

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

Based on research involving 100 Daqu Travel customers to analyze the relationship between the variables of Service quality, price, intention to repurchase, and customer satisfaction, several main points can be concluded as follows:

1. Service quality (X1) influences customer satisfaction (Z) positively. This means that better service quality leads to higher customer satisfaction. When customers receive excellent service, they feel valued and well-served, which enhances their overall experience. In Umrah services, smooth travel processes, reliable accommodations, and spiritual fulfillment contribute significantly to satisfaction.
2. Price (X2) influences customer satisfaction (Z) positively. This suggests that fair and reasonable pricing contributes to customer satisfaction. When customers believe they are getting good value for their money, they are more likely to be satisfied. In the Umrah industry, transparent and competitive pricing plays a key role in ensuring customer trust.
3. Service quality (X1) influences repurchase intention (Y) positively. This indicates that when customers perceive high service quality, they are more likely to make repeat purchases. In the Umrah travel industry, aspects such as well-organized travel arrangements, responsive customer service, and reliable facilities encourage customer trust and loyalty.

4. Price (X2) influences repurchase intention (Y) positively. This means that price plays a direct role in customers' decision to repurchase. When customers find the price reasonable and aligned with their expectations, they are more likely to return for future transactions. Competitive pricing in the Umrah travel sector ensures affordability while maintaining service quality.
5. Customer satisfaction (Z) influences repurchase intention (Y) positively. This result highlights that satisfied customers are more likely to repurchase. A positive overall experience builds trust and loyalty, increasing the chances of customers returning for future bookings. Maintaining high satisfaction levels is essential for long-term customer retention.
6. Service quality (X1) does not influence repurchase intention (Y) through customer satisfaction (Z). While service quality improves satisfaction, satisfaction does not mediate the relationship between service quality and repurchase intention. This suggests that although customers appreciate good service, their decision to repurchase may be driven by other factors such as pricing, brand reputation, or available alternatives.
7. Price (X2) does not influence repurchase intention (Y) through customer satisfaction (Z). This result shows that although price can influence customer satisfaction, satisfaction is not a factor that mediates the relationship between price and repurchase intention. This indicates that customers may not consider price as a major factor in their decision to re-use Umrah services, but rather focus on other factors such as trust and previous service experience.

4.2 Suggestion

Based on the results of this study, several findings indicate that certain variables have a significant influence on customer satisfaction and repurchase intention, while several other variables do not have a significant influence. Therefore, the following suggestions are proposed as recommendations for further development in the Umrah travel industry, especially for Daqu Travel (PT. Al Amin Mulia Lestari):

1. Improving service quality to strengthen repurchase intention. The results of the study indicate that service quality has a direct influence on customer satisfaction and repurchase intention. Therefore, Daqu Travel needs to ensure that all aspects of service, from communication with customers, convenience of facilities, transparency of information, to punctuality of departure and return, are always well maintained. Conducting regular training for staff and improving the digital-based service system can help improve customer experience, so that they are more likely to return to using Daqu Travel's Umrah services.
2. Maintaining a competitive price balance to increase repurchase intention. The results of the study indicate that price has a direct effect on repurchase intention, which means that customers consider price in their decision to return to using Umrah services. However, customer satisfaction does not act as a mediator in the relationship between price and repurchase intention. This means that although competitive prices can increase satisfaction, they do not necessarily make customers return to the service. Therefore,

companies must ensure that prices remain competitive and comparable to service quality, and provide attractive promotional programs or travel packages to maintain customer loyalty.

3. Increasing customer satisfaction as a major factor in encouraging repeat purchases. The results of the study show that customer satisfaction has a direct influence on repeat purchase intentions, but does not act as a mediator between service quality and price on repeat purchase intentions. Thus, efforts to increase customer satisfaction remain an important factor in strengthening loyalty. Daqu Travel can increase customer satisfaction by providing better after-sales service, providing a comfortable and safe travel experience, and building better communication with customers through various channels, including social media and customer-based applications.
4. Strengthening strategies to increase repurchase intention outside of customer satisfaction aspects. Given that customer satisfaction is not a mediator in the relationship between service quality and price on repeat purchase intentions, other factors such as emotional experience, brand trust, and ongoing service need to be considered.
5. Developing further research with additional variables. To better understand the factors that influence repurchase intention in the Umrah travel industry, further research is recommended to consider other variables such as brand awareness, word-of-mouth, and brand equity. By adding these variables, future research can provide a more comprehensive picture of the factors that drive customer loyalty in Umrah services.