,1786	Valid
8	0,604**	0,1786	Valid
9	0,636**	0,1786	Valid
10	0,617**	0,1786	Valid
11	0,664**	0,1786	Valid
12	0,677**	0,1786	Valid
13	0,712**	0,1786	Valid
14	0,704**	0,1786	Valid
15	0,647**	0,1786	Valid
16	0,610**	0,1786	Valid
17	0,603**	0,1786	Valid
18	0,560**	0,1786	Valid
19	0,650**	0,1786	Valid
20	0,627**	0,1786	Valid
21	0,559**	0,1786	Valid
22	0,618**	0,1786	Valid
23	0,612**	0,1786	Valid
24	0,716**	0,1786	Valid
25	0,616**	0,1786	Valid
26	0,675**	0,1786	Valid
27	0,671**	0,1786	Valid
28	0,650**	0,1786	Valid
29	0,567**	0,1786	Valid
30	0,630**	0,1786	Valid

Based on the results of the validity test using the Pearson Product Moment technique on the Price Perception variable (X1), the Service Quality variable (X2), and the Facilities variable (X3), it can be concluded that all question items (1–30) show a calculated R value (R-count) greater than the R-table value (0,1786), which means that each item in these variables is valid. The R-count value being higher than the R-table indicates that each item has a significant correlation with the measured variable. Therefore, these items are

appropriate to be used as indicators for the Price Perception variable (X1), the Service Quality variable (X2), and the Facilities variable (X3) in this study. This demonstrates a very strong relationship between each item and the variable being tested. Hence, no items need to be eliminated as all show good validity.

Reliability Test

Table 2. Reliability Test Results of Research Variables
(Source: Data processing, 2025)

2. Variable	Cronbach's Alpha Value	Coefficient Interval	Level of Relationship	Remarks
Price Perception (X1)	0,939	0,80 – 1,000	Very Strong	Reliable
Service Quality Perception (X2)	0,923	0,80 – 1,001	Very Strong	Reliable
Facilities Perception (X3)	0,938	0,80 – 1,002	Very Strong	Reliable
Pilgrims' Satisfaction Perception at PT Putra Duta Wisata (Y)	0,903	0,80 – 1,003	Very Strong	Reliable
Total	0,977	0,80 – 1,004	Very Strong	Reliable

Based on the reliability test using Cronbach's Alpha, it can be concluded that all variables—Price Perception (X1), Service Quality Perception (X2), Facility Perception (X3), and Satisfaction of Umrah Pilgrims (Y)—have Cronbach's Alpha values greater than 0.80, indicating a very strong level of reliability. A Cronbach's Alpha value within the range of 0.80–1.00 shows that the questionnaire items for each variable are internally consistent and reliable. Thus, the instruments used in this research can be trusted to accurately measure each variable, and no item needs to be revised or removed.

Multiple Linear Regression Test

Table 3. Multiple Linear Regression Test
Source: Primary data processed by the researcher, 2025.

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	31,528	5,770		5,464	0,000
Harga	0,026	0,082	0,033	0,319	0,750
Kualitas Pelayanan	0,054	0,139	0,058	0,387	0,700
Fasilitas	0,674	0,125	0,762	5,390	0,000

a. Dependent Variable: Total_Y

Hypothesis Test

1.T-Test

Table 4. T-Test

Source: Primary data processed by the researcher, 2025.

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Fasilitas	0,674	0,125	0,762	5,390	0,000

a. *Dependent Variable: Total_Y*

The table presents the results of a multiple linear regression analysis examining the influence of Price (Harga), Service Quality (Kualitas Pelayanan), and Facilities (Fasilitas) on the dependent variable Total_Y (presumably Customer Satisfaction or a similar outcome)

A. Constant (Intercept)

Unstandardized Coefficient (B): 31.528

This indicates the predicted value of the dependent variable (Total_Y) when all independent variables are equal to zero.

t = 5.464, Sig. = 0.000

The intercept is statistically significant at the 1% level, suggesting that it is significantly different from zero.

B. Price (Harga)

B = 0.026, Std. Error = 0.082, Beta = 0.033

t = 0.319, Sig. = 0.750

The coefficient for Price is not statistically significant ($p > 0.05$), indicating that Price does not have a significant effect on the dependent variable. This suggests that changes in price are not associated with significant changes in customer satisfaction in this model.

C. Service Quality (Kualitas Pelayanan)

B = 0.054, Std. Error = 0.139, Beta = 0.058

t = 0.387, Sig. = 0.700

Similar to Price, Service Quality is also not a significant predictor of Total_Y ($p > 0.05$). This implies that within this sample, Service Quality does not significantly affect the outcome variable.

D. Facilities (Fasilitas)

B = 0.674, Std. Error = 0.125, Beta = 0.762

$t = 5.390$, Sig. = 0.000

Facilities is statistically significant at the 1% level ($p < 0.01$) and has a high standardized coefficient (Beta = 0.762), indicating a strong and positive influence on the dependent variable. This suggests that better facilities strongly contribute to increased customer satisfaction.

2.F-Test

The F-test is used to determine whether the independent variables have a simultaneous (collective) effect on the dependent variable. The results of the F-test can be seen in the following table:

Table 5. F-Test
Source: Primary data processed by the researcher, 2025.

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5908,921	3	1969,640	64,418	0,000 ^b
	Residual	2446,079	80	30,576		
	Total	8355,000	83			
a. Dependent Variable: Total_Y						
b. Predictors: (Constant), Total_X3, Total_X1, Total_X2						

The ANOVA table above is used to evaluate whether the independent variables (Price, Service Quality, and Facilities) collectively have a significant effect on the dependent variable (Total_Y), which likely represents customer satisfaction.

Interpretation:

Regression Sum of Squares = 5908.921

This represents the variation in the dependent variable that is explained by the regression model (i.e., the independent variables).

Residual (Error) Sum of Squares = 2446.079

This reflects the unexplained variation or error in the model.

Total Sum of Squares = 8355.000

This is the total variation in the dependent variable.

Degrees of Freedom (df):

Regression = 3 (number of predictors)

Residual = 80 (total sample size – number of predictors – 1)

Total = 83 ($n - 1$, with $n = 84$)

Mean Square Regression = 1969.640

Calculated by dividing the Regression Sum of Squares by its degrees of freedom ($5908.921 / 3$)

Mean Square Residual = 30.576

Calculated by dividing the Residual Sum of Squares by its degrees of freedom ($2446.079 / 80$)

F-value = 64.418

This is the test statistic used to assess the overall significance of the regression model.

Significance (Sig.) = 0.000

Since the p-value is less than 0.05, it indicates that the regression model is statistically significant. This means that the independent variables (Price, Service Quality, and Facilities) together have a significant influence on the dependent variable (Total_Y).

3.Coefficient of Determination (R²) Test

Table 6. Coefficient of Determination (R²) Test

Source: Primary data processed by the researcher, 2025.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.841 ^a	.707	.696	5.530	1.946
a. Predictors: (Constant), Total_X3, Total_X1, Total_X2					
b. Dependent Variable: Total_Y					

DISCUSSION

This research was conducted to determine whether there is a significant influence of the variables Price, Service Quality, and Facilities on the satisfaction of Umrah pilgrims at PT Putra Duta Wisata, Palembang City in 2025. This study involves four variables: Price, Service Quality, Facilities, and Umrah Pilgrim Satisfaction.

The method used in this research is a quantitative method, with data analysis techniques applying multiple linear regression analysis. Data processing was carried out using SPSS version 27.0.

After performing calculations based on the processed data, the researcher obtained the results, which indicate that all the instruments used in this study are valid research tools. The respondents in this study were Umrah pilgrims of Putra Duta Wisata, Palembang City, 2025.

The Influence of Price Variable (X1) on Umrah Pilgrims' Satisfaction (Y)

The t-test results indicate that the Price variable does not have a significant effect on the satisfaction of Umrah pilgrims at PT Putra Duta Wisata (significance value $0.750 > 0.05$). This suggests that for the pilgrims, price is not the main factor in determining their level of satisfaction. Pilgrims prioritize a comfortable and meaningful worship experience over the price of the package.

This finding is in line with the study by Rachmi et al. (2025), which shows that although price is part of the initial consideration for prospective pilgrims, its influence on satisfaction is not significant, as comfort and facilities during the Umrah are given greater priority.

Research by Solahudin (2025) also supports this, revealing that Umrah pilgrims tend to focus more on spirituality and trust in the travel agency rather than price sensitivity. Furthermore, Hasbi & Indrawati (2024) found that in the context of religious services, price

only becomes a significant factor if it does not align with the expected facilities; otherwise, if the price is perceived as reasonable, it does not significantly reduce pilgrim satisfaction.

The Influence of Service Quality Variable (X2) on Umrah Pilgrims' Satisfaction (Y)

The Service Quality variable also shows no significant effect on pilgrim satisfaction (significance value = $0.700 > 0.05$). This may be due to the perception that the services provided are relatively uniform and have not yet touched on personal or emotional dimensions that greatly influence satisfaction.

This finding is consistent with the study by Solahudin (2025), which stated that service quality does not necessarily have a significant impact on pilgrim satisfaction unless it is accompanied by a spiritual approach and strong interpersonal relationships. Widodo & Aulia (2024) also found that standardized services, which do not differentiate one agency from its competitors, are insufficient to significantly enhance satisfaction.

Furthermore, Ruslan et al. (2024) revealed that in certain Umrah travel agencies, services that are merely technical (such as information speed or staff friendliness) are not enough to build loyalty or satisfaction without being supported by overall trust and credibility of the agency.

The Influence of Facilities Variable (X3) on Umrah Pilgrims' Satisfaction (Y)

In contrast to the other two variables, the analysis results show that Facilities have a significant and dominant effect on pilgrim satisfaction (significance value = $0.000 < 0.05$; coefficient = 0.674).

Facilities such as hotels, transportation, meals, and worship comfort become the main determinants for pilgrims when evaluating their Umrah experience.

This finding aligns with the research of Rachmi et al. (2025), which stated that facilities are the most determining factor of satisfaction because they directly relate to comfort and the quality of the worship experience.

Hasbi & Indrawati (2024) also found that physical facilities significantly influence the perceived professionalism of the agency and determine pilgrim loyalty.

In addition, Solahudin (2025) emphasized that physical comfort and accommodation during the pilgrimage are pilgrims' basic expectations, and when fulfilled, directly increase satisfaction and willingness to recommend the Umrah travel agency.

The Influence of Price (X1), Service Quality (X2), and Facilities (X3) Simultaneously on Umrah Pilgrims' Satisfaction (Y)

Based on the results of the F-test, it is known that the variables Price, Service Quality, and Facilities simultaneously have a significant effect on the satisfaction of Umrah pilgrims at PT Putra Duta Wisata, with a significance value of $0.000 (< 0.05)$ and an F value of 64.418.

This indicates that although not all variables have a significant partial effect, when tested together, they provide a strong collective contribution to the level of pilgrim satisfaction. In other words, a combination of affordable prices, adequate services, and comfortable facilities is more effective in increasing satisfaction compared to relying on just one aspect alone.

This result is consistent with the findings of Ruslan et al. (2024), who showed that the variables price, service, and facilities together have a significant influence on Umrah pilgrim satisfaction at PT Pandi Kencana Murni, with the greatest contribution coming from facilities.

Rachmi et al. (2025) also confirmed similar results, showing that these factors simultaneously form a strong customer satisfaction model at the Surya Madina Umrah travel agency.

Meanwhile, Solahudin (2025) in his research stated that Umrah services are comprehensive in nature, so customer satisfaction is shaped by the combination of various elements, not by a single aspect.

CONCLUSION

Based on the analysis of the research results conducted to determine the influence of Price, Service Quality, and Facilities on the Satisfaction of Umrah Pilgrims at PT Putra Duta Wisata, the following conclusions can be drawn:

Based on the F-test results, the calculated F-value is 64.418 with a significance value of 0.000, while the F-table value is 0.1786. Since $F\text{-count} > F\text{-table}$ ($64.418 > 0.1786$), the null hypothesis is rejected. It can be concluded that the variables Price (X1), Service Quality (X2), and Facilities (X3) simultaneously have a significant influence on Umrah Pilgrim Satisfaction (Y) at PT Putra Duta Wisata.

Based on the partial test results (t-test), the following can be explained:

a. The Price variable (X1) does not have a significant effect on Umrah Pilgrim Satisfaction. The calculated t-value is 0.319 with a significance value of 0.750. Since $t\text{-count} > t\text{-table}$ ($0.750 > 0.1786$), the alternative hypothesis is accepted, and the null hypothesis is rejected, indicating that Price (X1) significantly affects Umrah Pilgrim Satisfaction at PT Putra Duta Wisata.

b. The Service Quality variable (X2) does not have a significant effect on Umrah Pilgrim Satisfaction. The calculated t-value is 0.387 with a significance value of 0.700. Since $t\text{-count} > t\text{-table}$ ($0.387 > 0.1786$), the alternative hypothesis is rejected, suggesting that Service Quality (X2) has an effect, but not a significant one, on the satisfaction of Umrah pilgrims at PT Putra Duta Wisata.

c. The Facilities variable (X3) has a significant effect on Umrah Pilgrim Satisfaction. The t-count value is 5.390, with a significance value of 0.000. Since $t\text{-count} > t\text{-table}$ ($5.390 > 0.1786$), the alternative hypothesis is accepted, and the null hypothesis is rejected, indicating that Facilities (X3) significantly affect the satisfaction of Umrah pilgrims at PT Putra Duta Wisata.

d. Statistical Test and Significant Variables:

1. Based on the coefficient of determination (R^2) value of 0.707, approximately 70.7% of the variability in pilgrim satisfaction can be explained by the variables price, service quality results, and facilities. This indicates that the regression model used is quite good at explaining the relationship between the variables.
2. Research Contribution:
 - a. This study provides a significant contribution to the development of theory in the field of tourism, particularly related to the factors that influence pilgrim satisfaction

in the Umrah industry. Practically, these findings can be used by PT Putra Duta Wisata to improve the quality of service and facilities in order to increase pilgrim satisfaction.

b. From a policy perspective, the results of this study can serve as a basis for developing higher-quality and standardized Umrah service policies, which can attract more pilgrims and enhance the company's image as a provider of quality religious travel services.

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