

THE EFFECT OF SERVICE QUALITY AND PRICE ON THE PURCHASE DECISION OF AQU TOUR UMRAH PACKAGES

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ABSTRACT

The aim of this research was to assess the impact of Service Quality and Price on the decision to purchase Umrah packages at PT. Afdhol Qurun Utama, both individually and collectively. This research employed a quantitative approach, specifically an associative hypothesis. The research population included all consumers who had previously bought Umrah packages from PT. Afdhol Qurun Utama. Sample selection was done through random sampling, utilizing the Slovin formula, resulting in a sample size of 187 respondents. Data were collected through various methods, including field research (questionnaires), observation, and library research, with a focus on ensuring validity and reliability. The analysis methods encompassed descriptive statistics, hypothesis testing (t-test), coefficient of determination (R²), and F-test, all performed with IBM SPSS Version 26 software. The findings from the analysis reveal that Service Quality has a statistically significant positive influence on purchasing decisions when considered individually. Similarly, the Price variable, when examined independently, also exerts a statistically significant positive impact on purchasing decisions. When examined together, both Service Quality and Price collectively have a statistically significant positive impact on the purchasing decisions regarding Umrah packages at PT. Afdhol Qurun Utama (AQU Tour & Travel).

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

1. INTRODUCTION

Everyone undoubtedly longs for the sacred land, particularly the Ka'aba within the holy grounds of Mecca. Within this sacred place, two significant religious activities transpire: Umrah and Hajj. Umrah, also known as the minor pilgrimage, is a pilgrimage to the Baitullah for a set of religious rituals entailing specific pillars, conditions, and obligations. Unlike Hajj, which is only performed during the designated month of Dzulhijjah, Umrah can be carried out at any time, making it a more flexible option for the faithful who aspire to visit the holy land (Hadi, 2019). This alternative pilgrimage to Mecca is often adopted due to the restricted quota for Hajj, preventing many from promptly fulfilling this sacred obligation.

In accordance with Law Number 8 of 2019 concerning the implementation of Hajj and Umrah pilgrimages, as stated in Article 2, the execution of Umrah is guided by factors including travel, safety, supervision, and evaluation. This extends to service standards in Umrah pilgrimage, encompassing accommodation, transportation, catering, health services, and Umrah worship guidance. Service quality is evaluated based on consumers' perception and their expectations. Consumers consistently assess whether a service meets or surpasses their anticipations. The pricing of these services also plays a pivotal role in consumer decisions (Sendow & Pio, 2013). Price considerations often include not only the cost of the service but also its quality relative to competitors in the market (Xian, Gou Li, 2011). Thus, the quality of service and pricing must be attentively managed 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). This decision-making process, applicable to Umrah and Hajj travel agencies, is influenced by personal factors such as 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 service-oriented business entity, and the competition in this industry, particularly for Hajj and Umrah travel agencies, is continually intensifying. This demands that every company develop robust marketing management strategies that encompass competent leadership, unwavering commitment, and high morale to navigate the evolving landscape (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).

Umrah worship involves an array of preparatory processes, including organizing transportation, acquiring worship-related provisions, and handling documentation. Within this process, operational standards for the pilgrimage include accommodation, lodging, transportation, catering, health services, the guidance of a tour leader, and the support of a worship guide, until the final stages of returning to one's home 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 got, 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"**.

2. LITERATURE REVIEW AND RESEARCH HYPOTHESES

Literature Review

Service Quality

Service quality, as described by Catharina, (2020). pertains to the anticipated level of excellence and the management of these benefits to fulfill customer expectations. Two essential factors influence service quality: perceived service and expected service. When perceived service falls short of expectations, customers may lose interest in the service provider. Conversely, if perceived service surpasses expectations (perceived > expected), there's a likelihood that customers will engage the service provider again (Sabariah, 2015). The evaluation of service quality cannot be solely determined from the company's standpoint; instead, it must be assessed from the customer's perspective (Sabariah, 2015). Additionally, as noted by Zulaika (SKM, MKM, 2020), service quality denotes the anticipated degree of excellence and control over the level of excellence to fulfill customer desires.

According to Zeithml, Berry, and Parasuraman, as cited by Aqeela, (2015) , there are five attributes employed to appraise service quality:

- 1) **Tangibles:** This encompasses the physical infrastructure, equipment, personnel, and communication means.
- 2) **Reliability:** This denotes the capability to promptly and satisfactorily deliver the promised service.
- 3) **Responsiveness:** It relates to the willingness of the staff to assist customers and provide prompt service.
- 4) **Assurance:** This covers the competence, courtesy, and trustworthiness of the staff, ensuring freedom from danger, risk, or doubt.
- 5) **Empathy:** It involves the ease of establishing relationships, effective communication, and a deep understanding of customer needs.

Pricing

Price serves as the sole component within the marketing mix that generates income or revenue for the company. In addition, it is a flexible element, capable of swift adaptation (Armahadyani, 2018) , as per Tjiptono's perspective.

Price can be defined as a medium of exchange, in accordance with Kotler (Rachman, 2017), It represents the amount of money required in exchange for a product or service. To elaborate, it embodies the total value given by customers in their pursuit of deriving benefits from the ownership or use of a product or service. Consumer decisions are significantly influenced by price, a crucial factor in their product or service selection process (Rachman, 2017). Setting the price too low may negatively affect the perception of the product or service in the consumer's eyes.

As outlined by Hasan (Runtunuwu et al., 2014), prices encompass all monetary costs that consumers are willing to forgo to acquire, possess, or utilize various combinations of goods and services within a product. Similarly, according to Saladin (Achmad & Gusnadi, 2018), price denotes a monetary sum, serving as a medium of exchange for obtaining products or services. It can also be regarded as the value of a product within the consumer's mind.

Traditionally, price is defined as a specific amount of money used for exchange in acquiring products or services. In essence, it signifies the product's worth in the consumer's perception (Jackson R. S. Weenas, 2013).

Price is quantified as the monetary expression of an item's value (Purnama, 2016). As stated by Tandjung (Dwi Saputro, 2013), it is the prearranged sum agreed upon by potential buyers and sellers, representing the exchange value for goods or services in customary business transactions. Price plays a pivotal role in consumers' brand selection, significantly influencing their purchase decisions. Consumers, when comparing different brands, often assess prices by contrasting them with various price standards, thereby forming a basis for their purchasing transactions. It is crucial to recognize that price constitutes a fundamental element in the marketing mix, wielding substantial influence over the success of marketing endeavors.

Kotler characterizes price as the money amount consumers must provide due to their usage of products or services, given the benefits they receive (Septiani, 2020). Price indicators (Stanton, 2001) encompass the following aspects:

- a) Price affordability.
- b) Determination of a product's selling price based on considerations of competitors' prices, enabling the product to remain competitive in the market.
- c) Price congruity with benefits. Consumers sometimes overlook the price as long as it aligns with their pre-purchase expectations.
- d) Price alignment with product quality. Certain products prompt consumers to accept higher prices, provided the product quality is superior. Nevertheless, consumers tend to favor products characterized by a blend of competitive pricing and high quality.
- e) Price competitiveness. However, companies often prioritize the product's benefits.

Consumer Purchase Decision

According to Buchari Alma (Hafizkhan, 2019), consumer purchase decisions are influenced by various factors, including financial considerations, technological aspects, political influences, cultural factors, product attributes, pricing, location, promotional strategies, physical evidence, interactions with people, and the purchasing process. These factors collectively shape consumers' attitudes, guiding them in processing information and making informed choices regarding which products to buy. Additionally, Tjiptono (2019) defines consumer purchase decisions as a step-by-step process in which consumers first recognize a problem and then actively seek information about specific products or brands.

In accordance with Kotler and Keller (Syafudin et al., 2018), consumer purchase decisions are a fundamental component of consumer behavior, encompassing the study of how individuals, groups, and organizations select, procure, employ, and evaluate goods, services, ideas, or experiences to fulfill their needs and desires. Kotler and Keller (Syafudin et al., 2018) propose that consumer purchase decisions manifest across various dimensions:

1) Product Selection:

Consumers must decide whether to buy a specific product or allocate their funds elsewhere. Companies should pay close attention to customers interested in buying their products and the alternatives they contemplate.

2) Brand Choice:

Consumers encounter choices regarding which brand to purchase, with each brand exhibiting unique characteristics. Companies should comprehend the criteria consumers employ in selecting a brand.

3) Dealer Selection:

Consumers must determine which dealer to visit. The choice of dealer is influenced by factors such as proximity, pricing, inventory availability, shopping convenience, and store size, and it varies from one consumer to another.

4) Timing of Purchase:

Consumer decisions about when to buy can vary widely, such as daily, weekly, bi-weekly, and so forth.

5) Purchase Quantity:

Consumers decide how many products to buy at a given time; this may involve purchasing multiple items. Hence, companies should prepare for diverse consumer preferences.

6) Payment Method:

Consumers make decisions about the payment methods for product or service purchases. Purchasing decisions are influenced not only by environmental and familial factors but also by the technology employed in transactional processes.

As per Sunyoto (Rahmat, 2021), decision-making represents a cognitive process integrating memory, thought, information processing, and evaluative judgments. Nitisusastro (Mudi Awalia & Bin Lahuri, 2021) suggests that consumer purchase decisions are the ultimate phase in a series of steps within consumer behavior. Combining these expert opinions, it can be inferred that purchase decisions involve a problem-solving process that includes recognizing needs and desires, gathering information, evaluating alternative sources for selections, making the purchase decision, and post-purchase behavior (Widyastuti & Malau, 2020). The indicators for purchase decisions include:

- 1) Complex buying behavior.
- 2) Purchase behavior driven by minimizing discrepancies.
- 3) Habitual purchase behavior.
- 4) Purchase behavior seeking variety.

Kotler and Armstrong (Pradana et al., 2018) propose that consumer purchase decisions often favor the most preferred brand. They also identify indicators of purchase decisions:

- a) The consistency of buying after obtaining product information.
- b) Deciding to purchase due to brand preference.
- c) Buying in alignment with desires and needs.
- d) Purchasing based on recommendations from others.

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:

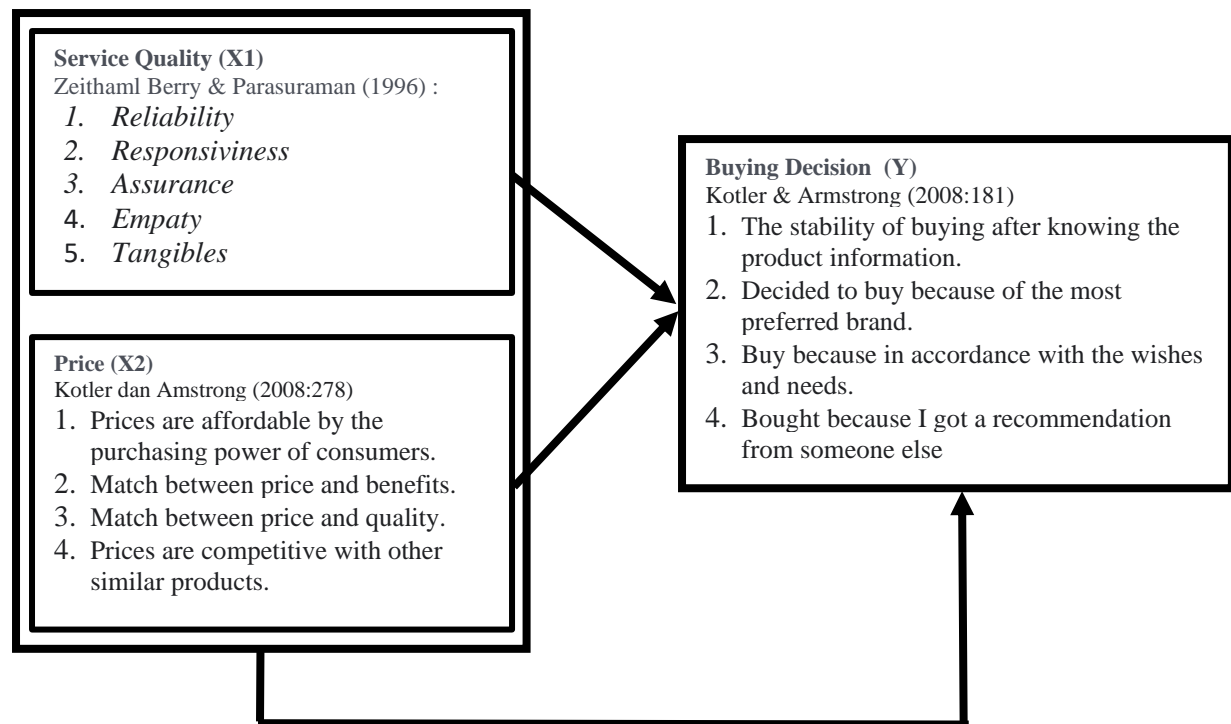


Figure 1 Research Framework

Research Hypotheses

Drawing from the conceptual framework presented above, the research hypotheses can be outlined as follows:

- 1) There is a partial influence of service quality on the decision to purchase Umrah Packages at PT. Afdhol Qurun Utama.
- 2) There is a partial influence of price on the decision to purchase Umrah Packages at PT. Afdhol Qurun Utama.
- 3) There is a simultaneous influence of service quality and price on the decision to purchase Umrah Packages at PT. Afdhol Qurun Utama.

3. RESEARCH METHODS

Research Design

Given the context and theoretical underpinning, this study employs a quantitative approach, specifically an associative hypothesis method. Data is collected through research instruments, and the analysis is quantitative, involving descriptive statistics to assess the established hypotheses. This study falls into the category of survey research, aimed at collecting data from real-world settings, though researchers intervene in the data collection process, including field research (utilizing questionnaires), observation, and library research (Sugiyono, 2021).

Population and Samples

As per Sugiyono (2018), a population represents a defined area encompassing objects or subjects with specific quantities and characteristics selected by researchers for study and

subsequent conclusions. The study's population comprises all Umrah pilgrims at PT Afdhol Qurun Utama (AQU Tour & Travel) observed during the research period, totaling 350 individuals.

Sugiyono (2018) also defines a sample as a subset of the population that shares its characteristics. In this study, a probability sampling technique, specifically random sampling, was employed. This technique offers equal opportunities for every member of the population to become part of the sample, aiming for a representative selection.

The number of samples used in this study used the Slovin formula with the formulation as follows:

$n = \frac{N}{1 + Ne^2}$	Whereas:	So, the number of samples used in this
	n = Number of Samples	study are:
	N = Total population	Population = 350
	e = Error rate	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.

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:

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.

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 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.

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.

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.

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).

The analytical method used is to use multiple linear regression analysis. The 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:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information:

Y : Dependent Variable

a : Constant

b₁ : Regression Coefficient of X₁

b₂ : Regression Coefficient of X₂

e : Residual / Error

4. RESULTS AND DISCUSSION

Research Result

a. 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:

1. Gender

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

Table 1 Characteristics of Respondents by Gender

No	Gender	Amount	Percentage
1	Male	94	50.3%
2	Female	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.

2. 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 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.

3. 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 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%).

b. 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 $\alpha = 5\%$.

- If P-value < 5%, then H_0 is rejected and H_a is accepted
- If P-value > 5%, then H_0 is accepted and H_a is rejected

Table 4 Partial Test Results (t-Test)
 Service Quality Variables on Purchase Decisions

Model	Coefficients ^a		Beta	t	Sig.
	Unstandardized Coefficients	Std. Error			
1 (Constant)	43.433	2.893		15.011	.000
Service Quality	.913	.079	.648	11.563	.000

a. Dependent Variable: Purchase Decision

According to the t-test, the analysis reveals a t-count value of 7.964. This value is then compared to the t-table value for a degree of freedom (df) of 0.05 with 187 respondents, yielding a t-table value of 1.972. With the t-count value significantly surpassing the t-table value ($7.964 > 1.972$), it is evident that the service quality variable (X1) has a partial and statistically significant influence on purchasing decisions (Y). Based on the comprehensive series of tests conducted in this research, the findings are cohesive. Therefore, this study affirms H_{a1} while simultaneously rejecting H_1 . In simpler terms, Service Quality (X1) has been confirmed to affect Purchase Decisions (Y).

Table 5 Partial Test Results (t-Test)
 Price Variable on Purchase Decision

Model	Coefficients ^a		Standardized Coefficients	t	Sig.
	Unstandardized Coefficients	Std. Error			
1 (Constant)	35.749	3.315		10.783	.000
Price	.769	.062	.674	12.399	.000

a. Dependent Variable: Purchase Decision

After conducting the t-test, it's evident that the t-count value stands at 2.598. This value is then compared to the t-table value for a degree of freedom (df) of 0.05, with a sample size of 187, resulting in a t-table value of 1.972. The t-count value, 2.598, exceeds the t-table value of 1.972. This statistical observation indicates that the price variable (X₂) has a partial and significant influence on the purchase decision (Y). Through a series of tests in this study, the results consistently corroborate each other. As a result, this research affirms Ha₂ while concurrently rejecting H₂. In other words, Price (X₂) indeed affects the Purchase Decision (Y).

c. 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 Ho is rejected.
- If the probability F count is more than 0.05, then Ho 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 6 Simultaneous Test Results (F-Test)

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		
	Total	8793.112	186			
a. Dependent Variable: Purchasing Decision						
b. Predictors: (Constant), Price, Service Quality						

Source: Primary Data Processed, 2022 - Researchers

Referring to the provided table, we can observe that the calculated F value stands at 751.803, while the F-Table value is 3.04. Notably, the computed value of 751.803 significantly surpasses the F-Table value of 3.04. In simpler terms, this implies that both the Service Quality (X₁) and Price Variable (X₂) concurrently exert a substantial influence on the Purchase Decision (Y).

d. 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 7 Multiple Regression Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
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, 2022 - Researchers

Referring to the data in the table provided, we can discern the following regression coefficients: the coefficient (B) is 1.102, the B value for the Service Quality variable is 0.932, and the B value for the Price variable is 0.784. These three coefficients can be elegantly formulated in Equation 3 as follows: Purchase Decision = 1.102 + 0.932 (Service Quality) + 0.784 (Price) + Error. This equation signifies that, holding other variables constant (*ceteris paribus*), the Purchase Decision exhibits a base value of 1.102. When the Service Quality variable is introduced, the Purchase Decision increases by 0.932, and the addition of the Price variable further elevates the value by 0.784.

e. Determination Coefficient Test Outcomes (R^2)

The Influence of Service Quality on Purchase Decisions

Assessing the degree of impact of the Service Quality variable on Purchase Decisions involves examining the coefficient of determination (R-Squared). The results of this examination are detailed in the table below:

Table 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, 2022 - Researchers

The R-Squared value acquired is 0.454, which is then multiplied by 100%, equating to 45.4%. This 45.4% signifies that the equation can be relied upon to the extent of 45.4%, indicating that Service Quality contributes to a 45.4% rise in Service Quality, while the remaining influence is attributed to other variables.

The Impact of Price on Purchase Decision

To gauge the extent of Price variable's impact on Purchase Decision, we examine the coefficient of determination (R-Squared). The test results are summarized in the table below:

Table 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, 2022 - Researchers

The R-Squared value achieved is 0.420, and when multiplied by 100%, it becomes 42%. This 42% indicates that the equation is dependable to the extent of 42%. In other words, the Price contributes to a 42% increase in Price, while the remainder is under the influence of other variables.

f. Discussion

Partial Influence

Partial test results aim to answer the first hypothesis. According to the t-test results, the t-count is 7.964, compared to the t-table value for df 0.05 with 187 respondents, where the t-table value is 1.972. The t-count value of 7.964 exceeds the t-table value of 1.972, indicating that the Service Quality variable (X_1) partially influences the Purchase Decision (Y). This suggests that the Service Quality variable has a partial effect on the decision to purchase Hajj and Umrah packages at PT. Afdhol Qurun Utama (AQU Tour & Travel).

Similarly, based on the t-test, the Price variable (X_2) has a t-Count of 2.598, compared to the t-Table value for df 0.05 with 187 respondents, where the t-table value is 1.972. The t-count value of 2.598 exceeds the t-table value of 1.972, indicating that the Price variable (X_2) partially influences the Purchase Decision (Y). This means that the Price variable partially affects the decision to purchase Hajj and Umrah packages at PT. Afdhol Qurun Utama (AQU Tour & Travel).

Simultaneous Influence

The first hypothesis aims to determine whether the Service Quality and Price variables collectively influence the Purchase Decision for Hajj and Umrah packages at PT. Afdhol Qurun Utama (AQU Tour & Travel). The results of the simultaneous test (F-test) indicate that the

calculated F value is 751.803, while the F-Table value is 3.04. The value of 751.803 significantly exceeds 3.04, suggesting that both the Service Quality variable (X_1) and the Price variable (X_2) have a simultaneous influence on the Purchase Decision (Y). In other words, both independent variables (Service Quality and Price) significantly affect the dependent variable, Purchase Decision.

Furthermore, the coefficient of determination (Adjusted R-Square) is used to quantify the influence of the Service Quality and Price variables on Purchase Decisions. The R-Squared value obtained is 0.454 for Service Quality, representing 45.4% of the variation. This indicates that Service Quality contributes 45.4% to the variation in Service Quality, while the remaining influence is from other variables. Similarly, the R-Squared value for the Price variable is 0.420, or 42% of the variation. This means that Price contributes 42% to the variation in Price, with the remaining influence from other variables. Therefore, the Service Quality and Price variables have a simultaneous impact on the decision to purchase Hajj and Umrah packages at PT. Afdhol Qurun Utama (AQU Tour & Travel).

5. CLOSING

Conclusion

Based on the research findings and discussion, it can be concluded that there is a significant positive influence of Service Quality on the Purchase Decision of Hajj and Umrah packages at PT. Afdhol Qurun Utama (AQU Tour & Travel). Similarly, there is a significant positive effect of Price on the decision to purchase Hajj and Umrah packages at PT. Afdhol Qurun Utama (AQU Tour & Travel). Thus, the study demonstrates that Service Quality and Price variables have a simultaneous influence on the decision to purchase Hajj and Umrah packages at PT. Afdhol Qurun Utama (AQU Tour & Travel).

Suggestions

It is recommended for the company to enhance service quality in management performance to minimize consumer complaints. Consumers are advised to be more meticulous in their decision-making process when purchasing Umrah packages. For future research, it is advisable to expand or update the areas of study related to the research period, the research population, and the variables used to obtain more accurate and authentic results.

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