

CHAPTER II

DAQU TRAVEL GENERAL OVERVIEW

In this chapter, an explanation of the general description of the Daqu Travel brand will be presented and identification of respondents grouped by gender, age, marital status, highest level of education, employment, income, expenses, purchase frequency and Daqu Travel products.

2.1 History of Daqu Travel

PT. Al Amin Mulia Lestari is a licensed provider of Umrah and Hajj pilgrimage travel services, officially recognized by the Ministry of Religious Affairs of the Republic of Indonesia. The company is also registered as a member of the Association of Umrah and Hajj Organizers (HIMPUH), reaffirming its commitment to delivering trustworthy and high-quality pilgrimage travel services for Muslims in Indonesia. Founded in 2000, PT. Al Amin Mulia Lestari was established with the primary goal of assisting the Muslim community in performing Hajj, Umrah, and other religious tours. Since its inception, the company has been committed to providing comprehensive guidance and ensuring safe, comfortable, and Sharia-compliant travel services.

As it has grown, PT. Al Amin Mulia Lestari has strengthened its identity by forging a strong partnership with Pesantren Tahfidz Daarul Qur'an. The company contributes to the development of the pesantren by offering religious travel programs that not only focus on Hajj and Umrah but also provide a deeper spiritual experience for pilgrims. The religious guides in the Umrah and Hajj journeys organized by the company come from asaaticdz or permanent educators at Pesantren

Tahfidz Daarul Qur'an. This adds significant value for the pilgrims, as they not only receive high-quality travel services but also benefit from religious guidance provided by experts in their field. As part of its corporate identity and branding, PT. Al Amin Mulia Lestari operates under the trade name "DAQU TRAVEL", reflecting the company's dedication to integrating pilgrimage travel services with strong Islamic values. In 2007, PT. Al Amin Mulia Lestari officially obtained its Umrah travel license under No. D/416 Year 2007, followed by its Hajj license in 2008 under No. D/517 Year 2008. To maintain high service standards, the company renewed its licenses, securing PPIU (Umrah) No. 803 Year 2018 and PIHK (Hajj) No. 799 Year 2019.

As a testament to its dedication to pilgrims, DAQU TRAVEL continuously strives to provide a travel experience that goes beyond administrative and logistical aspects, placing a strong emphasis on spiritual values. The company's core mission is to deliver the best services and guidance for Umrah and Hajj journeys while fostering a lifelong connection between pilgrims and the Qur'an, as part of their spiritual journey toward blessings. With over two decades of experience in the religious travel industry, DAQU TRAVEL continues to innovate and grow, aiming to be the most trusted partner in fulfilling every Muslim's dream of performing their pilgrimage to the Holy Land.

2.2 Vision dan Mision

2.2.1 Vision

Become a trusted Umrah, Hajj & Tourism Travel Agency.

2.2.2 Mision

Providing the best service to Allah's Guests through a program that is Safe, Comfortable & Full of Blessings

2.3 Logo

A logo can also be called a symbol, image mark, trademark which functions as a symbol of personal identity of a business entity and an identification mark which is a characteristic of the company (Carter & Stephens, 2008). Companies create logos as the identity of a brand, company, business or other organization. The graphic design usually reflects the mission, vision, identity and core values of the company. For this reason, every element in a logo, be it color, shape or symbol, usually has a certain meaning that the company wants to convey to its audience.



Source: Company Profile Daqu Travel Document, 2020

Figure 2. 1 Daqu Travel Logo

The DAQU TRAVEL – PT. Al Amin Mulia Lestari logo represents the company's identity as a trusted and professional pilgrimage travel provider specializing in Umrah and Hajj services. The design elements in the logo reflect the company's core values of spirituality, dedication, and professionalism, ensuring a meaningful and high-quality pilgrimage experience for every traveler. The detailed meaning of this logo includes:

1. The logo prominently displays "DAQU TRAVEL" as the company's primary identity, using an elegant and professional font that reflects credibility and trust in pilgrimage travel services.
2. Below it, the text "PT. AL AMIN MULIA LESTARI" represents the official company name, clarifying that DAQU TRAVEL operates under PT. Al Amin Mulia Lestari.
3. The stylized "A" in DAQU features an artistic element resembling a wing or dynamic movement, symbolizing the sacred journey of Umrah and Hajj while reflecting the company's commitment to continuous growth and excellence in pilgrimage services.
4. The logo colors symbolize the company's values, with red representing passion, courage, and dedication in providing excellent pilgrimage services, while gray signifies professionalism, stability, and reliability, reflecting its strong foundation and trusted reputation.

The DAQU TRAVEL – PT. Al Amin Mulia Lestari logo effectively embodies the company's mission of facilitating a seamless and spiritually enriching pilgrimage journey. The combination of modern design, meaningful symbols, and well-chosen colors reinforces the brand's commitment to excellence, ensuring that every pilgrim experiences a journey filled with faith, comfort, and devotion.

2.4 Organizational Structure

In an organization, structure is very important to help smooth operations and achieve goals effectively and efficiently. With an organizational structure, the relationships between various positions, positions or functions within the company

become clearer and more organized, making it easier to communicate and coordinate in achieving common goals. This structure determines how tasks, responsibilities, and communication flows are divided and coordinated to achieve organizational goals.

The organizational structure of PT. Al Amin Mulia Lestari (DAQU TRAVEL) consists of key roles that ensure the company operates efficiently in providing Umrah and Hajj services. The structure includes:

1. Board of Commissioners
 - Hj. Siti Maimunah – President Commissioner
 - KH. A. Kosasih – Commissioner
2. Board of Directors
 - H. Unang Abdul Fatah – President Director
 - H. Abdul Sidik, SE – Finance Director
3. Advisor
 - KH. Yusuf Mansur

2.4.1 Task Description

The organizational structure of PT. Al Amin Mulia Lestari (DAQU TRAVEL) is designed to ensure efficient management, strategic growth, and high-quality service in providing Umrah and Hajj travel. Each role has specific responsibilities that contribute to the company's mission of delivering a seamless and spiritually enriching pilgrimage experience. The key roles and their responsibilities include:

1. President Commissioner
 - Provides oversight and strategic direction for the company.

- Ensures that the company complies with regulations and ethical standards.
2. Commissioner
 - Assists the President Commissioner in supervising management.
 - Provides guidance based on industry expertise.
 3. President Director
 - Leads and manages the overall operations of the company.
 - Ensures that company policies and strategies align with its mission.
 4. Finance Director
 - Oversees financial planning, budgeting, and financial health.
 - Ensures transparency and accountability in financial management.
 5. Advisor
 - Provides spiritual and strategic guidance.
 - Ensures that the company maintains its religious and ethical commitments.

With a well-structured leadership team, DAQU TRAVEL continues to uphold its commitment to providing reliable, professional, and spiritually fulfilling pilgrimage services.

2.5 Daqu Travel Product

Daqu Travel offers a range of Umrah and Hajj travel packages designed to meet the needs of pilgrims with different preferences and budgets. The packages prioritize comfort, convenience, and a spiritually enriching experience.

2.5.1 Umrah Packages

Daqu Travel provides several Umrah options based on travel duration, accommodation quality, and additional services:

A. Regular Umrah:

- 1) A 9-day Umrah package with 3, 4, or 5-star hotel accommodations.
- 2) Departures are scheduled twice every month.
- 3) Includes different package choices:
 - Paket Umroh Aman: 3-star hotel accommodation, catering/self-service meals.
 - Paket Umroh Nyaman: 4-star hotel accommodation, full-board meals.
 - Paket Umroh Berkah: 5-star hotel accommodation, premium dining options.

B. Umrah Ramadhan:

- 1) A special Ramadhan Umrah package allowing pilgrims to experience the holy month in Masjidil Haram and Masjid Nabawi.
- 2) Includes Tarawih prayers by the Ka'bah, Iftar in the holy land, and Lailatul Qadr observance.

C. Umrah Plus Turki:

- 1) Combines Umrah with a tour of Turkey, allowing pilgrims to visit Istanbul and historical Islamic sites.
- 2) Features visits to Ottoman-era landmarks, including the Blue Mosque and Hagia Sophia, while cruising the Bosphorus Strait.

2.5.2 Hajj Packages

Daqu Travel also offers Hajj services, catering to pilgrims seeking quota-based and non-quota options:

1. Special Quota Hajj:

- A. A government-regulated Hajj package with 5-star hotel accommodations.
- B. Includes comprehensive services for a comfortable pilgrimage.
- C. Waiting period: approximately 6-7 years, based on the Indonesian Hajj quota system.

2. Furoda Hajj:

- A. A direct Hajj visa program (Furoda) issued by the Saudi Arabian government.
- B. Allows pilgrims to perform Hajj without waiting for an Indonesian Hajj quota.
- C. Pilgrims depart immediately in the same year after registration.

Daqu Travel provides a diverse selection of Umrah and Hajj packages that cater to various needs, ensuring pilgrims experience a seamless, comfortable, and spiritually fulfilling journey to the holy cities of Mecca and Medina.

2.6 Respondent Characteristics

The characteristics of the respondents will be described in this study to obtain information about the respondents related to the research object. The respondents selected as samples in this study were chosen based on several criteria, such as having used the Umrah services of Daqu Travel (PT. Al Amin Mulia Lestari) at least once, being willing to fill out the questionnaire for research purposes, and having paid for the Umrah trip with their own money.

In this study, 100 respondents were used, who filled out the questionnaire entirely online through Google Forms distributed by the researcher. Respondents then provided scores using a 1-4 rating scale to answer the questionnaire questions and provided reasons for their scores. The characteristics of the respondents will be classified according to age, gender, status, last education, type of job, monthly income/allowance, monthly expenses, and frequency of using Umrah services.

2.6.1 Respondent Characteristics Based on Age

The criteria for respondents in this study are having used the Umrah services of Daqu Travel (PT. Al Amin Mulia Lestari) at least once, being willing to fill out the questionnaire for research purposes, and having paid for the Umrah trip with their own money. The table 2.1 contains data on the distribution of respondents based on the age ranges that have been determined:

Table 2. 1 Respondent Characteristics Based on Age

No	Age Range (Year Old)	Frequency (Person)	Percentage (%)
1.	17 - 23	5	5
2.	24 - 30	52	52
3.	31 - 37	24	24
4.	> 38	19	19
Total		100	100

Source: Processed Primary Data, 2025

Table 2.1 shows that the majority of respondents in this study fall within the age range of 24-30 years, accounting for 52% of the total. The next dominant group is aged 31-37 years, with a percentage of 24%, followed by respondents over 38 years old, who make up 19%. Meanwhile, the 17-23 age group has the fewest

respondents, comprising only 5%. This distribution indicates that the majority of Umrah service customers at Daqu Travel come from young adult to middle-aged groups, who likely have higher financial independence and specific preferences in choosing Umrah travel services.

2.6.2 Respondent Characteristics Based on Gender

Respondent characteristics based on gender are divided into two categories, namely female and male. The table 2.2 containing respondent data based on gender is as follows:

Table 2. 2 Respondent Characteristics Based on Gender

No	Gender	Frequency (Person)	Percentage (%)
1.	Female	66	66
2.	Male	44	44
	Total	100	100

Source: Processed Primary Data, 2025

Table 2.2 shows that this study is dominated by female respondents with a total percentage of 66% of the total frequency of respondents of 100 people. While men in all respondents have a total percentage of 44%.

2.6.3 Respondent Characteristics Based on Status

Respondent characteristics based on status are divided into two categories, namely married and unmarried. The table 2.3 contains respondent data:

Table 2. 3 Respondent Characteristics Based on Status

No	Status	Frequency (Person)	Percentage (%)
1.	Not Married	50	50
2.	Married	50	50

Total	100	100
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Source: Processed Primary Data, 2025

Table 2.3 shows the same comparison between respondents with unmarried and married status, namely 50%.

2.6.4 Respondent Characteristics Based on Last Education

The distribution of respondents in this study is divided into five categories of final education, namely elementary school graduates, junior high school graduates, high school/vocational school graduates, D3 graduates, and Bachelor 1/2/3 graduates. The table 2.4 containing respondent data based on the last education:

Table 2. 4 Respondent Characteristics Based on Last Education

No	Last Education	Frequency (Person)	Percentagge (%)
1.	Elementary School	0	0
2.	Junior High School	0	0
3.	Senior High School	11	11
4.	Diploma	8	8
5.	Bachelor/ Master/Doctoral	81	81
Total		100	100

Source: Processed Primary Data, 2025

Table 2.4 shows that the majority of respondents in this study have completed a Bachelor's, Master's, or Doctoral degree, accounting for 81% of the total respondents. The second-largest group consists of respondents who have completed Senior High School, with a percentage of 11%, followed by those with a Diploma (D3) degree, which accounts for 8%. Meanwhile, no respondents in this

study have only completed Elementary or Junior High School. This distribution indicates that most respondents have a relatively high level of education, which may influence consumer behavior, including preferences and repurchase intention for Umrah services at Daqu Travel.

2.6.5 Respondent Characteristics Based on Job Type

The categories of types of respondents' jobs that were sampled in this study were diverse. There were Six categories of types of respondents' jobs as the main activities carried out by individuals to meet their living needs. The table 2.5 containing respondent data based on their type of job is as follows:

Table 2. 5 Respondent Characteristics Based on Job Type

No	Job Type	Frequency (Person)	Percentage (%)
1.	Private Sector Employee	68	68
2.	Students	5	5
3.	Government Employees	8	8
4.	Susinessman	12	12
5.	Housewife	5	5
6.	TNI/Polri	2	2
	Total	100	100

Source: Processed Primary Data, 2025

Table 2.5 shows that the majority of respondents in this study are private sector employees, accounting for 68% of the total respondents. The second-largest group consists of businessmen, with a percentage of 12%, followed by government employees at 8%. Meanwhile, students and housewives each make up 5% of the respondents, and the smallest group consists of members of the military or police

(TNI/Polri), accounting for 2%. This distribution indicates that most respondents are employed professionals, which may influence their purchasing power and repurchase intention for Umrah services at Daqu Travel.

2.6.6 Respondent Characteristics Based on Income

Respondent characteristics based on monthly income are divided into four ranges of income. Income level is used to determine the amount of income received by respondents each month. The data table 2.6 of the distribution of the number of respondents based on monthly income is as follows:

Table 2. 6 Respondent Characteristics Based on Income

No	Income (IDR)	Frequency (Person)	Percentage (%)
1.	≤ IDR1.000.000	4	4
2.	> IDR1.000.000 – IDR3.000.000	3	3
3.	> IDR3.000.000 – IDR5.000.000	29	29
4.	> IDR5.000.000	64	64
Total		100	100

Source: Processed Primary Data, 2025

Table 2.6 shows that the majority of respondents have an income of more than IDR 5,000,000, accounting for 64% of the total respondents. The second-largest group falls within the income range of more than IDR 3,000,000 – IDR 5,000,000, comprising 29% of respondents. Meanwhile, 4% of respondents earn IDR 1,000,000 or less, and 3% have an income between more than IDR 1,000,000 – IDR 3,000,000. This distribution indicates that most respondents belong to higher-income categories, which may influence their purchasing power and repurchase intention for Umrah services at Daqu Travel.

2.6.7 Respondent Characteristics Based on Expenditure

Respondent characteristics based on monthly expenditure are divided into four ranges of expenditure amounts. Expenditure is defined as the nominal amount spent by respondents to meet their living needs within a period of one month. The data table of the distribution of the number of respondents based on monthly expenditure is as follows:

Table 2. 7 Respondent Characteristics Based on Expenditure

No	Expenditure (IDR)	Frequency (Person)	Percentage (%)
1.	≤ IDR500.000	8	8
2.	> IDR500.000 – IDR2.000.000	59	59
3.	> IDR2.000.000 – IDR3.500.000	19	19
4.	> Rp3.500.000	14	14
Total		100	100

Source: Processed Primary Data, 2025

Table 2.7 shows that the majority of respondents have an expenditure range of more than IDR 500,000 – IDR 2,000,000, accounting for 59% of the total respondents. The second-largest group consists of respondents with an expenditure range of more than IDR 2,000,000 – IDR 3,500,000, making up 19%. Meanwhile, 14% of respondents spend more than IDR 3,500,000, and 8% have an expenditure of IDR 500,000 or less. This distribution indicates that most respondents fall within the expenditure range of more than IDR 500,000 – IDR 2,000,000. The level of expenditure may influence consumers' purchasing power and repurchase intention for Umrah services at Daqu Travel.

2.6.8 Respondent Characteristics Based on Frequency of Use of Daqu Travel Services

Respondent characteristics based on the frequency of use of Daqu Travel services are categorized into four different ranges. Frequency of use is defined as the number of times respondents utilize Daqu Travel services within a specific period. The table 2.8 presents the distribution of respondents based on their frequency of use:

Table 2. 8 Respondent Characteristics Based on Frequency of Use of Daqu Travel Services

No	Frequency of Use	Frequency (Person)	Percentage (%)
1.	1 Times	28	28
2.	2-3 Times	58	58
3.	> 3 Times	14	45
Total		100	100

Source: Processed Primary Data, 2025

Table 2.8 shows that the majority of respondents use Daqu Travel services 2–3 times, accounting for 58% of the total respondents. The second largest group consists of respondents who have used the service only once, with a percentage of 28%. Meanwhile, respondents who have used Daqu Travel services more than three times make up 14% of the total sample. This distribution indicates that most respondents use Daqu Travel services occasionally, with a dominant frequency of 2–3 times. The frequency of service usage may influence customer satisfaction and repurchase intention