

The Effect Of Promotion And Quality Of Service On Consumer Satisfaction Through Purchasing Decisions On Umroh Travel And Haji Plus PT. Inyong Travel Barokah

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Abstract – *This study aims to determine the effect of promotion variable, service quality and purchase decisions on customer satisfaction at PT. Inyong Travel Barokah. Promotion and service quality as independent variables, purchasing decisions as intervening variables and customer satisfaction as dependent variables. This study uses a quantitative approach which is analyzed using Partial Least Square (PLS) with WarpPLS 6.0 software. The population of this study are Umrah jamaah PT. Inyong Travel Barokah in the last three months registered in 2019. The sample was determined based on the purposive sampling method, with the consideration that the respondent had joined Umrah with PT. Inyong Travel Barokah at least once in 2019. The number of samples given by the questionnaire for observation was 101 respondents from 135 study populations. Hypothesis testing found that promotion has a significant effect on purchasing decisions and customer satisfaction, service quality has a significant effect on purchasing decisions and customer satisfaction. As well as purchasing decisions have a significant effect on customer satisfaction. For the mediating effect, purchasing decisions mediate promotion on customer satisfaction, and purchasing decisions mediate service quality on customer satisfaction.*

Keywords: *promotion, service quality, purchase decision, customer satisfaction.*

I. INTRODUCTION

Indonesia is a country with the largest Muslim population in the world. This situation causes community activities related to Islamic religious worship to be quite large, such as Hajj and Umrah. In addition, people's desire to perform Hajj and Umrah trip also increased significantly with increasing purchasing power, so the demand on service trips worship that is accompanied with the travel of religious experience improvement.

Although both can be done in holy land, Hajj and Umrah have very significant differences. The difference between Hajj and Umrah lies in the law, the time of execution, the place of execution, and the pillars that must be carried out. As an example; Hajj is one of the pillars of Islam, and it is a must for those who can afford it. The Umrah law is the sunnah of muakad or sunnah that takes precedence. Regarding the time of implementation, the Umrah can be carried out

at any time, while the Hajj can only be done in the month of Dzulhijah (the month of Hajj), to be precise on the 9th to 11th of Dzulhijah.

The business of Umrah and Hajj travel services has good prospects in the present, with the proliferation of Umrah and Hajj travel businesses in Indonesia, companies must be able to determine the right marketing strategy to be able to compete. With intense competition, there are more choices for consumers to choose travel that suits their needs.

Data from the Ministry of Religion regarding the number of Umrah pilgrims each year shows that pilgrims from Indonesia have never been less than 500 thousand per year. In 2016 there were a total of 677,509 worshipers. In 2017 the number increased to 858,933 worshipers. In 2018 the number of Umrah pilgrims continued to increase to 1,005,802 people. For 2019 there is no definite calculation regarding the number of Umrah pilgrims from Indonesia, but as of April 2019 the number of Indonesian Umrah pilgrims has reached 849,000. Based on this, it can be ascertained that the number of Umrah pilgrims in 2019 will continue to increase compared to 2018.

This promising prospect has made the business of Umrah and Hajj travel services develop everywhere in almost every city in Indonesia. The number of businesses engaged in Umrah and Hajj travel services makes every effort to make strategies to get prospective pilgrims who want to go only for Umrah or Hajj or even both. Along the development of the times that advanced the competition of business has become very tight, things is caused by the many businesses that move in the field of the same so that triggered the competition that raises a lot of obstacles and challenges faced by the business. Customer satisfaction has a positive impact on the company.

The phenomenon that has recently emerged is the number of companies offering Cheap Umrah programs. Maybe we have not been familiar with the First Travel case for a long time, namely the mystery of the disappearance of hundreds of billions of pilgrims' money. This case departed from a long list of queues for the haj pilgrimage, the business people saw a promising great opportunity. War trading strategies than often ignore the risk of prolonged trading. And also many people are interested in the lure of Cheap Umrah rather than thinking about the security and convenience of worshipping risks.

Attached to Republika.co.id, the Head of Sub-Directorate for Umrah Development of the Ministry of Religion said that "In the past, when the umrah business had not exploded, Umrah pilgrims placed great importance on comfort, flight facilities and star hotels. However, what has happened in recent years is that star facilities are no longer important compared to going to Umrah with their idol ustadz".

With the existence of several cases of cheap Umrah that gave rise to the term Bodong Travel, now people should be more careful with the lure or promotion of products that don't make sense. The case described by the author above is like restoring the rational awareness of society, that naturally the term "there is money there is quality" can be used as a guide. Based on the above case, the public is indirectly educated about how to distinguish fake travel from mandated travel, through product selling prices, registered travel permits, and the length of time the company has been established. The above case is at the same time a filter that improves the business competition for Umrah and Hajj services, returns to the supposed competition, fair competition by fighting for quality and facilities professionally, by not taking shortcuts like most fake travel.

PT. Inyong Travel Barokah as the object of research in this paper, gets a good impact from the bulging travel cases above. In years past had felt the impact of negative proliferation of programs Umrah cost, because reducing turnover yearly. Now the community more wisely choose the travel authorized and mandated to deliver them to the House, one of them by joining with PT. Inyong Travel Barokah.

The company will not be known by people, develop and be able to generate profits if the company is not able to meet the needs and desires of consumers. Basically, when consumers are going to buy a product, the main goal they are looking for is the use of the product itself, today's consumers are smarter in determining quality and price, therefore companies are aggressively implementing various strategies such as promotions, service quality, purchasing decisions and creating consumer satisfaction.

In an effort to attract consumers, the company must carry out promotional activities. According to Kotler (2014: 76), the promotion is an activity that is carried out by the company to communicate the benefits of their products and to convince consumers to buy. Promotion is a means used by the company in an attempt to inform, persuade and remind consumers either directly or indirectly on a product and a brand that is sold by the company. Promotion can be measured using promotional indicators, namely, for example, Advertising ; that is, any form of non-personal presentation and promotion that requires a fee for an idea, product or service by the sponsor. And Sales Promotion; that is, short-term incentives to encourage the purchase or sale of a product or service.

In addition to the promotion of companies engaged in services, service is important in providing what consumers want. According to Tjiptono (2014: 268), service quality is an effort to fulfill the needs and desires of consumers and the accuracy of their delivery in balancing consumer expectations. Quality service plays an important role in shaping customer satisfaction, but it is also closely related to creating profits for the company. The more quality the services provided by the company, the higher the satisfaction felt by customers.

The decision is as a choice of action from two or more alternatives. Consumers who want to make choices must have alternative choices. In other words, the person making the decision must have one choice from several available alternatives. According to Tjiptono (2019: 53) purchasing decisions are a process where consumers go through five stages, namely problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior, which begin long before the actual purchase is made and have a long impact after that. The variables described are promotion, service quality and purchase decisions that lead to consumer satisfaction. The company will be successful in getting customers in large numbers if it is considered to provide satisfaction for customers. When customers are satisfied, there will be a harmonious relationship between producers and consumers, creating a good basis for repeat purchases and forming word of mouth recommendations that can benefit a company.

Satisfaction consumers have the impact that is positive to the company, because the customer satisfaction will make customers loyal to the company. According to Kotler (2014: 150) consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (result) of the product that is thought of against the expected performance (or outcome). Customer satisfaction with the service company is defined as a situation where the expectations of consumers towards a service in accordance with the reality that is accepted on the service that is given to the consumer. If the service of a service company is far below consumer expectations, consumers will be disappointed. Conversely, if the services provided meet consumer expectations, consumers will be happy. Consumers' expectations can be seen from their own experiences when using the services of a service company, other people's talk and advertising information.

II KAJIAN PUSTAKA

2.1. Review Hasil-hasil Penelitian Terdahulu

The first research by Muhammad In'amul Chulaifi and Endang Setyowati (2018). This study aims to determine: the effect of service quality (X1), Perception of Rates (X2) and Trust (X3) on customer satisfaction (Y) Hajj and Umrah travel agencies at PT. Sebariz Color Blessings in Surabaya.

The independent variables in this study include service quality, price perception and trustworthiness. With the dependent variable customer satisfaction. Research is using the approach quantitative by using the tool aids SPSS version 24.0 is calculated by taking a sample of 60 respondents from consumer Hajj and Umrah travel services in PT. Sebariz Color Blessing in Surabaya. Data were collected using purposive sampling technique when the questionnaires were distributed.

The results of this study, namely, service quality variables have an effect on customer satisfaction variables. Price perception variable has no effect on consumer satisfaction variable. Trust variable has no effect on customer satisfaction variable. The weakness in this study is that it only focuses on three variables, and only two have a positive effect on the dependent variable. The strengths of this research are that there are two significant variables.

The second research by Azmi Fauzi, Kurniawan Sarlo, Kenny, Jarungjung Hutagaol and Made Adhiguna Samvara (2019). The purpose of this study was to examine and analyze the effect of promotion and service quality on consumer satisfaction on purchasing Garuda plane tickets at PT. Hamsa Tour and Travel in Medan. The method used is multiple linear regression analysis. The population is 129 consumers and the sample in this research is 98 consumers.

The results showed that the calculation of testing partially and simultaneously promotion and service quality had a positive and significant effect on customer satisfaction in purchasing Garuda plane tickets at PT. Hamsa Tour and Travel. The weakness in this study is that it does not examine other related variables such as price, brand image or purchase decisions. The strength of this research is that all the variables tested are significant.

The third literature review by Junaedi and Umi Suswati (2018). This study aims to examine the influence of service quality and price on customer satisfaction at PT. Amanah Fadlilah Insan, Lumajang.

The sample is determined by sample areas with 147 respondents. The data collection methods used were questionnaires and documentation. Mechanical analysis of the data that is used in research this is a test instrument (test validity and reliability), simple linear regression analysis, hypothesis testing, and the coefficient of determination using the program SPSS.

The results of the study concluded that there was a significant effect of service quality and price on customer satisfaction at PT. Amanah Fadlilah Lumajang. The weakness in this study is only to examine the effect of service quality and price, on the other hand there are many related variables such as promotion variables or purchasing decision variables. The strength of the research is that the test results show that the independent variable is very influential on the dependent variable.

The fourth research by Siti Arbaini Lubis (2017). This study examines the effect of service quality and price on customer purchasing decisions at PT Lovely Holidays Tour and Travel Pematangsiantar Branch. The research method used in this writing is library research and field research. The population is employees of PT Lovely Holidays Tour and Travel Pematangsiantar Branch with a sample of 41 people. Data collection techniques by means of questionnaires, interviews and documentation. Then the data analysis technique uses descriptive qualitative methods and quantitative descriptive methods.

From the results of the processing and calculation of the questionnaire, the conclusion of the study shows that the service quality and price applied by PT. Lovely Holidays Tour and Travel Pematangsiantar Branch has a positive and significant effect on purchasing decisions. The

weakness in this study is that the population is taken from the employees of the companies being studied, and does not involve consumers as service users. Kele b ihan in the research is to use the method of research of mixed method, in order to get the results of the ground more accurately or illustrated clearly.

The fifth literature review by Casino (2018). This study aims to determine the influence of product quality, service quality, and pricing on customer satisfaction at PT. Sidoarjo Tour & Travel Partners. As well as analyzing the factors that have the most dominant influence on customer satisfaction PT. Sidoarjo Tour & Travel Partners.

The population in this study are consumers who have used the Pratama Putra tourism bus transportation service. The samples were used in this study as many as 100 respondents by using the approach of Accidental Sampling (sampling by chance). The analytical method used is quantitative analysis, namely multiple linear regression analysis.

The results of the analysis in the study is obtained by the equation k Quality of the product (X1) influence positively and significantly to customer satisfaction Bus Pratama Putra, quality of service (X2) influence positively and significantly to customer satisfaction Bus Pratama Putra and Pricing (X3) influence positive and significant to the customer satisfaction of the Putra Pratama Bus. Product quality, service quality, and pricing have a positive and significant effect (simultaneously) on customer satisfaction of Pratama Putra Bus. The independent variable which dominantly influences the dependent variable is the service quality variable (X2). The coefficient of determination obtained R Square value of 0.784 which indicates that the contribution of product quality (X1), service quality (X2), and pricing (X3) to customer satisfaction of PT. Mitra Tour & Travel Sidoarjo amounting to 78.4% while the remaining 21.6% is influenced by other factors outside the three independent variables in this study . Advantages of the journal is that, all the variables were tested valid and significant influence between variables. The weakness in this study is that it is not testing the promotional variables and purchasing decisions, which the authors can take as further research material.

The sixth literature review by Dr. Kunal Gaurav, Prof. Kishor Chandra Sahu and Sminu Mathew (2018). The study looked at the level of customer satisfaction of various services of tourism and factors what are the expected customers when they plan a trip. Understanding of customer satisfaction and service quality is also important to create an effort marketing are succesful and effective.

Customer satisfaction is a key factor in measuring the effectiveness of business performance. The consideration of where the customer does business and the increase in new customers determine the effect of customer relationships in any company. The importance of customer satisfaction in a service industry such as the Tour & Travel industry is recognized worldwide. Service quality has an impact on customer satisfaction in a travel agency. The more benefits customers receive from a service, the more happy they are with the agency. This study sees that there are 25 different variables that determine customer satisfaction in Tour & Travel with the measurement of Factor Analysis, the variables are reduced to 4 important factors, namely Customer Service, Customer Centricity, Customer Convenience and Service Quality.

Seventh literature study, by Ali Gholipour Soleimani and Hannaneh Einolahzadeh (2018). This study illustrates the broad framework of marketing theory, develop and test an integrated model of service quality with the intention of visiting the back. The goal is to determine the effect of the quality of service to the intention of visiting the back with a focus on the mediating role of WOM and customer satisfaction. Two software (SPSS and LISREL) were used for processing statistical counts. The research sample is 500 customers who use a travel agent Guilan since spring 2016 to spring 2017. Finally, two-step approach to SEM, the measurement model and the structural model, used to see the structural relationships between variables.

The results show that the service quality of a travel agency leads to the intention to revisit, based on customer satisfaction and destination image. In addition, service quality has a direct

impact on customer satisfaction and has a direct, positive relationship between customer satisfaction and word of mouth. The theoretical and empirical implications of this result are worthy of discussion.

The eighth research study by Faisal Khan, Rosman Md Yusoff and Palwasha Kakar (2017). The main objective of this research is to examine the effect of service quality on customer satisfaction, return visits, and development of the tourism industry. This research was conducted quantitatively and used a cross sectional approach. Therefore, the data were collected through a structured questionnaire. The total population is 440 respondents, as many as 205 respondents were selected as samples from Swat Malakand district, KP Pakistan Division. Questionnaires were distributed to 205 respondents, in which the rate of response was 79%.

The tourism industry plays an important role in a country's economy. This study provides the importance of the tourism industry, the concepts and dimensions of service quality and the impact of service quality on tourism and customer satisfaction. The research findings reveal that the components, especially the quality of accessibility, accommodation, place and dimensions, these variables directly contribute to customer satisfaction, their intention to visit again and ultimately the development of the tourism industry in an area that should be considered important by the tourism industry. This study also provides recommendations for future studies.

2.2. Theoretical Basis

2.2.1. Marketing Management

Management of marketing as an art and a science to selecting market targets and obtaining, maintaining, and increasing the number of customers through the creation, delivery and communication of customer value superior.

The essence of marketing is exchange transactions that aim to meet human needs and desires. According to Kotler and Keller (2014: 19) marketing is a social and managerial process by which a person or group gets what they need and want through the creation and exchange of products and values.

2.2.2. Marketing

According Kotler and Keller (2014: 25) marketing is a process where a company creates value for customers and build a relationship that is strong with customers, with the goal of capturing value from customers in return.

2.2.3. Marketing Mix

Kotler and Armstrong (2013: 33) define the marketing mix as a set of tactical marketing tools in a company that combines the two to produce the desired response in the target market. According to Kotler and Keller (2014: 27) Marketing mix is a set of marketing tools that companies use to continuously achieve their marketing goals in the target market.

The elements of the Marketing Mix can be classified into four groups of definitions of each marketing mix variable defined by Kotler and Armstrong (2013: 41) as follows:

1. Product, is a combination of goods and services the company offers two target markets.
2. Price, is the amount the customer must pay to acquire the product.
3. Place, is includes the company's products available to target customers.
4. Promotion, refers to the activity of communicating product goodness and persuading target customers.

2.2.4. Promotion

2.2.4.1. Definition of Promotion

According to Tjiptono (2015: 387) promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products.

2.2.4.2. Promotion Purpose

Every company that carries out promotional activities is of course the main goal is to seek profit according to Tjiptono (2015: 387), in general promotional activities must be based on the following objectives:

1. Inform
Promotional activities that aim to try to inform consumers of certain brands or products, be it new products or brands or products and brands that are old but not widely heard by consumers.
2. Persuade
Event promotions which is to persuade and encourage consumers to buy the products that are offered.
3. Remind
This reminiscent promotional activity is carried out to maintain the product brand in the hearts of the public, and to retain buyers who will carry out purchase transactions continuously.

2.2.4.3. Promotion Indicator

According to Kotler (2014: 76) promotion is an activity carried out by companies to communicate the benefits of their products and to convince consumers to buy.

Promotion is a means used by companies in an effort to inform, persuade and remind consumers, either directly or indirectly, about a product and brand sold by the company. Promotion objectives, namely as follows:

1. Advertising
Namely any form of presentation and non-personal promotion that costs money about an idea, product, or service by the sponsor, using a variety of media aimed at increasing purchases.
2. Sales Promotion
These are short-term incentives to encourage the buying or selling of a product or service.
3. Public Relations and Publicity
Namely to build good relationships with a variety of public companies with a number of ways in order to gain publicity which menguntungkan, membanguin good corporate image, and handling or straightening rumors, stories, and events that are not profitable.
4. Personal Selling
It is a personal presentation by a company's sales force with the aim of generating sales transactions and building relationships with customers.
5. Direct Marketing
That is, targeted direct relationships with individual customers with the aim of both obtaining an immediate response, and for building lasting customer relationships.

Of the five indicators above, the authors only take two indicators that are relevant to consumer satisfaction variables, namely advertising (advertising) and sales promotion (sales promotion).

2.2.5. Quality of Service

2.2.5.1. Definition of Service Quality

Nasution (2017: 39) service quality is the level of excellence expected and control over this level of excellence to meet consumers.

Tjiptono (2016: 57) states that service quality is closely related to customer satisfaction. The quality of service provides a special impetus for customers to form mutually beneficial long-term relationships with the company.

2.2.5.2. Service Quality Dimensions

Kotler (2017: 40) that the dimension of service quality is a description of how far the difference is between perceived service and customers' expectations for the service they should receive (expected service).

Several factors that must be considered in improving the quality of service are:

- a) Tangibleness, is showing the physical environment or facilities where the services are performed, such as the organization, equipment, workers and clothes worn.
- b) Reliability, is the ability to perform the promised service consistently and accurately.
- c) Responsiveness, is the desire to help consumers and provide the right action .
- d) Competence, is the possession of the abilities and knowledge needed to display the services offered.
- e) Courtesy, is to show the attitude of service providers such as politeness, respect, attention and friendliness of workers.
- f) Credibility, is honesty and the ability of service providers to be trusted.
- g) Security, is a sense of freedom from danger, risk, and doubt about the services provided.
- h) Access, is the ability to approach and facilitate relationships with service providers.
- i) Communication, is the ability to speak in a way that is easily understood by consumers, keeping the consumer in order to still be able to obtain information in a language that they understand.
- j) Understanding the customer, is trying to know consumers and their needs.

2.2.5.3. Service Quality Indicators

According to Zeithaml (2011: 41) service quality is the gap / mismatch between consumer expectations or desires and consumer perceptions. In other words, the quality of service received by consumers is expressed in terms of the size of the gap / mismatch between the expectations or desires of consumers and their level of perception. Quality of care can be measured 5 dimensions, in foreign-pick each dimension following indicators:

- 1) For the Tangible dimension, it consists of indicators:
 - a. The appearance of the officer serving customers
 - b. Convenience of a place to do service
 - c. Discipline of officers in providing services
 - d. Ease of processing and service access
 - e. Use of tools in service
- 2) For the Reliability dimension, consisting of indicators:
 - a. Accuracy of officers in serving customers
 - b. Have clear service standards
 - c. The ability of officers / apparatus in using tools in the service process
 - d. Officer expertise in using tools in the service process
- 3) For the Responsiveness dimension, consists of indicators:
 - a. Respond to every customer / applicant who wants to get service
 - b. The clerk did the service quickly
 - c. Officers perform services carefully
 - d. All customer complaints are responded to by officers
- 4) For the Assurance dimension, consisting of indicators:
 - a. The officer guarantees on time service
 - b. Officers provide a guarantee of legality in services

- c. The clerk guarantees the certainty of costs in service
- 5) For the Emphaty dimension, consisting of indicators:
 - a. Putting the interests of the applicant / customer
 - b. The clerk served with a friendly attitude
 - c. Officers serve with courtesy
 - d. Officers serve in a non-discriminatory manner (differentiate)
 - e. The clerk serves and appreciates every customer

2.2.6. Buying Decision

2.2.6.1. Definition Of Purchase Decision

According to Kotler (2016: 184) consumer purchase decisions are final decisions of individuals and home stairs that buy goods and services for personal consumption. Meanwhile, according to Sussanto (2016: 4) Purchasing decision is a process where consumers go through certain stages to make a purchase of a product. Added by Assauri (2015: 139) purchasing decisions made by consumers or buyers are also influenced by habits. Purchasing habits include when to make purchases, in what quantity the purchases were made, and where the purchases were made.

Then according to Tjiptono (2016: 22) Purchase decisions are one part of consumer behavior. Consumer behavior is an action that is directly involved in obtaining, determining products and services, including the decision-making process that precedes and follows these actions. According to Assauri (2015: 139), purchasing decisions made by consumers are also influenced by habits. In buying habits, it includes when the purchase is made, in what quantity the purchase is made, and where the purchase is made.

According Mangkunagara (2015: 43) The decision of purchase is one of the processes of consumer behavior. According to consumer behavior is the performance framework or something that represents what are believed to consumers in the purchase decision. In purchasing decisions by buying the most preferred product or brand.

2.2.6.2. Purchasing Decision Making Process

According to Kotler and Keller (2016: 235) Decision – making purchases that in doing by consumers also vary in accordance with the behavior purchasing decisions. The specific buying process consists of the following sequence of events:

**Figure 2.1
Purchasing Decision Making Process**

Recognize Needs	Search Information	Evaluation Alternative	Decision Buy	Behavior Purchase
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Source: (Kotler dan Keller, 2016 : hal 235)

To be clearer, the following is an explanation of the decision-making process according to Kotler and Keller (2016: 235), namely:

- a. Needs recognition stage
The buying process starts from the introduction of needs. The buyer perceives a difference between the actual situation and the number of circumstances desired. These needs can be triggered by internal stimulants when one of the normal needs such as hunger, thirst, sex rises to a high enough level to become a driving force. Needs can also be triggered by external stimuli. marketers must examine the consumer to know what kind of requirements or any problems that arise, what the cause needs that arise and how marketers guide consumers into buying a product specific.
- b. Information search stage

Consumers who moved may seek and may also not seek additional information. If the consumer's impulse is strong and the product that meets the need is within his reach, he is likely to buy it. If not, consumers will store those needs in memory or perform information searches related to those needs. At some stage, the consumer may simply increase attention or may actively seek information. Consumers can get information from various sources, namely personal sources (family), friends, neighbors and coworkers, commercial sources (advertisements, sellers, retailers, packaging, websites), experience sources (handling, inspection, product use) and public sources (mass media, rating organizations).

c. Evaluation of alternatives

It is the stage of the buyer's decision process in which consumers use the information to evaluate various alternative brands within a series of choices. How consumers begin to evaluate purchase alternatives depends on the individual customer and the particular buying situation. Consumers use careful calculation and logical thinking. Other times, consumers do little or no doing, evaluating at all, but they buy impulsively. Sometimes consumers make their own decisions, sometimes they rely on friends, consumer leads or sales to get their purchase goals.

d. Purchase decision

It is the stage of the decision process in which consumers actually purchase products. In the evaluation stage, consumers rank brands and form purchase tendencies (intent). In general, the consumer's purchasing decision will buy the most preferred brand.

e. Behavior after purchase

It is the stage of the consumer buyer's decision process that actually takes further action after purchase based on their satisfaction or dissatisfaction. After buying a product, consumers will feel satisfied or dissatisfied and will enter into post-purchase behavior. The greater the difference between expectations and performance, the greater will be consumer dissatisfaction. The seller must make a promise that exactly matches the product's performance so that the buyer is satisfied.

2.2.6.3. Purchasing Decision Indicators

According to Kotler and Keller (2012: 227) purchasing decisions are a process where consumers go through five stages, namely problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior, which begin long before the actual purchase is made and have a long impact after that.

Dimensions and indicators of purchasing decisions according to Tjiptono (2012: 184) explain that consumer decisions to purchase a product include six sub-decisions as follows:

1) Product selection

Consumers can make decisions to buy a product or use the money for other purposes. In this case the company must focus on the people who are interested in buying a product and the alternatives they are considering.

For example: the need for a product, the variety of product variants and product quality.

2) Selection of brands

Buyers have to make a decision about which brand to buy. Each brand has its own differences. In this case the company must know how consumers choose a brand.

For example: brand trust and popularity.

3) Selection of distributors

The buyer must decide which dealer to visit. Every buyer has different considerations in terms of determining a supplier, which can be due to factors of close location, low prices, complete inventory and others.

For example: ease of getting products and product availability.

- 4) Time of purchase
Consumer decisions in choosing the time of purchase can vary,
For example: someone buys once a month, once every three months.
- 5) Purchase amount
Consumers can make decisions about how many products to buy at a time. There may be more than one purchase made. In this case the company must prepare the number of products according to the different desires of the buyers.
For example: the need for a product.

2.2.7. Satisfaction Consumers

2.2.7.1. Satisfaction Understanding Consumers

According to Kotler and Keller (2016: 3) Consumer satisfaction is the level of consumer feelings of pleasure or disappointment resulting from comparing the perceived product performance (or results) with their expectations. This consumer satisfaction is also an encouragement to the demands of society for the quality of service which is currently increasing.

Satisfaction of consumers can be created through the quality of service and assessment. Quality has a close relationship with customer satisfaction. The quality will encourage consumers to establish a relationship that is close to the company. In the long term, this bond allows the company to understand consumer expectations and needs. Customer satisfaction will ultimately create customer loyalty to companies that provide quality that satisfies them.

2.2.7.2. Measurement Of Consumer Satisfaction

Measuring the level of customer satisfaction, there are several important aspects that are interrelated. However, in the midst of various ways of measuring customer satisfaction, according to Tjiptono (2015: 219), there are seven core concepts that must be measured from customer satisfaction, namely:

1. Overall Customer Satisfaction
Is the simplest way to measure customer satisfaction is to directly ask customers how satisfied they are with a specific product or service.
2. Dimension Satisfaction Consumers
Namely research sorting customer satisfaction into its components. Generally such a process consists of four steps. This includes identifying key dimensions of customer satisfaction, asking consumers to rate the company's products or services based on specific items such as speed of service or friendliness of customer service staff, asking consumers to rate competitors' products or services based on the same specific items.
3. Confirmation expectations
In this concept, satisfaction is not measured directly, but it is concluded based on the suitability / mismatch between consumer expectations and the actual performance of the company's products.
4. Buyer Interest
Namely, consumer satisfaction is measured behaviorally by asking whether customers will shop or use the company's services again.
5. Willingness to recommend
The willingness of consumers to recommend products to friends or family is an important measure to be analyzed and followed up.
6. Consumer dissatisfaction
Judging from several kinds of aspects that are often examined to determine consumer dissatisfaction, including complaints, product returns or returns, warranty costs, recall, word of mouth and defections.
7. Complaints and Suggestions System

Every company (customer oriented) needs to provide opportunities and easy and comfortable access for its customers to convey their suggestions, criticisms, opinions and complaints. The media used can be in the form of suggestion boxes placed in strategic locations, comment cards, special toll-free telephone lines, websites, and others. The information obtained through this method can provide new ideas and valuable feedback to the company, so that allows it to react as responsive and quick to resolve problems arising.

2.2.7.3. Consumer Satisfaction Indicators

Consumer satisfaction is the level of consumer feelings after comparing what is received and what is expected by Umar (2015: 65). A consumer, if it was satisfied with the value that is given by the product or service, it is very likely to become a customer in a time long.

According to Kotler and Keller (2012: 177) Consumer Satisfaction is a feeling of pleasure or disappointment for someone who arises after comparing the performance (results) of the service that is expected to the expected performance.

Tjiptono (2016: 101) the indicators of consumer satisfaction consist of:

- 1) Match of Expectations
Is the level of conformity between service performance expected by consumers and perceived by consumers. Ease of transaction and quality service are important considerations for potential customers. The consumer's expectation is to get the service / product as promised.
- 2) Interest in Returning
Is the willingness of consumers to visit again or reuse related services. Customer satisfaction can be seen from the experience stories or testimonials that consumers give to the company.
- 3) Willingness to Recommend
It is the willingness of consumers to recommend services that have been felt to friends or family is an important measure to be analyzed and acted upon in the case of purchasing products / services whose repurchases will be relatively fast. Sharing good experiences and inviting others to use services / products is an illustration of consumer satisfaction.

2.3. Hypothesis Development

In this study, the researcher developed the following hypothesis:

- H1: It is suspected that promotion has a direct effect on purchasing decisions
- H2: It is suspected that promotion has a direct effect on consumer satisfaction
- H3: It is assumed that service quality has a direct effect on purchasing decisions
- H4: It is assumed that service quality has a direct effect on customer satisfaction
- H5: It is suspected that purchasing decisions have a direct effect on customer satisfaction
- H6: It is suspected that promotion has an indirect effect on customer satisfaction through decisions purchase
- H7: It is assumed that service quality has an indirect effect on customer satisfaction through buying decision

III. RESEARCH METHOD

3.1. Research Strategy

The research objective that will be used in this research is associative research. Associative research is research that aims to determine the relationship between two or more variables, looking for roles, influences, and causal relationships, namely between free or exogenous variables and dependent or endogenous variables (Sugiyono, 2018: 51).

In this study, researchers used quantitative research methods. The quantitative research method can be defined as a research method based on the philosophy of positivism, used to

research on certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses (Sugiyono, 2018: 15). The form of this quantitative research is to find out how the influence of promotion, service quality and purchasing decisions on consumer decisions on Umrah Travel and Haji Plus PT. Inyong Travel Barokah.

3.2. Population And Sample

3.2.1. Research Population

The population of this research is all the Umrah pilgrims of PT. Inyong Travel Barokah in 2019, while the target population is 135 pilgrims in the last three months of 2019, divided into 45 worshipers in October by joining the promo umrah package, 45 pilgrims in November by participating in regular Umrah, and 45 pilgrims in December by following the Umrah plus Turkey.

3.2.2. Research Samples

According to Sugiyono (2018: 131) samples in a study are part of the number and characteristics possessed by the population, if the population is large, and the researcher is not possible to study everything in that population. The total population in this study were all pilgrims of PT. Inyong Travel Barokah in the last three months of 2019 as many as 135 worshipers. The technique of calculating the research sample uses the Yamane formula, Sugiyono (2018: 143).

$$n = \frac{N}{1+Ne^2}$$

Information:

n : Measure the sample or the number of respondents

N: Population size

e : Percentage of error rate

The population (N) in this study were 135 people, assuming an error rate (e) of 5%, the number of samples (n) is:

$$n = \frac{135}{1+135(0,05)^2}$$

n = 100,93 respondents, rounded up to 101 respondents.

The sampling technique used in this study was purposive sampling. Purposive Sampling is a data source sampling technique with certain considerations. Considerations were used in this study was the respondent has undertaken pilgrimage with PT. Inyong Travel Barokah and experience the services and facilities provided by the organizer.

3.3. Data Analysis Methods

All the answers of respondents who have obtained will be in measuring the researchers used a scale Likert. The alternative answers using the Likert scale, namely by giving a score on each of the answers to the alternative statements as follows:

1 = Strongly disagree (STS)

2 = Disagree (TS)

3 = Neutral (N)

4 = Agree (S)

5 = Strongly Agree (SS)

The data that has been collected in this study was done with the help of a computer and using the WarpPLs 6.0 software. Data is presented in tables and diagrams. The aim is that the output data can be presented consiely. Tool analyzes the data that is used is PLS namely (Partial

Least Square). PLS is a variant based structural equation analysis that can simultaneously test the measurement model as well as test the structural model.

The measurement model is used to test the validity and reliability, while the structural model is used to test the causality (hypothesis testing with predictive models). The stages of the PLS analysis in this study are as follows:

- a. Outer model analysis
- b. Inner model analysis
- c. Hypothesis testing

IV. RESULTS AND DISCUSSION

4.1. Path Analysis

4.1.1. Measurement Model (Outer model)

The measurement model or outer model with reflective indicators is evaluated through three criteria, namely the loading factor, discriminant validity and composite reliability for the indicator block. Here it is the result of the processing of the data in the study is:

4.1.1.1. Reflective Indicator

1. Loading factor

The result of loading factor using the reliability test on WARPPLS 6.0 as follows:

Table 4.1. Reflective Variable Loading Value

Indicator	Loading Value	P-value	Information
P1	0.820	<0.001	Valid
P2	0.842	<0.001	Valid
P3	0.814	<0.001	Valid
P4	0.599	<0.001	Valid
P5	0.636	<0.001	Valid
KUP5	0.522	<0.001	Valid
KUP6	0.638	<0.001	Valid
KUP7	0.759	<0.001	Valid
KUP8	0.658	<0.001	Valid
KUP9	0.786	<0.001	Valid
KUP10	0.604	<0.001	Valid
KUP11	0.571	<0.001	Valid
KUP12	0.662	<0.001	Valid
KUP13	0.615	<0.001	Valid
KUP15	0.505	<0.001	Valid
KP1	0.501	<0.001	Valid
KP2	0.570	<0.001	Valid
KP3	0.704	<0.001	Valid
KP4	0.566	<0.001	Valid
KP5	0.723	<0.001	Valid
KP6	0.717	<0.001	Valid
KP7	0.563	<0.001	Valid
KP8	0.604	<0.001	Valid
KK1	0.534	<0.001	Valid

Table 4.1. Reflective Variable Loading Values (Continued)

KK2	0.681	<0.001	Valid
KK3	0.766	<0.001	Valid
KK4	0.688	<0.001	Valid
KK5	0.600	<0.001	Valid
KK6	0.616	<0.001	Valid

Source: WarpPls output, processed 2020.

Information table 4.1. It can be seen that there are valid variables, which means, if the factor loading value on the latent variable with its indicators > 0.05 then the data is declared invalid, on the contrary if < 0.50 Data declared not valid Ghozali (2015: 56).

2. Composite reliability

The results of composite reliability using the reliability test on WARPPLS 6.0 are as follows:

Table 4.2. Value Composite Reliability

Promotion	Service Quality	Buying Decision	Customer Satisfaction
0.836	0.880	0.834	0.820

Source: WarpPls output, processed 2020.

The basis of the decision on the composite reliability value is the internal consistency > 0.60 . Based on table 4.2. the value of the composite reliability of the construct is > 0.60 . which means that the construct is reliable.

3. Discriminant validity

The results of discriminant validity using the validity test on WARPPLS 6.0 are as follows:

Table 4.3. Correlation Among Latent Variabels And Errors

	Promotion	Service Quality	Buying Decision	Customer Satisfaction
Promotion	0.749			
Service Quality	0.233	0.571		
Buying Decision	0.170	0.525	0.624	
Customer Satisfaction	0.153	0.603	0.479	0.632

Source: WarpPls output, processd 2020.

Information on table 4.3. Correlations among latent variables and erros are for processing reflective indicators, where the reflective indicators on the correlations test among latent variables and errors include promotion variables, service quality, purchasing decisions and consumer satisfaction in this table it can be seen that the promotional construct shows a value greater than the other variables (**thick construct**) if the construct correlation with the measurement is greater than the other construct measures, then the latency predicts the indicator better than the other in order to test whether the latent variables differ from one another.

4.2. Inner Model Analysis

Evaluasai structure models include compatibility testing of the model (Model Fit), the path coefficient and R^2 . Model fit testing is used to test whether a model has a compatibility with the data which we can see through 3 test indices, namely Average Path Coefficient (APC), Average R-square (ARS), Average Variance Inflation Factor (AVIF) with the APC criteria and ARS is accepted with the condition that the p-value < 0.50 and AVI < 5 Ghazali (2015: 104), and to validate the overall model, Goodness of Fit (GOF) can be used.

Table 4.4. Model Fit Index

	<i>Index</i>	<i>P-value</i>
APC	0,313	$<0,001$
ARS	0,444	$<0,001$
AARS	0,430	$<0,001$
AVIF	1.240 (<i>Acceptable if ≤ 5, Ideally ≤ 3.3</i>)	
GOF	0,431	

Source: WarpPls output, processed 2020.

Based on table 4.4. it can be seen that APC has an index of 0.313 with a p-value < 0.001 , while ARS has an index of 0.444 with a p-value < 0.001 , the AARS value has an index of 0.430 with a p-value < 0.001 , for this value. AVIF also has an index below 5, which is 1,240, and a GOF value of 0.431 with the criteria Small $> = 0.1$, Medium $> = 0.25$, Large $> = 0.36$. So overall it can be concluded that the model is fit with the data.

Inner model (structural model) describes the relationship between latent variables based on substantive theory. The structural model is evaluated using the coefficient of determination (R-square) for the dependent construct, the stone geiter Q-square test for predictive relevance, the three a can be seen in Figure 4.5.

Table 4.5. R Squared Contribution

	Promotion	Service Quality	Buying Decision	Customer Satisfaction	Total
Buying Decision	0.049	0.311			0.360
Customer Satisfaction	0	0.354	0.177		0.531

Source: WarpPls output, processed 2020.

Analysis of the structural model testing of the structural model can be done by testing the value of the coefficient of determination (R^2). From the model, it can be done by testing the coefficient of determination between promotion and purchasing decisions, the result is 0.049. This figure shows that promotion affects purchasing decisions 4.9 percent. The coefficient of determination between service quality on purchasing decisions is obtained 0.311. This figure shows the quality of service affects purchasing decisions by 31 percent. The contribution of each variable to consumer satisfaction, namely, promotion does not contribute to consumer satisfaction with a number of 0 percent, the coefficient of determination between service quality on customer satisfaction has an effect of 35 percent and purchasing decisions with a figure of 17 percent as can be seen in table 4:16 above.

The structural model can also be evaluated using Q^2 where the quantity of Q^2 lies between zero and one ($0 \leq Q^2 \leq 1$). The closer to 1, the better the model. A value of $Q^2 > 0$ indicates that the model has predictive relevance and vice versa if $Q^2 < 0$ indicates that the model has less predictive relevance. By using Q^2 (Chin, 1998: 43) can be calculated predictive relevancy values as follows:

$$\begin{aligned} Q^2 &= 1 - \{(1 - R_1^2) \{(1 - R_2^2)\}\} \\ &= 1 - (1 - 0.36) (1 - 0.53) \\ &= 1 - (0.64) (0.47) \\ &= 0.70 \\ &= 70\% \end{aligned}$$

Based on the results of the above calculation, it shows that 70% can be explained by the model, while the remaining 30% can be explained by other variables including errors.

4.3. Hypothesis Testing

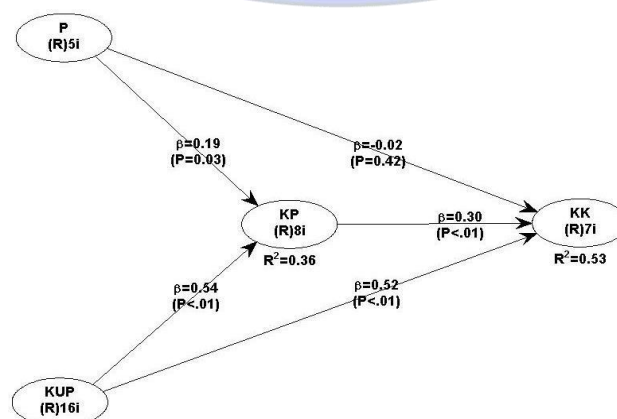
4.3.1. Hypothesis Testing and Direct Effect Analysis

This study used four latent variables are promotion, quality of service, purchasing decisions and customer satisfaction, with 15 indicators that have been in charge as a statement. Where in the statement there are five statements for promotion variables, 16 for service quality variables, 8 for purchasing decision variables and seven for customer satisfaction variables. In evaluating the structural relationship between latent variables, hypothesis testing should be carried out on the path coefficients between variables by comparing the p-values. Where the criteria $p\text{-value} < 0.05$ H_0 is rejected, the $p\text{-value} \geq 0.05$ H_0 is received, this test is intended to test the hypothesis which consists of the following 7 hypothesis:

- H_1 : Promotion has an impact on purchasing decisions.
- H_2 : Promotion has an effect on customer satisfaction .
- H_3 : Service quality has an effect on purchasing decisions.
- H_4 : Service quality has an effect on customer satisfaction.
- H_5 : Purchase decisions affect customer satisfaction .
- H_6 : Promotion affects customer satisfaction through purchasing decisions
- H_7 : Service quality affects customer satisfaction through decisions purchase

Furthermore, the hypothesis will be tested in the table below:

Figure 4.1 Model Penelitian



Source: WarpPls output, processed 2020

1. Hypothesis Test 1

H₀₁: Promotion has no direct effect on purchasing decisions

H_a₁: Promotion has a direct effect on purchasing decisions

Table 4.6. Direct Effect

Criteria	Promotion	
<i>Path Coefficients</i>	0,186	Buying Decision
<i>P-value</i>	0,026	
<i>Effect Size For Path</i>	0,049	

Source: WarpPis output, processed 2020.

Based on the results if the data above , as are listed in Table 4. 6. obtained path coefficient (beta) 0.186, the coefficient was significant and P-value < 0.05. These results indicate that the promotion has an effect on purchasing decisions and the sign of the coefficient is positive, which means that the better the promotion given by PT. Inyong Travel Barokah, the higher the likelihood of prospective pilgrims becoming Umrah participants .

2. Hypothesis Test 2

H₀₂ : Promotion has no direct effect on customer satisfaction

H_a₂ : Promotion has a direct effect on customer satisfaction

Table 4.7. Direct Effect

Criteria	Promotion	
<i>Path Coefficients</i>	-0,019	Buying Decision
<i>P-value</i>	0,422	
<i>Effect Size For Path</i>	0,003	

Source: WarpPis output, processed 2020.

Based on the results if the data above , as are listed in Table 4. 7. coefficient lines (beta) -0.019, but are otherwise insignificant coefficient for the P-value > 0.05. These results indicate that promotion has no effect on customer satisfaction. This indicates that the promotion of PT. Inyong Travel Barokah does not affect the satisfaction of the congregation during the Umrah.

3. Hypothesis Test 3

H₀₃ : Service quality has no direct effect on purchasing decisions

H_a₃ : Service quality has a direct effect on purchasing decisions

Table 4.8. Direct Effect

Criteria	Service Quality	
<i>Path Coefficients</i>	0,544	Buying Decision
<i>P-value</i>	<0,001	
<i>Effect Size For Path</i>	0,311	

Source WarpPis output,processed 2020.

The assumption that there is a direct effect of service quality on purchasing decisions based on data processing is obtained by a path coefficient (beta) of 0.544 with a p-value less than 0.05. This indicates that PT. Inyong Travel Barokah provides good quality service to encourage consumers to join Umrah. This coefficient was stated as statistically significant. This is supported by the results of the perception analysis where the majority of respondents perceive PT. Inyong Travel Barokah provides good quality service, one of which is by providing experienced muthawif facilities.

4. Hypothesis Test 4

H₀₄ : Service quality has no direct effect on customer satisfaction

H_{a4} : Service quality has a direct effect on customer satisfaction

Table 4.9. Direct Effect

Criteria	Service Quality	
Path Coefficients	0,516	Customer Satisfaction
P-value	<0,001	
Effect Size For Path	0,354	

Source: WarpPls output, processed 2020.

Based on the result if the data above, as are listed in Table 4.9. alleged their influence directly the quality of service to the satisfaction of the consumer based on the processing of data in gain coefficient liners (beta) 0.516 with p-value is smaller than 0.05. It is indicated PT. Inyong Travel Barokah provide good quality services which are capable of producing consumer satisfaction are high. The coefficient is stated to be statistically significant. This is supported by the results of the perception analysis where the majority of respondents perceive PT. Inyong Travel Barokah provides good quality service, and is happy to recommend it to friends or relatives.

5. Hypothesis Test 5

H₀₅ : Purchasing decisions do not have a direct effect on customer satisfaction

H_{a5} : Purchase decisions have a direct effect on customer satisfaction

Table 4.10 Direct Effect

Criteria	Buying Decision	
Path Coefficients	0,298	Customer Satisfaction
P-value	<0,001	
Effect Size For Path	0,177	

Source: WarpPls output, processed 2020.

Based on the results if the data above , as are listed in Table 4. 10. The alleged existence of a direct influence purchasing decisions on consumer satisfaction by processing the data obtained path coefficients (beta) 0.298 with a p-value less than 0.05. This indicates that consumers of PT. Inyong Travel Barokah has high purchasing decisions which are able to produce high customer satisfaction as well. The coefficient is stated to be statistically significant. It is in tunjang with the results of the analysis of perception where the majority of respondents perceive PT. Inyong Travel Barokah has high purchasing decision factors such as providing 5 star hotel facilities or similar.

4.3.2. Hypothesis Testing and Indirect Effect Analysis

Analysis related to the effect of promotion on consumer satisfaction with purchasing decisions as mediation, and related to purchasing decisions mediating promotion of consumer satisfaction. The mediation effect shows the relationship between the independent and dependent variables through the mediating variable, the effect of the independent variable on the dependent variable does not occur directly but through the transformation process represented by the mediating variable.

The first step in the mediation testing procedure is that the direct effect of the independent variable on the dependent variable must be significant. Second, simultaneously test the effect of the main effect and the effect of the mediating variable on the dependent variable where it is expected that the main effect is not significant, while the effect of the mediating variable on the dependent variable is significant. The influence is not direct is obtained by the formula independent variables influence the mediation variable multiplied then mediating variables influence the dependent variable Solihin (2014: 204).

6. Hypothesis Test 6

H_{06} : Promotion does not affect directly to the satisfaction of the consumers through the decision purchase.

H_{a6} : Promotion berpengaruh langsung to the satisfaction of the consumers through the decision purchase

Table 4.11. Effect Size

	Direct Effect		Indirect Effect	
	Promotion	P-value	Promotion	P-value
Customer Satisfaction	-0,019	0,422	0,055	0,213

Source: WarpPis output, processed 2020.

Based table 4.11. diperoleh indirect path coefficients (Indirect Effect) 0.055 but the coefficient is not significant because the p-value > 0.05 . This shows that the purchase decision is not a variable that mediates the effect of promotion on customer satisfaction.

7. Hypothesis Test 7

H_{07} : Service quality has no direct effect on customer satisfaction through purchase decision

H_{a7} : Service quality has a direct effect on customer satisfaction through purchase decision

Table 4.12. Effect Size

	Direct Effect		Indirect Effect	
	Service Quality	P-value	Service Quality	P-value
Customer Satisfaction	0,516	$<0,001$	0,162	0,009

Source: WarpPis output, processed 2020.

Based on Table 4.12. The obtained coefficient lines are not straight (Indirect Effect) 0.162 and marks a positive coefficient with p-value < 0.05 , thus there is the effect of mediation between

the quality of service to the satisfaction of the consumer through the purchase decision. Based on the table above, the indirect effect is smaller than the direct effect but still significant, this shows that the purchase decision is a partial mediation between service quality and customer satisfaction.

4.4. Summary of Research Results

Tabel 4.13. Summary of Research Results

Hypothesis	Conclusion
H1 : Promotion has an effect on purchasing decisions	Be accepted
H2 : Promotion affects customer	Rejected
H3 : Service quality affects purchasing decisions	Be accepted
H4 : Service quality affects customer satisfaction	Be accepted
H5 : Purchasing decisions affect customer satisfaction	Be accepted
H6 : Promotion affects customer satisfaction through decisions purchase	Rejected
H7 : Service quality has an effect on customer satisfaction through buying decision	Be accepted

Based on the summary of the results of research in the above can be concluded that for Umrah package PT. Inyong Travel Barokah, it turns out that promotion does not have a significant effect, while service quality and purchasing decisions have a significant effect on customer satisfaction. Where when consumer satisfaction is high, consumer behavior tends to make repeat orders or return visits. This also illustrates that in addition to maintaining service quality strategically, promotion should be a major concern for PT. Inyong Travel Barokah makes maximum use of promotional activities that are informative and persuade and remind the goodness of PT. Inyong Travel Barokah as a trusted Umrah travel agent to deliver consumers to Baitullah. It is no less important to instill perceptions in every promotional activity and in providing services.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the results of research which aims to analyze the effect of promotion, service quality and purchasing decisions on customer satisfaction PT. Inyong Travel Barokah, the research states as follows:

1. The first hypothesis test results showed that the sale berpengaruh on purchasing decisions and positive coefficient sign, which means that the attractive promotions were given PT. Inyong Travel Barokah, the higher the consumer purchasing decision for the product.
2. The result of the second hypothesis test shows that promotion has less effect on customer satisfaction, which means that the better the promotion given by PT. Inyong Travel Barokah then does not indicate higher consumer satisfaction with the company.
3. The results of the third hypothesis test show that service quality affects purchasing decisions and the sign is positive, which means that the better the quality of service

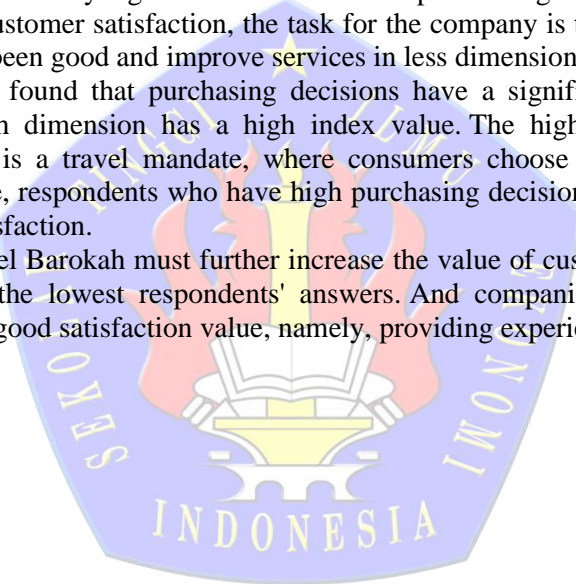
provided by PT. Inyong Travel Barokah, the higher consumer purchasing decisions for the product.

4. The results of the fourth hypothesis test show that service quality has an effect on customer satisfaction and the sign is positive, which means that the better the quality of service provided to consumers, the higher the satisfaction score.
5. The results of the fifth hypothesis test show that the purchase decision has an effect on customer satisfaction and the sign is positive, which means that the higher the consumer purchasing decision of PT. Inyong Travel Barokah, the greater customer satisfaction.
6. The results of the sixth hypothesis test show that there is a less significant influence between promotion on customer satisfaction through purchasing decisions.
7. The results of the hypotheses test show that there is a mediating effect between service quality and customer satisfaction through purchasing decisions.

5.2. Suggestion

Based on the results and discussion, the following suggestions are given:

1. Based on the results of this study it was found that service quality has a significant influence where PT. Inyong Travel Barokah has provided good service quality which results in high customer satisfaction, the task for the company is to maintain the quality of service that has been good and improve services in less dimensions.
2. The results also found that purchasing decisions have a significant effect on customer satisfaction, each dimension has a high index value. The highest index is PT. Inyong Travel Barokah is a travel mandate, where consumers choose to join because of their trust. On average, respondents who have high purchasing decisions also have a high effect on customer satisfaction.
3. PT. Inyong Travel Barokah must further increase the value of customer satisfaction on the index value of the lowest respondents' answers. And companies need to maintain the dimensions of a good satisfaction value, namely, providing experienced muthawif.



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