Determinants of Umrah Pilgrims' Satisfaction: The Mediating Role of Trust

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|	**Abstract**
Keywords: *Service Quality; Price Perception; Experiential Marketing; Satisfaction dan Trust.*	*This study aims to examine the effect of service quality, price perception, experiential marketing on Umrah pilgrims' satisfaction with trust as a mediating variable. The research method used is quantitative with data analysis techniques using SEM (Structual Equation Model) with Smart-PLS. The results of this study reveal that only one direct effect is positive and significant, namely: Service quality has a positive but insignificant effect on Umrah pilgrims' satisfaction, perceived price has a negative and insignificant effect on Umrah pilgrims' satisfaction, Experiential marketing has a positive but insignificant effect on Umrah pilgrims' satisfaction, trust has a positive and significant effect on Umrah pilgrims' satisfaction, service quality has a positive but insignificant effect on Umrah pilgrims' trust, price perception has a positive but insignificant effect on the trust of Umrah pilgrims, experiential marketing has a negative and insignificant effect on trust, service quality through trust has a positive and insignificant effect on the satisfaction of Umrah pilgrims, price perception through trust has a positive and insignificant effect on the satisfaction of Umrah pilgrims, and experiential marketing through trust have a positive and insignificant effect on Umrah pilgrims' satisfaction.*

INTRODUCTION

Potential in the field of organizing Umrah and Hajj. Public interest in performing Umrah is very high (Ardani et al. 2022). The public's desire to perform Indonesia has great Umrah worship is increasing (Ramadhani et al. 2021). This can be seen from the data on the number of Umrah pilgrims in the last 5 years with the data below.

Figure 1
Congregation Data For The Last Five Years
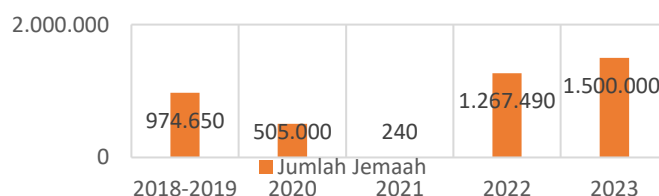
Source : *Amphuri,*(Bareksa, 2020)

Behind the increase in the number of Umrah pilgrims lately, it is also accompanied by various problems every year. From various cases of fraud committed by travel agencies organizing Umrah worship, it indicates that there are violations of the law such as permits that are not in accordance with practice, collecting public funds even though travel agencies are not financial businesses but

services, not licensed, running a pyramid system, irrational packages offered, and new pilgrims subsidizing old pilgrims(Arif, 2019). Whereas the main purpose of the Hajj and Umrah travel tour is to make consumers satisfied, which is a valuable asset for the company Behind the recent increase in the number of Umrah pilgrims(Ronasih & Widhiastuti, 2021).

Behind these problems does not reduce public interest in carrying out Umrah worship, and it is not surprising that Umrah travel has become a trend and is in great demand by the Muslim community in Indonesia now(Herlambang, 2024). This is because, unlike the Hajj, performing Umrah does not require a long waiting time (Ilmy, 2020). In addition, the majority of Indonesians are still able to pay a relatively inexpensive fee to perform Umrah (Ramadhani et al., 2021). As the number of Hajj applicants increases, the quota for performing the Hajj is limited and if prospective pilgrims want to leave immediately for the holy land, another alternative to performing worship in the holy land is Umrah (Chulafi Muhammad In'amul 2018). There are many components in the implementation of the Umrah worship. these components start from registration, transportation, accommodation, security, catering and health (Adwimurti et al 2022).

Some previous studies related to research topics state that the better the quality of service, the consumer will be satisfied(Jasin & Firmansyah, 2023). in addition to service quality, trust, brand image and price perceptions also have a relationship with customer satisfaction(Adwimurti et al., 2022). not only that, creating a good market experience will increase consumer confidence which will later lead to satisfaction(Ruwiah, 2023) (Abdullah kadhim et al 2016). Based on some of the research above, it can be seen that various things affect customer satisfaction. But so far previous research tends to the essence of satisfaction. In this study, it will examine the satisfaction of Umrah pilgrims by measuring it by combining dominant variables and rarely used by previous studies and prioritizing sustainability and long-term impact, where this research will complement the shortcomings in previous studies and involve several Hajj and Umrah travel tours.

Based on the research gap, this study aims to examine the satisfaction of Umrah pilgrims in dealing with or using Hajj and Umrah tousr and travel services in Padang City, West Sumatra Province. Thus, this research seeks to provide deep insight for Umrah travel organizers and related stakeholders to improve the quality of the Umrah experience for pilgrims, so that they can feel the spiritual benefits and maximum satisfaction from their worship. This study is based on an argument that Umrah worship activities have various procedures, including transportation costs, document management, and provision of worship equipment, which must be planned and calculated during the Umrah worship activities. There are operational standards for the implementation process, which include lodging, hotels, transportation during worship, consumption, health, companions or tour leaders during worship activities, mutawif or umrah worship guides, to the return process.

METHODS

This research uses quantitative research. This research activity has a deductive nature, which aims to provide answers to problem formulations using ideas or speculation in order to form hypotheses. Then, the hypothesis in this study is examined by collecting various information in the field. In collecting data and information using research instruments (Sugiyono, 2018).

The data source in this research is primary data, several techniques that can be used in an effort to collect primary data are interviews, discussions, observation of focus group discussions, and distribution of questionnaires (Chandra, T., 2023),Primary data used in this study will be obtained from distributing questionnaires directly questionnaires given to Umrah pilgrims in Padang city. The questionnaire will be distributed to Umrah pilgrims in Padang City using a Likert scale.

The method used in this study is non-probability sampling, which is a method of sampling from a population that is determined or identified by the researcher himself and or based on the assessment of experts using Purposive sampling is a sampling method based on certain criteria set by the researcher when selecting subjects (Sujalu, 2021). In this study, the calculation of the research sample was carried out using the formula proposed by Hair et al, according to Hair in the context of factor analysis, it is recommended to have a sample size of no less than 50 samples, and it is recommended that the sample size be in the range between 100 to 200 samples. (J.F. Hair et al., 2010). The author sets the sample in this study as many as: 10 x 20 indicators = 200.

The data and information that has been collected is then examined quantitatively by applying SEM Smart PLS analysis so as to get a definite answer that the hypothesis is proven or not. One of the statistical techniques for creating and evaluating statistical models is structural equation modeling, or SEM. SEM is a general, cross-sectional, linear statistical modeling tool in another sense. Regression, factor analysis, and path analysis are other components of SEM analysis (Rosyadi et al., 2021)Partial Least Squares (PLS) is now also known as a nonparametric method so it does not use data distribution. The structural model and measurement model form the PLS model. The relationship between the formation of research hypotheses and the influence of research variables is explained by the structural model. The relationship between variables and the assessment items that evaluate them is described by the measurement model. (Yamin, 2023).
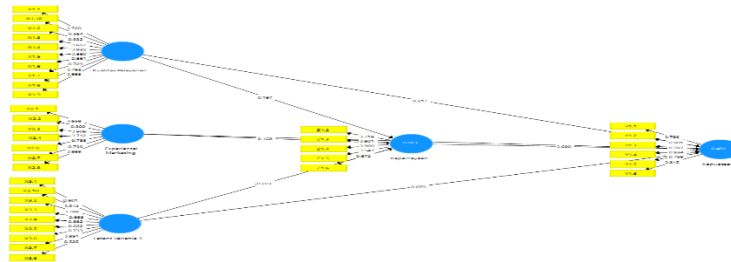
RESULTS AND DISCUSSION

Result

Evaluation of Measurement Model

Running PLS Algorithm data will show the value of the convergent validity test, discriminant validity test and reliability test. The following are the results of running PLS algorithm that has been done:

Figure 3. PLS Algorithm

Source: data processed with Smart PLS 3.0 2024

The measurement model in this analysis consists of a reflective measurement model where the variables of Service Quality, Price Perception, Experiential Marketing, Trust, Satisfaction.

Outer loading testing uses the reference value recommended by Chin, which is> 0.6 (Chin, & W 1998). while the AVE value according to Hair has a reference value of> 5 (Hair Jr. et al. 2019). Cross loading testing must also be greater than other latent variables (Hair Jr. et al. 2019).

Result of Convergent Validity Test

Table 1. Outer Loading

Variabel	Indikator	Outer Loading	Rules of Thumbs	Keterangan
Kualitas Pelayanan	X1.1	0.72	>0,5	Valid
	X1.10	0.564	>0,5	Valid
	X1.2	0.932	>0,5	Valid
	X1.3	0.657	>0,5	Valid
	X1.4	0.932	>0,5	Valid
	X1.5	0.88	>0,5	Valid
	X1.6	0.861	>0,5	Valid
	X1.7	0.729	>0,5	Valid
	X1.8	0.765	>0,5	Valid
	X1.9	0.663	>0,5	Valid
Persepsi Harga	X2.1	0.658	>0,5	Valid
	X2.2	0.9	>0,5	Valid
	X2.3	0.906	>0,5	Valid
	X2.4	0.712	>0,5	Valid
	X2.6	0.755	>0,5	Valid
	X2.7	0.739	>0,5	Valid
	X2.8	0.889	>0,5	Valid
Experiential Marketing	X3.1	0.901	>0,5	Valid
	X3.10	0.914	>0,5	Valid
	X3.2	0.788	>0,5	Valid
	X3.3	0.693	>0,5	Valid
	X3.4	0.882	>0,5	Valid
	X3.5	0.662	>0,5	Valid
	X3.6	0.733	>0,5	Valid
	X3.7	0.951	>0,5	Valid
	X3.9	0.525	>0,5	Valid
Kepuasan	Y1.1	0.783	>0,5	Valid
	Y1.2	0.901	>0,5	Valid
	Y1.3	0.787	>0,5	Valid
	Y1.4	0.934	>0,5	Valid
	Y1.5	0.759	>0,5	Valid
	Y1.6	0.815	>0,5	Valid
Kepercayaan	Z1.2	0.718	>0,5	Valid
	Z1.3	0.901	>0,5	Valid
	Z1.4	0.909	>0,5	Valid
	Z1.5	0.547	>0,5	Valid
	Z1.6	0.672	>0,5	Valid

Source: data processed with Smart PLS 3.0 2024

The factor loading test results based on table 4.2 show that the value of each indicator exceeds the rule of thumb> 0.5. Thus it can be concluded that each question item asked in the questionnaire on the exogenous variable (X) and the endogenous variable (Y) used in this study can measure what should be measured.

Result of the AVE (Averege Variance Extracted) test

This measure also illustrates how good the variable's convergent validity is. AVE is obtained from the calculation technique with the PLS algorithm. Variables are said to be valid if they have an AVE value of more than 0.5 (Hair Jr. et al. 2019).

Table 2. Result of AVE

Variabel	Average Variance Extracted (AVE)	Role Of Thumb	Keterangan
Experiential Marketing	0.631	>0,5	Valid
Kepercayaan	0.581	>0,5	Valid
Kepuasan	0.693	>0,5	Valid
Kualitas Pelayanan	0.608	>0,5	Valid
Persepsi Harga	0.64	>0,5	Valid

Source: data processed with Smart PLS 3.0 2024

The AVE test results based on table 2 show that the value of all variables with reflective indicators has an AVE value of more than 0.5. so that it can be said that each indicator on each of the variables in this study has quite good validity.

Results of the Discriminant Validity test

Discriminant validity testing is carried out at the indicator and variable levels. (Hair, 2017) The following discriminate validity results are seen through the cross loading test results table. The results obtained are as follows:

Table 3. Results of the Discriminant Validity test

	Experiential Marketing	Kepercayaan	Kepuasan	Kualitas Pelayanan	Persepsi Harga
X1.1	0.673	0.156	0.118	0.72	0.677
X1.10	0.601	-0.009	0.019	0.564	0.588
X1.2	0.908	0.092	0.106	0.932	0.885
X1.3	0.583	0.067	0.127	0.657	0.554
X1.4	0.914	0.07	0.074	0.932	0.891
X1.5	0.81	0.054	0.079	0.88	0.818
X1.6	0.825	0.057	0.103	0.861	0.826
X1.7	0.646	0.166	0.168	0.729	0.579
X1.8	0.664	0.095	0.129	0.765	0.647
X1.9	0.616	0.059	0.062	0.663	0.569
X2.1	0.592	0.026	0.07	0.648	0.658
X2.2	0.849	0.089	0.088	0.825	0.9
X2.3	0.852	0.082	0.109	0.824	0.906
X2.4	0.716	0.012	0.007	0.667	0.712
X2.6	0.669	0.101	0.072	0.641	0.755
X2.7	0.586	0.183	0.056	0.566	0.739
X2.8	0.924	0.096	0.095	0.89	0.889
X3.1	0.901	0.089	0.113	0.886	0.851
X3.10	0.914	0.079	0.047	0.882	0.885
X3.2	0.788	0.157	0.121	0.664	0.675
X3.3	0.693	0.038	0.049	0.683	0.676
X3.4	0.882	0.041	0.055	0.863	0.835
X3.5	0.662	0.067	0.082	0.617	0.616
X3.6	0.733	0.059	0.121	0.601	0.608
X3.7	0.951	0.051	0.074	0.94	0.934
X3.9	0.525	0.012	-0.007	0.482	0.478
Y1.1	0.117	0.376	0.783	0.154	0.08
Y1.2	0.083	0.604	0.901	0.11	0.046
Y1.3	0.077	0.846	0.787	0.109	0.096
Y1.4	0.132	0.51	0.934	0.171	0.116
Y1.5	0.101	0.378	0.759	0.124	0.108
Y1.6	0.076	0.398	0.815	0.088	0.037
Z1.2	0.085	0.718	0.449	0.088	0.091
Z1.3	0.125	0.901	0.689	0.163	0.148
Z1.4	0.081	0.909	0.672	0.101	0.1
Z1.5	0.061	0.547	0.264	0.071	0.078
Z1.6	0.02	0.672	0.357	0.043	0.06

Source: data processed with Smart PLS 3.0 2024

Based on the table above, the cross loading value of the indicator that measures the latent variable has the highest cross value compared to other latent variables. So it can be concluded that the indicators used in this study already have good discriminant validity. This shows that the questionnaire has met the rule of thumb of discriminant validity.

Result of the Heterotrait-Monotrai Ratio (HTML) test

Based on the results of this test, the HTM value of all constructs must be lower than 0.90 (Hair et al, 2019). In this study, the HTML limit is lower than 0.90.

Table 4. Result of the Heterotrait-Monotrai Ratio (HTML) test

	Experiential Marketing	Kepercayaan	Kepuasan	Kualitas Pelayanan	Persepsi Harga
Experiential Marketing					
Kepercayaan	0.103				
Kepuasan	0.11	0.672			
Kualitas Pelayanan	1.007	0.12	0.142		
Persepsi Harga	1.007	0.125	0.103	0.993	

Source: data processed with Smart PLS 3.0 2024

Based on table 4 of the validity test results using HTML parameters, the values of all these parameters exceed the minimum required value (<0.90) (Hair et al, 2019). Therefore, all construct data are valid for use in this research model.

Realibility Test

Latent variables can be said to have a good reliability value if the Composite Reliability value is greater than 0.7 and the Cronbach's Alpha value is higher than 0.7 (Hair Jr. et al. 2019). To assess Cronbach Alpha and Composite Reliability can be seen in the following table:

Result of Composite Reliability (CR) Test

Composite reliability (CR) is a measure to show how far the variable reliability is. This measurement aims to find out about the reliability of the measuring instrument with composite reliability must be> 0.70 (Hair et al, 2019).

Table 5. Composite Reliability (CR)

Variabel	Composite Reliability	Role Of Thumb	Keterangan
Kepuasan	0.937	>0,7	Valid
Eksperiental Marketing	0.87	>0,7	Valid
Kepercayaan	0.931	>0,7	Valid
Kualitas Pelayanan	0.938	>0,7	Valid
Persepsi Harga	0.925	>0,7	Valid

Source: data processed with Smart PLS 3.0 2024

Based on table 4.6, the results of the composite reliability test show that each variable has met the rule of thumb> 0.7. So it can be said that the questionnaire in this study is reliable. In addition, the value obtained is above 0.7 so it can be concluded that the existing data has a high level of reliability.

Result of Cronbach's Alpha Test

Latent variables can be said to have a good reliability value if the value of Cronbach's alpha is greater than 0.70 (Hair Jr. et al. 2019). The results of the Cronbach's alpha test are presented in the following table:

Table 6 Cronbach's Alpha

Variabel	Cronbach's Alpha	Role Of Thumb	Keterangan
Kepuasan	0.927	>0,7	Valid
Eksperiental Marketing	0.817	>0,7	Valid
Kepercayaan	0.914	>0,7	Valid
Kualitas Pelayanan	0.928	>0,7	Valid
Persepsi Harga	0.908	>0,7	Valid

Source: data processed with Smart PLS 3.0 2024

Based on table 6, the results of the cronback alpha test show that each variable has met the rule of thumb> 0.7. This value shows that the questionnaire in this study has met the reliability test requirements.

Measurement Model Evaluation

Evaluation of the structural model is carried out in three stages, namely first checking the absence of multicollinearity between variables with the inner VIF (Variance Inflated Factor) measure. Inner VIF values below 5 indicate that there is no multicollinearity between variables (Hair.Jr. Deh, Lo, and Khojasteh 2021, p.117). Second is hypothesis testing between variables by looking at the path coefficient value and t-statistic or p-value. If the calculated statistic is higher than 1.96 (t table) or the p value of the test results is smaller than 0.05, there is a significant influence between the variables. And the third is the 95% confidence interval of the estimated path coefficient parameter (Hair.Jr. Edeh, Lo, and Khojasteh 2021, p.117). Furthermore, the test results presented in the goodness of fit and model fit evaluation test are by looking at the R Square, F-square, SRMR, Q-square, PLS Predict values.

Path Coeficient Test
Tabel 7. Result of the Path Coeficient test

|	Eksperiental Marketing	Kepercayaan	Kepuasan	Kualitas Pelayanan	Persepsi Harga
Eksperiental Marketing		-0.223	0.079		
Kepercayaan			0.68		
Kepuasan					
Kualitas Pelayanan		0.187	0.217		
Persepsi Harga		0.168	-0.258		

Source: data processed with Smart PLS 3.0 2024

Based on table 7, the results of the path coeficient test in this study obtained positive and two negative values. There is a negative effect of Experiential marketing on trust of -0.223, there is a positive effect of Experiential marketing on satisfaction of 0.079, there is a positive effect of trust on satisfaction of 0.68, there is an effect of service quality on trust, namely 0.187, there is a positive effect of service quality on satisfaction of 0.271, then there is a positive effect of price perception on trust, namely 0.168 and there is a negative effect of price perception on satisfaction,

namely -0.258.

Hypothesis Test

Testing the hypothesis of this study through the bootstrapping process on smartPLS with a sub sample = 500. The test results seen from the t-values for the two-tailed test are 1.96 (significant level = 5%). If the p-value <0.05 then there is an influence between significant variables. The choice of bootstrap method can be made between Bias Corrected and accelarated (Bca) method and percentile method. The Bca method is recommended because in some situations abnormal data distribution can affect PLS estimates so as to produce peak and skewed data distributions, but the Bca method can scale / adjust the results of the confidence interval of parameter estimates (Hair Jr. et al. 2019).The following are the results of running bootstrapping data that has been done:

Figure 4. Bootstrapping Test Results
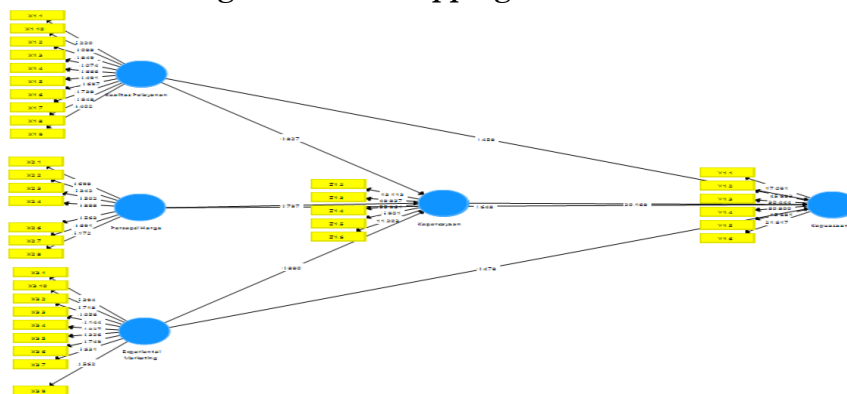
Source: data processed with Smart PLS 3.0 2024

Figure 2 shows the bootstrapping results of the hypotheses built in this study. Hypothesis testing by looking at the value of the path coefficient or inner model which shows the level of significance of the hypothesis.

Test t- Statistic

Table 9. Test t- Statistic

	Original Sample (O)	T Tabel	T Statistics (|O/STDEV|)	P Values	Keterangan
Eksperiental Marketing -> Kepercayaan	-0.223	>1,96	0.88	0.379	Tidak signifikan
Eksperiental Marketing -> Kepuasan	0.079	>1,96	0.478	0.633	Tidak signifikan
Kepercayaan -> Kepuasan	0.68	>1,96	20.168	0	Signifikan
Kualitas Pelayanan -> Kepercayaan	0.187	>1,96	0.827	0.409	Tidak Signifikan
Kualitas Pelayanan -> Kepuasan	0.217	>1,96	1.458	0.145	Tidak signifikan
Persepsi Harga -> Kepercayaan	0.168	>1,96	0.797	0.426	Tidak Signifikan

Persepsi Harga -> Kepuasan	-0.258	>1,96	1.648	0.1	Tidak signifikan

Source: data processed with Smart PLS 3.0 2024

Based on table 9, the t-statistic test shows that the direct effect of variables shows significant and insignificant results. The following is the explanation Experiential has a negative effect which has an Original Sample value of -0.223 and is insignificant to the Umrah Pilgrims' Trust at T statistic (0.83 < 1.96) or P Value (0.379> 0.05). Experiential Marketing has a positive effect which has an Original Sample value of 0.079 but is not significant to Umrah Pilgrims' Satisfaction at T statistic (0.478 < 1.96) or P Value (0.633 > 0.05). Trust has a positive effect with an Original Sample value of 0.68 and is significant to Umrah Pilgrims' Satisfaction at T statistic (20.168> 1.96) or P Value (0 < 0.05).

Service quality has a positive effect with an Original Sample value of 0.187 but is not significant to the Umrah Pilgrims' Trust at T statistic (0.827 < 1.96) or P Value (0.409> 0.05). Service quality has a positive effect where the Original Sample is 0.217 but not significant on Umrah Pilgrims' Satisfaction with T statistic (1.458 < 1.96) or P Value (0.145 > 0.05), Price Perception has a positive effect where the Original Sample is 0.168 but not significant on Umrah Pilgrims' Trust with T statistic (0.797 < 1.96) or P Value (0.426 > 0.05). Price Perception has a negative effect with an Original Sample of -0.258 but is not significant to Umrah Pilgrims Satisfaction with T statistic (1.648 < 1.96) or P Value (0.1 > 0.05).

Indirect Effect Test Results

Table 10. Inderect Effect

	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Experiential Marketing -> Kepercayaan -> Kepuasan	0.173	0.875	0.382
Kualitas Pelayanan -> Kepercayaan -> Kepuasan	0.155	0.819	0.413
Persepsi Harga -> Kepercayaan -> Kepuasan	0.144	0.791	0.429

Source: data processed with Smart PLS 3.0 2024

Experiential Marketing through Jamaah Trust has a positive and insignificant effect on Jamaah Satisfaction. this is different from hypothesis10, namely Experiential Marketing has a positive effect on satisfaction through trust. Thus trust is a no-effect non-mediation, because the direct and indirect effects are both insignificant.

Service Quality through trust has a positive and insignificant effect on Pilgrims' Satisfaction. This is different from hypothesis 8, namely service quality has a positive and significant effect on satisfaction through trust. Thus trust is a no-effect non-mediation, because the direct and indirect effects are equally insignificant.

Price perception through trust has a positive and insignificant effect on pilgrim satisfaction. This is different from hypothesis 9, namely price perception has a positive and insignificant effect on pilgrim satisfaction. This is different from hypothesis 9, namely price perception has a positive and significant effect on satisfaction through trust. Thus trust is a no-effect non-mediation,

because the direct and indirect effects are both insignificant.

R-square

The acceptable Rsquare values are 0.25 (low), 0.50 (moderate), 0.75 (high) (Hair Jr. et al. 2019). The test results obtained are presented in the following table:

Table 11. R-Square

	R Square	R Square Adjusted
Kepercayaan	0.023	0.008
Kepuasan	0.481	0.47

Source: data processed with Smart PLS 3.0 2024

The R-square value of Trust is 0.023 which indicates that the relationship between endogenous and exogenous variables is moderate. In addition, the value of 0.023 indicates that all exogenous variables affect the Trust variable by 2.3% while the remaining 97.7% is influenced by other variables not included in this study.

The R-square value of Satisfaction is 0.481 which indicates that the relationship between endogenous and exogenous variables is high. In addition, the value of 0.481 indicates that all exogenous variables affect the Satisfaction variable by 48.1% while the remaining 51.9% is influenced by other variables not included in this study.

F-square

Tabel 11. F-Square

	Eksperiental Marketing	Kepercayaan	Kepuasan	Kualitas Pelayanan	Persepsi Harga
Eksperiental Marketing		0.005	0.001		
Kepercayaan			0.871		
Kepuasan					
Kualitas Pelayanan		0.005	0.012		
Persepsi Harga		0.004	0.018		

Source: data processed with Smart PLS 3.0 2024

Experiential Marketing has an influence at the structural level Trust has a low influence (f-square = 0.005), Experiential Marketing has a low influence on Satisfaction (f-square = 0.001), Trust has a high influence on satisfaction (f-square = 0.871). Service Quality has a low influence on Trust (f-square = 0.005). Service quality has a low influence on satisfaction (f-square = 0.012). Price Perception has a low influence on Trust (f-square = 0.004). Price perception has a moderate effect on trust (f-square = 0.018).

Q-square

A Q-square value above 0 indicates that the model has predictive relevance. This value is obtained through a procedure called the blindfolding procedure. However, according to Hair, the Q-square interpretation value qualitatively is (0) low, 0.25 (moderate), 0.50 (high) (Hair Jr. et

al. 2019).

Table 12. Q-square

	SSO	SSE	Q² (=1-SSE/SSO)
Eksperiental Marketing	1800	1800	
Kepercayaan	1000	993.113	0.007
kepuasan	1200	868.214	0.276
Kualitas Pelayanan	2000	2000	
Persepsi Harga	1400	1400	

The results of this analysis show that the Q-square value of Trust is 0.007, which indicates that the value is below 0 which is categorized as low. While the Q-square value of satisfaction is 0.276 Thus, the Q-square value for trust is above 0.25 and it shows that the model has moderate predictive relevance.

Model fit

The results of the model fit test in this study are seen from the NFI (Normed Fit Index) value. The test results obtained are presented in the following table:

Table 13 Model Fit

	Saturated Model	Estimated Model
SRMR	0.07	0.07
d_ULS	3.454	3.454
d_G	2.395	2.395
Chi-Square	2008.021	2008.021
NFI	0.752	0.752

The NFI value is between 0-1, the closer to one, the better the model. A value of 1 means very feasible and it can be said that the model formed explains 100% of the phenomenon of the relationship between the variables studied (Hair, 2017). Based on table 13 the NFI value obtained is 0.752, which indicates that the model used for this study is feasible. This means that the model is good.

PLS Predict

The PLS model is said to have predictive power if the RMSE or MAE size is lower than the LM model (Hair Jr. et al. 2019). The PLS Predict results obtained are presented in the following table:

Table 14.
Comparison of RMSE and MAE (PLS and LM Models)

	PLS – RMSE	PLS – MAE	LM – RMSE	LM-MAE
Z1.2	0.503	0.497	0.539	0.497
Z1.3	0.501	0.495	0.538	0.496
Z1.4	0.506	0.501	0.527	0.482
Z1.5	0.502	0.499	0.54	0.495

Z1.6	0.504	0.501	0.542	0.502
Y1.1	0.496	0.487	0.534	0.482
Y1.2	0.504	0.495	0.547	0.509
Y1.3	0.505	0.497	0.546	0.506
Y1.4	0.496	0.483	0.523	0.471
Y1.5	0.5	0.49	0.52	0.467
Y1.6	0.504	0.497	0.54	0.497

Lower RMSE and MAE values indicate that the model has better predictive power. Most of the PLS SEM indicators have lower RMSE and MAE values compared to the linear regression (LM) model, and that indicates that the PLS SEM model has medium predictive power.

DISCUSSION

H1: Service quality has a positive effect on satisfaction
HI is accepted, the findings in this study indicate that the t statistic value obtained by the result of 1.458 is smaller than 1.96. This shows that the test results are influential but not significant. The findings of this study are that service quality has a positive but insignificant effect on satisfaction. This research is strengthened by research conducted by (Asti & Ayuningtyas, 2020) Service quality has an influence on customer satisfaction in a positive direction. This shows that the better the Service Quality applied will increase customer satisfaction (Sawitri et al., 2018).

H2: Price perception has a positive effect on satisfaction
H2 is rejected, price perception has a negative and insignificant effect on Umrah pilgrims' satisfaction. This means that how someone assesses price (price perception) has an opposite or opposite impact on satisfaction. The findings of this study are supported by research conducted by (Wariki et al., 2015) In this study, price perceptions on customer satisfaction have a negative effect.

H3: Experiential marketing has a positive effect on satisfaction
H3 is accepted, Experiential marketing has a positive but insignificant effect on Umrah pilgrim satisfaction.

H4: Trust has a positive effect on satisfaction
H4 is accepted, the findings in this study indicate that the t statistic value obtained by the result of 20.168 is greater than 1.96 or p Value 0 is smaller than 0.05. The findings of this study are in line with research conducted by (Indriyani & Aprilia Hari Purnama, 2021) (Nurjanah & Pasundan, 2020) E which states that trust chooses a positive and significant influence on satisfaction, which means that the higher the trust, the higher the satisfaction.

H5: Service quality has a positive effect on trust
H5 is accepted, The findings in this study indicate that the test results are influential but not significant. if the Service Quality is good, it will increase Trust, on the other hand, the worse the Service Quality, the lower the Trust.

H6: Price perception has a positive effect on trust

H6 is accepted, the results showed that Price Perception has a positive but insignificant effect on Umrah pilgrim satisfaction. These findings are supported by previous findings by consumers (Werdiasih et al., 2022)

H7: Experiential marketing has a positive effect on trust

H7 is accepted, Experiential Marketing has a positive effect which has an Original Sample value of 0.079 but is not significant to Umrah Pilgrims' Satisfaction. The findings of this study are in line with research (Febriani & Murtiasih, 2019) (Siagian, 2023).

H8: Service quality through trust has a positive effect on satisfaction

This is different from hypothesis 8, namely service quality has a positive and significant effect on satisfaction through trust. Thus trust is a no-effect non-mediation, because the direct and indirect effects are equally insignificant.

H9: Price perception through trust has a positive effect on satisfaction

Price perception through trust has a positive and insignificant effect on pilgrim satisfaction. This is different from hypothesis 9, namely price perception has a positive and insignificant effect on pilgrim satisfaction

H10: Experiential marketing through trust has a positive effect on trust

Experiential Marketing through Jamaah Trust has a positive and insignificant effect on Jamaah Satisfaction. this is different from hypothesis10, namely Experiential Marketing has a positive effect on satisfaction through trust. Thus trust is a no-effect non-mediation, because the direct and indirect effects are both insignificant.

CONCLUSION

Based on the results of the study, it is revealed that trust has a positive and significant effect on the satisfaction of Umrah pilgrims because trust increases positive expectations of the services provided by organizers, reduces anxiety and uncertainty, and strengthens pilgrims' loyalty. there are several variables that have a positive and insignificant effect on the satisfaction of Umrah pilgrims, namely service quality variables, price perceptions and experiential marketing, this shows that the influence of these variables is not so great.

This research enriches the literature on Umrah pilgrim satisfaction by adding information and understanding of the factors that influence it. This research also contributes to developing the theory of customer satisfaction in the context of religious services, especially Umrah worship. Previously, many customer satisfaction studies have focused more on the commercial sector or general tourism, but this research shows that customer satisfaction in religious services is influenced by more complex factors, such as the spiritual and emotional quality of the worship experience

Although this research can be considered to have provided an overview of the conditions of the influence of service quality, price perceptions, experiential marteketing on Umrah pilgrims' satisfaction with trust as a mediating variable, there are limitations to the study that need to be considered. The limitation in this study is that researchers only take objects in Padang City with

two tour and travel offices, so they cannot generalize perceptions in other areas so that future researchers can expand and increase the place of research to be carried out later.

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