

Paper ICEBM 2022 ID 122 - Hasil Cek Turnitin External Inbox x

⌚ Fri, Sep 15, 2023, 6:04 PM

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Submission date: 15-Sep-2023 05:48PM (UTC+0700)

Submission ID: 2166820481

File name: Paper 122.docx (82.71K)

Word count: 6566

Character count: 35242

The Effect of Service Quality and Price on The Purchase Decision of Aqu Tour Umrah Packages

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ABSTRACT

The purpose of this study was to determine the effect of Service Quality and Price partially and simultaneously on the decision to purchase Umrah packages at PT. Afdhol Qurun Utama. The method used in this research is quantitative research with the type of associative hypothesis. The population in this study were all consumers who had made a purchase of an Umrah package at PT. Afdhol Qurun Utama. The technique used to draw samples in this study used random sampling where the number of samples used in this study used the Slovin formula, namely 187 respondents. Data collection techniques through field research (questionnaires), observation, and library research have been tested for validity and reliability. Analysis of the data used in this study is a descriptive statistical method, hypothesis testing (t test), coefficient of determination test (R²), and F test. With the help of the IBM SPSS Version 26 software program. Based on the results of the analysis, it shows that service quality partially influences a significant positive effect on purchasing decisions, while the price variable partially has a significant positive effect on purchasing decisions, and simultaneously service quality and price have a significant positive effect on purchasing decisions for Umrah packages at PT. Afdhol Qurun Utama (AQU Tour & Travel).

Keywords: service quality, price, purchasing decisions, Umrah packages

1. INTRODUCTION

Everyone must miss the holy land, especially the Ka'aba in the haram land of Mecca. In this place there are two noble worship activities, namely Umrah and Hajj. Umrah itself can be done at any time. While the pilgrimage is only special in the month of Hajj, the month of Dzulhijjah. Umrah or what is also known as the minor pilgrimage is a pilgrimage to the Baitullah to perform a series of worship with the specified pillars, conditions, and obligations. Hajj is one of the pillars of Islam that obliges us to perform it if we can afford it. But because of the limited quota to perform the pilgrimage to the Holy Land, it is not possible for us to hasten to perform it. Umrah is an alternative to a pilgrimage to the Holy Land even though it does not abort

the obligation of Hajj (Hadi, 2019). That is why many pilgrims have not been able to perform the pilgrimage and make umrah as an alternative to go to the holy land as dhuyuf ar-rahman.

In line with Law Number 8 of 2019 concerning the implementation of the Hajj and Umrah pilgrimages Article 2 (two), it states that the implementation of Umrah is based on: travel, protection, supervision, and evaluation, such as service standards in the Umrah pilgrimage, namely accommodation, transportation, consumption, health and health services. Umrah worship guidance. Service quality is the result of an evaluation process where consumers compare the service and the results with what they expect, therefore service quality is defined from the user's point of view as something that consistently

meets or exceeds consumer expectations, search for, purchase, use, evaluate, and dispense with products and services that they expect to satisfy. In addition, pricing is also a determining factor for the success of a business. Price can be a determinant of consumer decisions (Sendow & Pio, 2013). Price is also associated with product prices and the suitability of the quality of competitors' products sold in the market (Xian, Gou Li, 2011). So that the quality⁷ of service and pricing must be focused on efforts to meet the needs and desires of consumers, as well as the accuracy of delivery to balance consumer purchasing decisions.

The purchase decision is a person's decision where the consumer chooses one of several alternative options available (Widagdo, 2011). Purchasing decisions are stages of the buyer decision process where consumers actually buy (Nurhayati, 2017). The buying decision-making process for everyone is basically the same, but the decision-making process will be colored by lifestyle, income, age and personality traits (Mukti, 2015). This concept can be applied to Umrah and Hajj travel agencies, so that consumers can buy the products offered.

Umrah Travel is a company engaged in services. Competition in the business world, especially tourism travel agents, especially for Hajj and Umrah, is getting higher, competition between companies, especially with the same business concept, requires each company to have a marketing management strategy that is quite reliable, leadership, commitment and high morale to respond problems and current conditions (Adwimurti, 2021).

At this time the high interest of the community in meeting the need for transportation facilities, especially for Umrah trips, makes the service business much in demand by businessmen so that in

order to win the existing business competition market, producers must be able to carry out various strategies (Yusnani & Sutrisna, 2018).

¹ Umrah worship activities have various procedural processes that must be prepared and considered, for example transportation costs, provision of worship equipment, and document processing. In the Umrah worship process, operational standards during the Umrah pilgrimage in the holy land are accommodation, hotel, and transportation during worship, consumption, health, companion or Tour Leader during worship activities, as well as Mutawif or Umrah worship guide until the stage of the process of returning to the country. (Lestari, 2020).

PT. Afdhol Qurun Utama is a company engaged in Umrah and Hajj travel services. AQU Tour & Travel was founded in 2017. AQU Tour & Travel has an important vision and goal, namely to deliver Hajj and Umrah pilgrims by trying to provide the best service in carrying out Umrah and Hajj pilgrimages and being able to launch the implementation of Umrah. The services provided are not only administrative services carried out at the office, but also services in the implementation of Umrah worship starting from the facilities provided, services before departure to services when they return to their homeland.

The selection of the type of product to be marketed can determine the pricing. The prices marketed by AQU Tour & Travel are relatively standard. The high and low prices are based on the quality provided by AQU Tour & Travel. In general, the prices offered by AQU Tour & Travel are adjusted to the conditions and situations in the destination country, namely Saudi Arabia. The adjustment is based on hotel and airplane costs. Pricing is done on the basis

of consideration of factors outside the company's control. AQU Tour & Travel has a promotional strategy in the form of discounted prices given to consumers when registering in groups or certain events.

Based on the above background, the author realizes that the Muslim community in Indonesia needs a good service by Umrah Travel, especially PT. Afdhol Qurun Utama (AQU Tour & Travel) and its influence in the decision to choose an Umrah travel agency for the services provided by PT. Afdhol Qurun Utama (AQU Tour & Travel), basically the product of a travel company is a service, because the company markets a service in the form of services, therefore PT. Afdhol Qurun Utama (AQU Tour & Travel) should provide a good and maximum service to pilgrims or consumers who use travel services.

Based on the information that the authors get, the authors feel interested in conducting a study entitled "**The Effect of Service Quality and Price on the Decision to Purchase Umrah Packages at AQU Tour & Travel**".

quality cannot be measured from the company's point of view but from the point of view of customer assessment (Sabariah, 2015). Meanwhile, according to Zulaika (SKM, MKM, 2020), service quality is the expected level of excellence and control over the level of excellence to meet customer desires.

Zeithml, Berry and Parasuraman (Aqeela, 2015) state that there are five characteristics used to evaluate service quality, namely:

- 1) Tangibles, including physical facilities, equipment, employees and means of communication.
- 2) Reliability, namely the ability to provide the promised service immediately and satisfactorily.
- 3) Responsiveness, namely the desire of the staff to help customers and provide responsive service.
- 4) Assurance, which includes the ability, courtesy, and trustworthiness of the staff: free from danger, risk, or doubt.
- 5) Empathy, including ease of making relationships, good communication and understanding the needs of customers.

LITERATURE REVIEW AND RESEARCH HYPOTHESES

Literature review

Service Quality

Service quality is the expected level of excellence and control over these advantages to meet customer desires (Catharina, 2020). Service quality is influenced by two things, namely perceived service and expected service. If the perceived service is smaller than expected, the customer will not be interested in the service provider, but if the opposite is true (perceived > expected), there is a possibility that customers will use the service provider again (Sabariah, 2015). The level of service

Pricing

20

Price is the only element of the marketing mix that provides income or revenue for the company. According to Tjiptono, besides that, price is an element of the marketing mix that is flexible, meaning that it can change quickly (Armahadyani, 2018).

Understanding the price can be defined as a medium of exchange, this is stated by Kotler (Rachman, 2017), price is the amount of money charged for a product or service, or more clearly is the sum of all values given by customers to get a benefit

by owning or using a product or service. Price is a very important thing that is considered by consumers in buying products or services. If the price is set too low, the consumer's perception of the product or service becomes bad (Rachman, 2017).

According to Hasan (Runtunuwu et al., 2014), prices are all forms of monetary costs sacrificed by consumers to obtain, possess, utilize a number of combinations of goods and services from a product. Meanwhile, according to Saladin (Achmad & Gusnadi, 2018), price is a sum of money as a medium of exchange to obtain products or services or it can also be said to determine the value of a product in the minds of consumers.

Classically, price is an amount of money as a medium of exchange to obtain products or services or it can also be said to determine the value of a product in the minds of consumers (Jackson R.S. Weenas, 2013).

Price is the value of an item expressed in money (Purnama, 2016). According to Tandjung (Dwi Saputro, 2013), price is the amount of money that has been agreed upon by prospective buyers and sellers to be exchanged for goods or services in normal business transactions. Price is one of the determining factors in brand selection related to consumer purchasing decisions. When choosing among existing brands, consumers will evaluate prices indirectly by comparing several price standards as a reference for making purchase transactions. Price is one of the elements in the marketing mix that has an important role and even determines the success of a marketing activity.

According to Kotler, price is the amount of money that consumers have to pay. This is because consumers have used products or services for their benefits (Septiani, 2020).

Price indicators (Stanton, 2001) are as follows:

- a) Price affordability
- b) Determine the selling price of a product by considering the price of the product sold by its competitors so that the product can compete in the market.
- c) Price suitability with benefits, consumers sometimes ignore the price of a product is the expectation of consumers before they make a purchase.
- d) Conformity of price with product quality for certain products, usually consumers do not mind if they have to buy at a relatively expensive price as long as the quality of the product is good. However, consumers prefer products with low prices and good quality.
- e) Price competitiveness, but the company is more concerned with the benefits of the product.

Buying decision

According to Bucyri Alma (Hafizkhan, 2019) suggests that

Tjiptono (Tjiptono, 2019) defines consumer purchasing decisions as a process where consumers recognize the problem, seek information about certain products or brands.

Meanwhile, according to Kotler and Keller (Syafrudin et al., 2018) stated that

their wishes.

Kotler and Keller (Syafrudin et al., 2018)

1. Product selection

Consumers can make decisions to buy a product or use their money for other purposes. In this case the company should focus its attention on the people who are interested in buying a product and the alternatives they are considering.

2. Brand choice

Consumers have to make decisions about which brand name to buy, each brand has its own differences. In this case the company must know how consumers choose a brand.

3. Choice of dealer

The consumer must make a decision about which dealer to visit. Each consumer is different in terms of choosing a dealer, which can be due to factors such as close location, low prices, complete inventory, convenience in shopping, low prices, complete inventory, convenience in shopping, and the size of the place.

4. Purchase time

Consumer decisions in choosing the time of purchase can vary, for example, there are those who buy every day, once a week, once every two weeks and so on.

5. Purchase amount

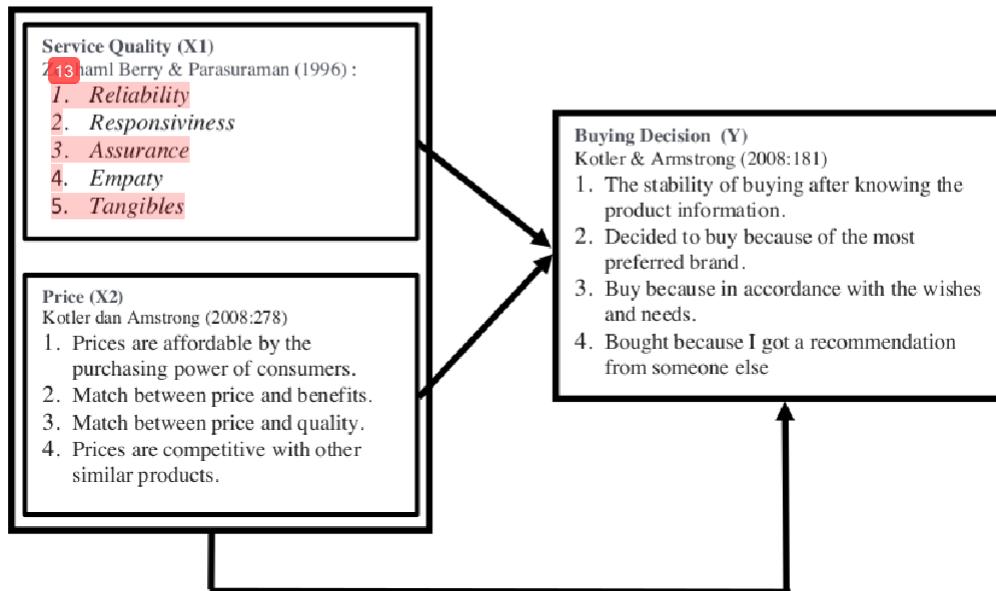
6.

According to Sunyoto (Rahmat, 2021), "Decision making is a cognitive process that unites memory, thinking, information processing and evaluative judgments". According to Nititusastro (Mudi Awalia & Bin Lahuri, 2021), "Consumer decisions are the final process stage of a series of process stages that occur in consumer behavior". Based on the expert opinion above, the researcher concludes that the purchase decision is a problem solving process which consists of analyzing or recognizing needs and wants, seeking information, assessing selection sources for alternative purchases, purchasing decisions, and behavior after purchase. According to Malau (Widyastuti & Malau, 2020), the indicators for purchasing decisions are:

- 1) Complex buying behavior
- 2) Buying behavior reduces mismatch
- 3) Buying behavior out of habit
- 4) Purchase behavior looking for variety

According to Kotler and Armstrong (Pradana et al., 2018) suggest that consumer purchasing decisions are to buy the most preferred brand. According to Kotler and Armstrong (Pradana et al., 2018) indicators of purchasing decisions are as follows:

- a) The stability of buying after knowing product information.
- b) Deciding to buy because of the most preferred brand.
- c) Buy because in accordance with the wishes and needs.
- d) Buying because of recommendations from others.



1

Research Hypothesis

Based on the framework above, the tentative assumptions of the research hypothesis are as follows:

- 1) There is an influence between the qualities of service on the decision to purchase Umrah Packages at PT. Afdhol Qurun Utama partially.
- 2) There is an influence between prices on the decision to purchase Umrah Packages at PT. Afdhol Qurun Utama partially.
- 3) There is an influence between service quality and price on the decision to purchase Umrah Packages at PT. Afdhol Qurun Utama simultaneously.

Framework

Based on the theories above, it can be concluded that service quality and price affect consumer buying decisions so that the framework can be described as follows:

RESEARCH METHODS

Research design

Based on the background and framework of thought that has been set, the approach or research method used in this study is a quantitative approach or method with the type of associative hypothesis. The data collection uses research instruments, data analysis is quantitative or descriptive statistics, with the aim of testing the established hypothesis. The type of research used in this study is a type of survey research. The survey method is used to obtain data from certain natural (not artificial) places, but researchers carry out treatments in data collection, for example

by conducting field research (questionnaires), observation and library research (Sugiyono, 2021).

13 Population and Sample

According to (Sugiyono, 2018), the population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions. The population used in this study were all pilgrims at PT Afdhol Qurun Utama (AQU Tour &

Travel) which had been observed during the research period, amounting to 350 people.

According to (Sugiyono, 2018), the sample is a part of the whole as well as the characteristics possessed by a population. The technique used to draw samples in this study using probability sampling technique or random sampling is a sampling technique carried out by providing opportunities or opportunities for all members of the population to become samples. Thus the sample obtained is expected to be a representative sample.

1

The number of samples used in this study used the slovin formula with the formulation:

$$n = \frac{N}{1 + Ne^2}$$

Where :

n = Number of Samples
N = Total population
e = Error rate

So the number of samples used in this study are:

Population = 350
Error Rate = 5%

$$\text{Samples } n = \frac{350}{1 + (350 \times 5\%)^2} = 187 \text{ respondents}$$

Thus the number of samples used in this study were 187 respondents.

16 Research Instruments

To obtain valid and accurate data, the author uses several methods that the author considers appropriate and in accordance with the problem. Those methods are:

16 a. Questionnaire Method (Questionnaire)

Namely a number of written questions that are used to obtain information from respondents or consumers at AQU Tour & Travel to get answers or responses and information needed by researchers (Anak, 2009).

The questionnaire method is structured with the aim of:

- 1) Knowing the effect of service quality and price on customer satisfaction at AQU Tour & Travel.
- 2) Obtaining information relevant to the research objectives.
- 3) Obtain information about a problem simultaneously.

18 b. Documentation Method

Documentation comes from the word document, which means written items. In carrying out the documentation method, researchers investigate written objects such as books, magazines, documentation, regulations, meeting minutes, diaries and so on (Anak, 2009). From this opinion, it can be concluded that the documentation

1 method is a way of obtaining available data. So this method researchers use to find data about the effect of service quality and price on customer satisfaction at AQU Tour & Travel. This method is used to support research in collecting more accurate and perfect data and to complete the required data or information.

c. Observation Method

Observation is a complex process, a process composed of various biological and psychological processes (Sugiyono, 2016). Observations in this study are used to collect information or data that appear directly from AQU Tour & Travel which is the object of research.

d. Measurement Scale

In this study, the Likert scale is used to measure attitudes, opinions, perceptions of a person or group of events or social phenomena. Variables measured in the Likert Scale are translated into dimensions, the dimensions are broken down into sub-variables, then translated into measurable indicators. For each item in the list of questions use the following criteria:

- 1) Strongly Agree (SS) = 5
- 2) Agree (S) = 4
- 3) Doubtful (RR) = 3
- 4) Disagree (TS) = 2
- 5) Strongly Disagree (STS) = 1

The purpose of category 5 answers is to see the tendency of respondents' opinions, towards agreeing or disagreeing.

19 Data analysis

Data analysis is defined as the effort of data that is already available then processed with statistics and can be used to answer the formulation of the problem with research. This is done so that the processed data can truly represent the population as a whole (Wasilah & Rosyidah, 2021)

5
The analytical method used is to use multiple linear regression analysis. The 12 data obtained were processed using SPSS. Multiple regression analysis is used to predict the effect of two or more predictor variables (independent variables) on one criterion variable (dependent variable) or to prove the presence or absence of a functional relationship between two independent variables (X) or more with a dependent variable (Y).

The multiple linear regression equation model is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Information:

Y : Dependent Variable
 a : Constant
 b_1 : regression coefficient X_1
 b_2 : regression coefficient X_2
 e : residual/error

RESULTS AND DISCUSSION

Research result

1. Respondent criteria

The characteristics of the respondents observed in this study were gender, age and occupation. The description of the characteristics of the respondents is presented as follows:

a. Gender

Description of the characteristics of respondents by gender is presented as follows: as follows:

Table 4.1 Characteristics of Respondents by Gender

| No | Gender | Amount | Percentage |
|----|---------------------|--------|------------|
| 1 | Man | 94 | 50,3% |
| 2 | Woman | 93 | 49,7% |
| | Total Amount | 187 | 100% |

Source: Primary data processed, 2022 researchers

Based on the table above, it can be seen that as many as 94 (50.3%) male respondents and the remaining 93 (49.7%) were female respondents.

b. Respondent Age

The results of the collection of questionnaires from the respondents were then sorted by age and a recapitulation was obtained as shown in the table below:

Table 4.2 Characteristics of Respondents by Age

| No | Age | Amount | Percentage |
|----|---------------------|--------|------------|
| 1 | 18-23 | 42 | 22,5% |
| 2 | 24-29 | 54 | 28,9% |
| 3 | 30-35 | 56 | 29,9% |
| 4 | 36-41 | 35 | 18,7% |
| | Total Amount | 187 | 100% |

Source: Primary data processed, 2022 researchers

Based on the table above, it can be seen that respondents who have the age of 18-23 years are 42 respondents or 22.5% of the total respondents, respondents who have the age of 24-29 years are 54 respondents or 28.9% of the total respondents, respondents who have the age of 30-35 years are 56 respondents or 29.9% of the total respondents, respondents who have

the age of 36-41 years are 35 respondents or 18.7% of the total respondents.

c. Respondent's Job

In this study, the respondents' occupations were grouped into three occupational groups. The results of data analysis based on the respondent's work can be shown in the following table:

Table 4.3 Characteristics of Respondents by Occupation

| No | Occupation | Amount | Percentage |
|----|---------------------|--------|------------|
| 1 | Entrepreneur | 50 | 26,7% |
| 2 | Farmer | 43 | 23,0% |
| 3 | Trader | 45 | 24,1% |
| 4 | PNS/TNI/POLRI | 49 | 26,2% |
| | Total Amount | 187 | 100% |

Source: Primary data processed, 2022 researchers

Based on the table above, the number of respondents based on

occupations in this study: entrepreneurial job respondents as

many as 50 people (26.7%), farmer jobs as many as 43 people (23.0%), traders work as many as 45 people (24.1%), PNS/TNI/POLRI as many as 49 people (26.2%). Thus, respondents with job criteria are dominated by entrepreneurial jobs as many as 50 respondents (26.7%).

Hypothesis Test Results

The t-statistical test basically shows how far the influence of one dependent variable is. Testing this hypothesis is done with the

dependent variable. Testing this hypothesis is done using the t test which aims to test the level of significance of the existing abnormal returns (Ghozali, 2016).

This study uses a significant level of 95% or $\alpha = 5\%$

- a. If $P\text{-value} < 5\%$ then H_0 is rejected and H_a is accepted
- b. If $P\text{-value} > 5\%$ then H_0 is accepted and H_a is rejected

**Table 4.4 Partial Test Results (t Test)
Service Quality Variables on Purchase Decisions**

| Model | Coefficients ^a | | | T | Sig. |
|--------------------|-----------------------------|---------------------------|------|------------|------|
| | Unstandardized Coefficients | Standardized Coefficients | B | Std. Error | |
| 1 (Constant) | 43.433 | 2.893 | | 15.011 | .000 |
| Kualitas pelayanan | .913 | .079 | .648 | 11.563 | .000 |

a. Dependent Variable: purchase decision

1

Based on the t-test, it is known that the t-count value is 7.964 this value is compared to the t-table value for df 0.05 and the number of respondents is 187, it is found that the value is 1.972. The t-count value compared to the t-table value is 7.964 which is greater than 1.972, which means that the service quality variable (X_1) is

partially proven to affect the purchasing decision (Y). Based on a series of tests that have been carried out in this study, the results are related so that this study states that it accepts H_0 and at the same time states that it cannot accept H_1 , or in other words, Service Quality (X_1) has an effect on Purchase Decisions (Y).

**Table 4.5 Partial Test Results (t Test)
Price Variable on Purchase Decision**

| Model | Coefficients ^a | | | T | Sig. |
|--------------|-----------------------------|---------------------------|------|------------|------|
| | Unstandardized Coefficients | Standardized Coefficients | B | Std. Error | |
| 1 (Constant) | 35.749 | 3.315 | | 10.783 | .000 |
| Harga | .769 | .062 | .674 | 12.399 | .000 |

a. Dependent Variable: purchase decision

1

Based on the t-test, it is known that the t-count value is 2.598, this value is compared with the t-table value for df 0.05 and the

number of respondents is 187, so it is found that the value is 1.972. The value of t-count compared to the value of t-table is 2.598,

which is greater than 1.972, which means that the price variable (X_2) is partially proven to influence the purchase decision (Y). Based on a series of tests that have been carried out in this study, the results are related so that this study states that it accepts H_{a2} and at the same time states that it cannot accept H_2 , or in other words, Price (X_2) affects the Purchase Decision (Y).

Simultaneous Test Results (F Test)

This F test was conducted to test all variables simultaneously (simultaneously),

namely to test the hypothesis: customer satisfaction at AQU Tour & Travel by service quality and price. The conditions used are:

- If the probability F count is less than 0.05, then H_0 is rejected
- If the probability F count is more than 0.05 then H_0 is accepted

The level of confidence used in the calculation of multiple linear correlation is 95% or with a significant level of 0.05

Table 4.6 Simultaneous Test Results (Test f)

ANOVA^a

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 7834.397 | 2 | 3917.199 | 751.803 | .000 _b |
| | Residual | 958.715 | 184 | 5.210 | | |
| 1 | Total | 8793.112 | 186 | | | |

a. Dependent Variable: Purchasing Decision
b. Predictors: (Constant), Price, Service Quality

Source: Primary data processed, 2022 researchers

Based on the table above, it is known that the calculated F value is 751.803 and the F-Table value is 3.04, it can be seen that the value of 751.803 is greater than the value of 3.04, or in other words the variable of Service Quality (X_1), Price Variable (X_2) simultaneously affect the Purchase Decision (Y).

Multiple Regression Test Results

In analyzing the factors of service quality (X_1) and price (X_2) on the Purchase Decision (Y) PT. Afdhol Qurun Utama (AQU Tour & Travel), multiple regression analysis is used as follows:

Table 4.7 Multiple Regression Test Results

Coefficients^a

| Model | | Unstandardized Coefficients | | Beta | t | Sig. |
|-------|-----------------|-----------------------------|------------|------|--------|------|
| | | B | Std. Error | | | |
| 1 | (Constant) | 1.102 | 1.958 | | .563 | .574 |
| | Service Quality | .932 | .034 | .661 | 27.160 | .000 |
| | Price | .784 | .028 | .687 | 28.206 | .000 |

a. Dependent Variable: Purchase Decision

Source: Primary Data Processed, Researchers 2022

Based on the table above, it is known that the B value for the coefficient is 1.102, the B value for the Service Quality variable is 0.932, the B value for the Price variable is 0.784. These three values can be presented in the following Equation 3: Purchase Decision = 1.102 + 0.932 Service Quality + 0.784 Price + Error. The meaning of the above equation is: without being influenced by any variables, the value of the Purchase Decision is 1.102 times, but if the company adds a Service Quality variable, the Purchasing Decision will increase by 0.932 and if you add the Price variable, the Y value will increase again by 0.784

assuming other variables. Permanent or *ceteris paribus*.

Coefficient of Determination Test Results (R2)

³ The Influence of Service Quality on Purchase Decisions

Assessing the level of influence of the Service Quality variable affecting the Purchase Decision, it can see the value of the coefficient of determination (R-Squared). The test results can be seen in the table below:

Table 4.8 R-Squared. Test Results Service Quality Variables on Purchase Decisions

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|--|-------|----------|-------------------|----------------------------|
| 1 | .674a | .454 | .451 | 5.09495 |
| a. Predictors: (Constant), Service Quality | | | | |
| b. Dependent Variable: Purchase Decision | | | | |

Source: Primary Data Processed, Researchers 2022

The R-Squared value obtained is 0.454, the value is multiplied by 100% to make 45.4%. The 45.4% figure means that the equation can be trusted at 45.4%, which means that Service Quality contributes 45.4% to the increase in Service Quality, while the rest is influenced by other variables.

Influence of Price on Purchase Decision

Assessing the level of influence of the Price variable affecting the Purchase Decision, you can see the value of the coefficient of determination (RSquared). The test results can be seen in the table below:

Table 4.9 R-Squared . Test Results Price Variable on Purchase Decision

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|--|-------|----------|-------------------|----------------------------|
| 1 | .648a | .420 | .416 | 5.25261 |
| a. Predictors: (Constant), Price | | | | |
| b. Dependent Variable: Purchase Decision | | | | |

Source: Primary Data Processed, Researchers 2022

The R-Squared value obtained is 0.420, the value is multiplied by 100% to make 42%.

¹ The figure of 42% means that the equation can be trusted at 42%, which means that the

price contributes 42% to the increase in price, while the rest is influenced by other variables.

Discussion

Partial Influence

1 Partial test results are used to find out the answer to the first hypothesis. From the results of the research based on the t test, it is known that the t-count value is 7.964 this value is compared to the t-table value for df 0.05 and the number of respondents is 187, the value is 1.972. The value of t-count compared to the value of t-table is 7.964 which is greater than 1.972 which means that the service quality variable (X1) is partially proven to influence the purchasing decision (Y), this means that the service quality variable partially influences the purchasing decision of the hajj package. and Umrah at PT. Afdhol Qurun Utama (AQU Tour & Travel).

Meanwhile, the results of testing the Price variable on Purchase Decisions based on the T test, it is known that the t-Count value is 2.598, this value is compared to the t-Table value for df 0.05 and the number of respondents is 187, so the value is 1.972. The value of t-count compared to the value of t-table obtained is 2.598 greater than 1.972, which means that the price variable (X2) is partially proven to influence the purchase decision (Y). This means that partially the price variable has a partial effect on the decision to purchase hajj and umrah packages at PT. Afdhol Qurun Utama (AQU Tour & Travel).

Simultaneous Influence

1 The first hypothesis is to find out whether the variables of Service Quality and Price have a simultaneous effect on the Purchase Decision of Hajj and Umrah packages at PT. Afdhol Qurun Utama (AQU Tour & Travel). Based on the results of the calculation of the simultaneous test (f test)

which can be seen from table 4.6. then it is known that the calculated F value is 751.803 and the F-Table value is 3.04, it can be seen that the value of 751.803 is greater than the value of 3.04, or in other words, the Service Quality variable (X1), Price Variable (X2) has a simultaneous effect to the Purchase Decision (Y). This can be interpreted that simultaneously or simultaneously the independent variables (Quality of Service and Price) significantly affect the dependent variable of Purchase Decision. Meanwhile, to find out how much influence is given by the service quality variable on purchasing decisions, it can be known through the calculation of the coefficient of determination test results (Adjusted R Square) contained in table 4.8. From the table, it can be seen that the R-Squared value obtained is 0.454, the value is multiplied by 100% to make 45.4%. The 45.4% figure means that the equation can be trusted at 45.4%, which means that Service Quality contributes 45.4% to the increase in Service Quality, while the rest is influenced by other variables. Then to find out how much influence the service quality variable has on purchasing decisions, it can be known through the calculation of the coefficient of determination test results (Adjusted R Square) contained in table 4.9. From the table, it can be seen that the R-Squared value obtained is 0.420, the value is multiplied by 100% to make 42%. The figure of 42% means that the equation can be trusted at 42%, which means that the price contributes 42% to the increase in price, while the rest is influenced by other variables. From these results it can be seen that the variables of service quality and price have a simultaneous influence on the decision to purchase hajj and umrah packages at PT. Afdhol Qurun Utama (AQU Tour & Travel).

CLOSING

Conclusion

Based on the results of research and discussion, it can be concluded that there is a significant positive influence between service quality on purchasing decisions for hajj and umrah packages at PT. Afdhol Qurun Utama (AQU Tour & Travel). There is also a significant positive effect between price on the decision to purchase hajj and umrah packages at PT. Afdhol Qurun Utama (AQU Tour & Travel). From these results it can be seen that the variables of service quality and price have a simultaneous influence on the decision to purchase hajj and umrah packages at PT. Afdhol Qurun Utama (AQU Tour & Travel).

Suggestion

The company is expected to improve the quality of good service on management performance to minimize consumer complaints. Then for consumers are expected to be more careful in considering the decision to purchase Umrah packages. And for further research, it is expected to expand or update the things that want to be studied in research related to the research period, research population and variables used in order to obtain more accurate and authentic results.

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