The Influence of Service Quality and Service Experience on Word of Mouth (WOM) Through *Perceived Value* of Tour Travel Congregants in Malang City

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Abstract

Keywords :

Service Quality, Service Experience, Received Value, Word Of Mouth

This study aims to analyze the influence of service, quality, and service experience on word of mouth (WOM) through perceived value on tour travel pilgrims in Malang City. This type of research is a quantitative approach research. The results of the calculation are 100 samples of Cooper and Emory. This study uses the Moderated Regression Analysis (MRA) model and Structural Equation Model (SME) analysis based on Partial Least Square (PLS) with the help of SmartPLS version 3.0. The results of the study show that the service quality variable has a significant and positive influence on word of mouth on tour travel pilgrims in Malang City. The service experience variable does not have a significant influence on word of mouth on tour travel pilgrims in Malang City. The service quality variable has a significant and positive influence on received value on tour travel pilgrims in Malang City. The service experience variable has a significant and positive influence on received value on tour travel pilgrims in Malang City. The received value variable has a significant and positive influence on word of mouth among tour travel pilgrims in Malang city. The received value variable can mediate the relationship between service quality and word of mouth with a positive and significant influence on word of mouth. The received value variable can mediate the relationship between service experience and word of mouth with a positive and significant influence on word of mouth.

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INTRODUCTION

Tour religion moment This growth and development outside normal in the middle industry tourist other activities tourism , especially tour religion moment This become choice for every individual Because besides can see and admire something civilization humans in the past , too enrich outlook religious tourism and deepening the spiritual sense of its visitors . religion is type tourist with two subtypes , namely pilgrimage which means journey For objective religious / spiritual and seeing religious monuments and artifacts (Gannon et al., 2017).

This matter Because every individual consider that tour religion like this is also a search from experience new different from routine experiences encountered in home (Li et al., 2008). Franklin (2003), stated that what to like traveler moment that , then He will try For return to known place previously (Petrick, Morais, Norman, 2001: 42). This show that amount congregation Umrah in Indonesia the more increase from year yearly . Lots of factors that make people perform Umrah many times with time short wait and sufficient duration short too. Potential consumers can do Umrah When only which is sufficient study interesting remember after use service several travel agencies , every year of implementation Umrah the more increase .

Figure 1. Number of Pilgrims from 2023 to 2024 in Indonesia

Source: ww w .hajikemenag.go.id

From the survey on can explained that provider service race race offer attractive Umrah packages and programs including guidance , service and protection as well as superiority various the facilities For satisfying the congregation . Umrah Travel the more needed by the community , especially in the city of Malang registered with the Ministry of Religion 89 Umrah travel agencies via the website https://jatim.kemenag.go.id. Shift method view public to complexity and prestige has cause improvement request will planner want to going on the Umrah pilgrimage , which will Keep going needed For all matter start developing rapid efforts For capture market share and new markets through diverse methods and innovations displayed by existing service agencies in Malang.strategic measures taken No only promotion through social media Word of mouth strategy is an efficient and effective strategy in the field of service especially in al anis travel .

Promotion strategy it is very important For something company , especially company services , so that consumers knowing , interested and ultimately use service mentioned . Promotion strategy effective that can Used by Al Anis Tour Travel is a word of mouth marketing strategy. According to Keller & Keller (2012), word of mouth is form communication consisting of from recommendation individuals and groups For product or service certain For share information personal . Personal communication in the form of saying or saying from mouth to mouth can become method effective promotion Because majority consumer is consumer That themselves and consumers For consumers , as well as consumers who have experience positive more have a chance For displayed in the media for company .

Growth service Umrah travel in Malang is increasing growing , supported with results observation the beginning of the researcher do with instrument questionnaire , there is a number of service Umrah travel in Malang which is known to be the result of the interview with Esa Iqbal Al Anis as the Owner of the Financial Company Savira Aina jasmine Malang also said that There is more of the 70 congregations in Malang City , digging information and data. There are several factors that become reason something travel services can get place alone in the mind congregation , for example How A Umrah travel services provide service quality and positive service experience in the eyes of consumers , when matter the fulfillment with Good perception mark consumer will good and in No direct consumer will recommend colleague and family For use Umrah travel services the .

Phenomenon related challenges and problems that need to be For reviewed more in by Umrah travel services related field marketing is a promotional strategy . Now This only 32 of the 70 pilgrims have use use service Umrah recommend it to family and friends , or 35%, although social media facts and marketing strategies from mouth to mouth is method the most promotions used by travel Umrah Al Anis at the moment This . Word of mouth strategy is an efficient and effective strategy in the field of

jasa, maka tour travel al anis.

The description above become base study this , namely what makes consumer doing word of mouth trend consumer influenced by the perceived service quality and service experience before and after use service that . How service quality and service experience play a role in perceived value that ultimately impact on word of mouth. Researchers interested For do research with Title: " The Influence of Service Quality and Service Experience on Word of Mouth Through Perceived Value on Tour Travel Pilgrims in Malang".

METHODS

Research methods This use method quantitative . Research that focuses on measurement and relationships because consequence from every variables called study quantitative . According to Malhotra, research quantitative is methodology research that uses analysis statistics For measuring data (Malhotra, 2010: 139). Design study consists of from type study descriptive and causal conclusive . Type of research known conclusive as study descriptive aim For describe something , usually characteristics or market function (Malhotra, 2010: 74). Instead , gain proof based on connection because consequence is objective main study causal . Data collection techniques sample This using nonprobability sampling, Sugiyono (2018) nonprobability sampling is technique taking samples that are not give opportunity The same for every element or member population For chosen become sample .

Study This test five hypotheses and see How variables independent factors , such as service quality, service experience, perceived value, and word of mouth. variables dependent . Research or study is activity systematic , directed and purposeful scientific data , so that the data or information collected must relevant with the problem being researched . Data collection techniques used in study This is with do survey

RESULTS AND DISCUSSION

Validity and Reliability Test
1. Validity

Table 1. Validity Test Results

Variables	Item	r Count	r Table (0.05)	Information	Decision
	X1.1	0.758	0.197	rCount >r Table	Valid
	X1.2	0.796	0.197	rCount >r Table	Valid
	X1.3	0.861	0.197	Table	validity
	X1.4	0.793	0.197	Table	validity
	X1.5	0.856	0.197	Table	validity
	X1.6	0.797	0.197	Table	validity
	X1.7	0.785	0.197	Table	validity
Service Quality (X1)	X1.8	0.845	0.197	Table	validity
	X1.9	0.850	0.197	Table	validity
	X1.10	0.838	0.197	Table	validity
	X1.11	0.813	0.197	Table	validity
	X1.12	0.833	0.197	Table	validity
	X1.13	0.829	0.197	rHitung >r Table	Valid
	X1.14	0.836	0.197	rHitung >r Table	Valid
	X2.1	0.817	0.197	rHitung >r Table	Valid
	X2.2	0.844	0.197	rHitung >r Table	Valid
	X2.3	0.889	0.197	rHitung >r Table	Valid

	Item	r	r Table	Information	Status
	X2.4	0.820	0.197	Table	validity
	X2.5	0.881	0.197	Table	validity
	X2.6	0.868	0.197	Table	validity
Service Experience (X2)	X2.7	0.845	0.197	Table	validity
	X2.8	0.781	0.197	Table	validity
	X2.9	0.832	0.197	rHitung >r Tabel	Valid
	X2.10	0,836	0,197	rHitung >r Tabel	Valid
	X2.11	0,861	0,197	rHitung >r Tabel	Valid
	X2.12	0,850	0,197	rHitung >r Tabel	Valid
	X2.13	0,858	0,197	rHitung >r Tabel	Valid
	Z1	0,897	0,197	rHitung >r Tabel	Valid
Perceived Value (Z)	Z2	0,855	0,197	rHitung >r Tabel	Valid
	Z3	0,880	0,197	rHitung >r Tabel	Valid
	Z4	0,856	0,197	rHitung >r Tabel	Valid
	Y.1	0,896	0,197	rHitung >r Tabel	Valid
Word of Mouth (Y	Y.2	0,895	0,197	rHitung >r Tabel	Valid
	Y.3	0,832	0,197	rHitung >r Tabel	Valid

Based on validity test in the table above , states that Total Pearson Correlation value or r count from each statement is above 0.197 and the value significance is below 0.05 then can concluded that The variables of service quality, service experience, word of mouth and received value are declared valid and can be used as object study .

Reliability Test

Reliability Test Results

Variables	*Cronbach's alpha*	Information
Service Quality (X1)	0.962	Reliable
Service Experience (X2)	0.966	Reliable
Perceived Value (Z)	0.895	Reliable
Word of Mouth (Y)	0.844	Reliable

Based on the table above can known that Service Quality variables have Cronbach's Alpha value is 0.962>0.06. The Service Experience variable has Cronbach's Alpha value of 0.966 >0.06, the Perceived Value variable has Cronbach's Alpha value is 0.895>0.06, and the Word of Mouth variable has Cronbach's Alpha value is 0.844 >0.06. Based on explanation on known every variables stated reliable Because own Cronbach's Alpha value is 0.06.

Analysis SmartPLS
1. Evaluation of the Measurement Model (Outer Model)
a. Validity Convergent

Table 3. Validity Values Convergence (outer loading)

Item	Service Quality (X1)	Service Experience (X2)	Word of Mouth (Y)	Perceived Value (Z)	Information
X1.1	0.753				Valid
X1.2	0.800				Valid
X1.3	0.868				Valid

Item					
X1.4	0.782				Valid
X1.5	0,853				Valid
X1.6	0,801				Valid
X1.7	0,787				Valid
X1.8	0,847				Valid
X1.9	0,852				Valid
X1.10	0,839				Valid
X1.11	0,813				Valid
X1.12	0,835				Valid
X1.13	0,830				Valid
X1.14	0,833				Valid
X2.1		0,814			Valid
X2.2		0,849			Valid
X2.3		0,889			Valid
X2.4		0,823			Valid
X2.5		0,882			Valid
X2.6		0,868			Valid
X2.7		0,845			Valid
X2.8		0,782			Valid
X2.9		0,833			Valid
X2.10		0,836			Valid
X2.11		0,859			Valid
X2.12		0,848			Valid
X2.13		0,855			Valid
Y1			0,881		Valid
Y2			0,895		Valid
Y3			0,849		Valid
Z1				0,902	Valid
Z2				0,856	Valid
Z3				0,878	Valid
Z4				0,851	Valid

From the table on show loading factors results from each latent variables of service quality, service experience, word of mouth and perceived value have been own mark more of 0.7. The value of convergent validity can be used in research This Because show good validity value .

b. Validity Discrimination

Table 4. Validity Values Discrimination (cross loading)

Item	Service Quality (X1)	Service Experience (X2)	Word of Mouth (Y)	Perceived Value (Z)
X1.1	**0.753**	0.733	0.701	0.691
X1.2	**0.800**	0.736	0.717	0.698
X1.3	**0,868**	0,795	0,737	0,765

X1.4	**0,782**	0,693	0,696	0,609
X1.5	**0,853**	0,727	0,709	0,698
X1.6	**0,801**	0,693	0,660	0,660
X1.7	**0,787**	0,731	0,680	0,644
X1.8	**0,847**	0,788	0,746	0,705
X1.9	**0,852**	0.762	0.710	0.738
X1.10	**0.839**	0.770	0.668	0.744
X1.11	**0.813**	0.779	0.627	0.729
X1.12	**0.835**	0.752	0.711	0.755
X1.13	**0.830**	0.770	0.684	0.705
X1.14	**0.833**	0.759	0.721	0.714
X2.1	**0.814**	0.814	0.744	0.759
X2.2	0.798	**0.849**	0.752	0.838
X2.3	0.833	**0.889**	0.777	0.761
X2.4	0.739	**0.823**	0.732	0.754
X2.5	0.813	**0.882**	0.793	0.789
X2.6	0.758	**0.868**	0.690	0.712
X2.7	0.806	**0.845**	0.722	0.781
X2.8	0,717	**0,782**	0,675	0,742
X2.9	0,727	**0,833**	0,691	0,710
X2.10	0,737	**0,836**	0,737	0,760
X2.11	0,729	**0,859**	0,697	0,697
X2.12	0,743	**0,848**	0,682	0,687
X2.13	0,794	**0,855**	0,702	0,711
Y1	0,745	0,732	**0.881**	0.751
Y2	0.777	0.772	**0.895**	0.739
Y3	0.709	0.745	**0.849**	0.733
Z1	0.801	0.837	0.769	**0.902**
Z2	0.745	0.781	0.737	**0.856**
Z3	0.700	0.756	0.728	**0.878**
Z4	0.745	0.707	0.718	**0.851**

From the table on can seen that correlation each indicator against each variable latent more tall compared to correlation from variables others . So that can
concluded that variables in study own validity high discriminant .

## c. Composite Reliability

Table 5. Construct Reliability Values

Item	Cronbach's Alpha	Composite Reliability	AVE	Information
Service Quality (X1)	0.963	0.967	0,675	Reliabel
Service Experience (X2)	0,967	0,970	0,715	Reliabel
Word of Mount (Y)	0,847	0,907	0,766	Reliabel
Perceived Value (Z)	0,895	0,927	0,761	Reliabel

From the table on can seen Cronbach's Alpha value of overall variable > 0.6 so that can stated that instrument study worthy used Because own level high accuracy and consistency . It can also seen from Composite Reliability value of overall variable > 0.8 which indicates that the research model own good reliability . So that can concluded that overall variables study own good reliability .

2. Structural Model Evaluation (Inner Model)
a. Path Model

Path model created For give description connection between service quality, service experience, word of mouth and perceived value variables . Path model in study this is also used For show level significance in testing hypothesis .
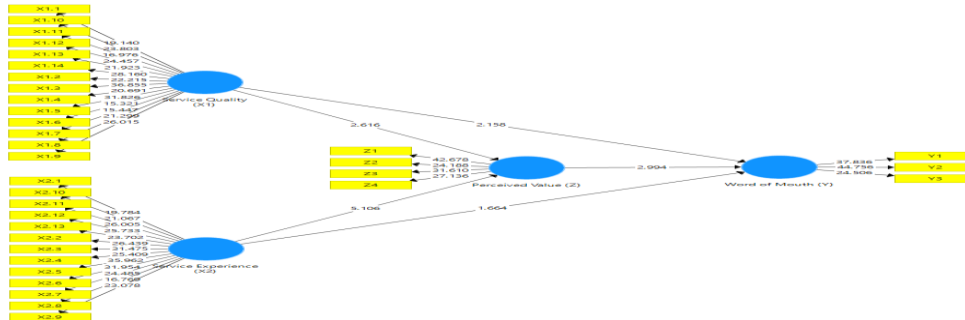
Inner Model Estimation Results

b. Goodness of Fit Model

Table 6. Goodness of Fit Model Results

Variables	R-square
Perceived Value (Z)	0.798
Word of Mouth (Y)	0.785

In testing the goodness of fit of the structural model in the inner model using Q-square predictive relevance value (Q2). The R-square value of each endogenous variable in study This The perceived value variable obtained an R-square of 0.798 and for The word of mouth variable obtained an R-square of 0.785.

Hypothesis Direct

Testing influence directly to research This conducted on five hypotheses , namely hypothesis 1 (H1) to with Hypothesis 5 (H5). Criteria the tests used in study This based on Hart et.al (2014:171) statement where hypothesis accepted when t - value more big from t table (1.660) for study with level significance of 5% or 0.05. Test results influence directly to research This served in table 7 below This :

Table 7. Path Coefficient Values

Hypothesis	Analysis Track	Original Sample	t-statistics	P Value	Results
H 1	X1 -> Y	0.305	2,158	0.031	Accepted
H 2	X2 -> Y	0.280	1,664	0.097	Rejected
H 3	X1 -> Z	0.305	2,616	0.009	Accepted
H 4	X2 -> Z	0.606	5,106	0,000	Accepted
H 5	Z -> Y	0.338	2,994	0.003	Accepted

1. The Influence of Service Quality on Word of Mouth

Based on results analysis conducted show that The p value is 0.031 < 0.05 which shows that service quality has an effect towards word of mouth among tour travel pilgrims in Malang city . So that can concluded in study This H1 is accepted . Distribution answer respondents to service quality variables are known that answer highest is the statement item X1.11 namely statement " Travel employees are polite and friendly " with mark of 3.83. From the results obtained can concluded that congregation feel happy and satisfied with service Polite and friendly travel employees . So that service quality is achieved. response positive from the congregation and make congregation recommend Malang city travel services to others. The results study This supported with study Mismiwati (2016) in his research show that variables satisfaction customer , quality products and experiences marketing influential positive towards word of mouth.

2. The Influence of Service Experience on Word of Mouth

Based on results analysis conducted show that p-value of 0.097 > 0.05, which indicates that service experience is not influential towards word of mouth among tour travel pilgrims in Malang city . So that can concluded in study This H2 is rejected . As for the research This in line with study Esust Setiawati, Siti Rozinah (2020) which shows results t-test research on experiential marketing variables does not influential significant to word of mouth (WOM) variable .

3. The Influence of Service Quality on Received Value

Based on results analysis conducted show that The p value is 0.009 < 0.05 so service quality has an influence towards the received value of tour travel pilgrims in Malang city . So that can concluded in study This H3 is accepted . As for the research This No in line with research by Roy et al. (2019) entitled Service quality versus service experience: An empirical examination of the consequential effects in B2B services. Findings main show more influence strong from experience service to perceived satisfaction and value compared to with quality service .

4. The Influence of Service Experience on Received Value

Based on results analysis conducted show that p value 0.000 < 0.05 which shows that service experience has an effect towards the received value of tour travel pilgrims in Malang city . So that can concluded in study This H4 is accepted . As for the research This in line with research by Roy et al. (2019) entitled Service quality versus service experience: An empirical examination of the consequential effects in B2B services. Findings main show more influence strong from experience service to perceived satisfaction and value compared to with quality service .

5. Pengaruh Received Value Terhadap Word of Mouth

Based on results analysis conducted show that The p value is 0.003 < 0.05 so the received value has an effect towards word of mouth among tour travel pilgrims in Malang city . So that can concluded in study This H5 is accepted . As for the research This in line with research by Faruk Anıl Konuk (2019) entitled The influence of perceived food quality, satisfaction price fairness, perceived value and on customers' revisit and word-of-mouth intentions towards organic food restaurants. Research result namely perceived value is very influential regarding revisit intention or word of mouth.

Indirect Hypothesis

Testing influence No direct conducted on the hypothesis six (H6) and hypothesis objective (H7). Testing done use Sobel test for know mark significance influence No direct between variables . Criteria testing influence No direct No different with influence directly ,

namely see t- count value . If the t- count value more big from t- table (1.660) with level significance 5% then hypothesis accepted , in other words there is influence significant in a way No direct from variables exogenous to endogenous variables through variables mediation . Test results hypothesis No direct served in table 8 below This :

Table 8. Hypothesis Testing Specific Indirect Effect

Hypothesis	Analysis Track	Original Sample	t- statistic	P Value	Results
H 6	X1 -> Z -> Y	0.103	2,065	0.039	Accepted
H 7	X2 -> Z -> Y	0.205	2,353	0.019	Accepted

1. The Influence of Service Quality on Word of Mouth

Through Received Value Based results analysis conducted show that The p value is 0.039 < 0.05 so the received value can be mediate connection between service quality and word of mouth among tour and travel pilgrims in Malang city . So that can concluded in study This H6 is accepted . The results study This supported with study Mismiwati (2016) in his research show that variables satisfaction customer , quality products and experiences marketing influential positive towards word of mouth.

2. The Influence of Service Experience on Word of Mouth

Through Received Value Based results analysis conducted show that The p value is 0.019 < 0.05 so the received value can be mediate connection between service experience and word of mouth among tour and travel congregants in Malang city . So that can concluded in study This H7 is accepted . As for the research This in line with research by Roy et al. (2019) entitled Service quality versus service experience: An empirical examination of the consequential effects in B2B services. Findings main show more influence strong from experience service to perceived satisfaction and value .

CONCLUSION

Based on results analysis and discussion that has been presented in the chapter previously , can concluded that :
Study This show that service quality (X1) has influence significant and positive regarding word of mouth (Y) among tour travel pilgrims in Malang city .
Study This show that service experience (X2) is not own influence significant regarding word of mouth (Y) among tour travel pilgrims in Malang city .
Study This show that service quality (X1) has influence significant and positive on the received value (Z) of tour travel pilgrims in Malang city .
Study This show that service experience (X2) has influence significant and positive on the received value (Z) of tour travel pilgrims in Malang city .
Study This show that the received value (Z) has influence significant and positive regarding word of mouth (Y) among tour travel pilgrims in Malang city .
Study This Show that the received value (Z) can mediate the relationship between service quality (X1) and word of mouth (Y), with influence positive and significant towards word of mouth.
Study This Show that the received value (Z) can mediate the relationship between service experience (X2) and word of mouth (Y), with influence positive and significant towards word of mouth.

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