

ABSTRACT

The growing number of Indonesian umrah pilgrims from year to year has led to the growth of travel agencies offering umrah services. This competition drives the need for agencies to provide not only functional services but also to foster customer loyalty on emotional and spiritual levels. This study aims to analyze the influence of Service Quality, Price Perception, and Social Media Usage on Customer Loyalty, with Customer Satisfaction as a mediating variable, among the pilgrims of SHU Baitullah. The respondents in this study consisted of 105 individuals who had performed umrah with SHU Baitullah in 2024, selected through purposive sampling based on the criterion of having direct experience with the agency's services. The data were analyzed using the Structural Equation Modeling approach based on Partial Least Squares (PLS-SEM) with the help of SmartPLS 4 software, covering both measurement model (outer model) and structural model (inner model) evaluations. The results show that Service Quality, Price Perception, and Social Media Usage have a significant direct effect on Customer Loyalty, and also significantly influence Customer Satisfaction. However, the indirect effects of the three exogenous variables on Loyalty through Satisfaction were found to be statistically insignificant. These findings indicate that in the context of umrah pilgrimage, customer loyalty is more strongly shaped by perceptions and direct experiences rather than solely by rational evaluations of satisfaction.

Keywords: *Service Quality, Price Perception, Social Media, Customer Satisfaction, Customer Loyalty*