

Analysis of Customer Relationship Management , Service Quality and Brand Trust on Congregation Satisfaction (Survey on Congregations of Pt. Amanah Putra Wisata Tour & Travel Sukabumi)

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Abstract

This study aims to analyze the influence of Customer Relationship Management (CRM), service quality, and brand trust on the satisfaction of pilgrims at PT. Amanah Putra Wisata Tour & Travel Sukabumi. The method used is a quantitative approach with an associative research type. A sample of 218 respondents was selected using a purposive sampling method. Data analysis techniques include multiple linear regression, T-test, F-test, and coefficient of determination processed using SPSS 26. The results of the study indicate that simultaneously, CRM, service quality, and brand trust have a significant effect on pilgrim satisfaction. However, partially, only service quality and brand trust are proven to have a positive and significant effect on pilgrim satisfaction. The CRM variable, although having a positive effect, is not statistically significant. Brand trust is the most dominant variable in influencing pilgrim satisfaction. These results indicate that improving service quality and strengthening brands can be the main strategy in increasing customer satisfaction in the Umrah pilgrimage travel service industry.

Keywords: Pilgrim Satisfaction; CRM; Service Quality; Brand Trust; Umrah Services

Abstract

This study aims to analyze the effect of Customer Relationship Management (CRM), service quality, and brand trust on congregation satisfaction of PT Amanah Putra Wisata Tour & Travel Sukabumi. The method used is a quantitative approach with associative research type. A sample of 218 respondents was selected using purposive sampling method. Data analysis techniques include multiple linear regression, T test, F test, and coefficient of determination processed using SPSS 26. The results showed that simultaneously, CRM, service quality, and brand trust had a significant effect on congregation satisfaction. However, partially, only service quality and brand trust are proven to have a positive and significant effect on congregation satisfaction. Although the CRM variable has a positive influence, it is not statistically significant. Brand trust is the most dominant variable in influencing congregation satisfaction. These results indicate that improving service quality and strengthening the brand can be the main strategy in increasing customer satisfaction in the Umrah worship travel service industry

Keywords: Congregation Satisfaction; CRM; Service Quality; Brand Trust; Umrah Services

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INTRODUCTION

Currently, Indonesia has the largest Muslim population in the world, reaching 237.6 million people, or approximately 86.7% of the total population, which also contributes to approximately 12.30% of the global Muslim population. Facing global economic challenges, companies in both the manufacturing and service sectors are forced to be more competitive. One of the rapidly growing sectors in Indonesia is the Umrah and Hajj plus pilgrimage travel services. One of the rapidly growing sectors in Indonesia is the Umrah and Hajj plus pilgrimage travel services. This is because Umrah travel agencies that offer pilgrimage packages have created increasingly fierce competition in this industry and play a vital role as complete service providers for Muslims wishing to perform the Umrah pilgrimage, offering a variety of package options tailored to the needs of pilgrims.

Based on the data obtained, the number of pilgrims at PT. Amanah Putra Wisata has fluctuated, except in 2020-2021. However, despite this positive trend, there has been a slight decline in the last two years. In 2024, there were only 80 pilgrims, compared to 138 in 2023. As shown in the graph below:

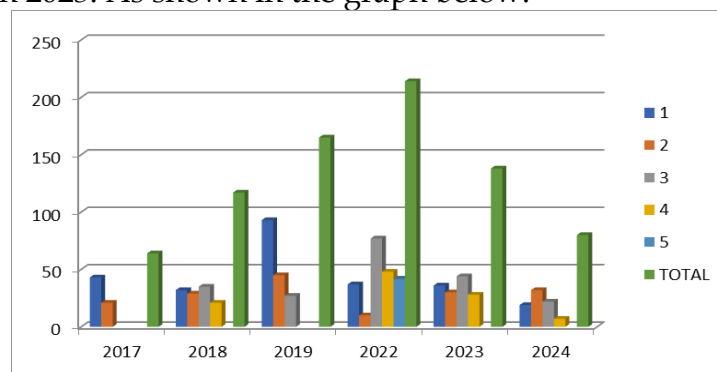


Figure 1. Number of Congregants of PT. Amanah Putra Wisata 2017-2024

Source: PT. Amanah Putra Wisata, Processed Data, 2024

Customer satisfaction is a crucial factor in a business's operations, as its level of satisfaction can determine the success of a business. Given the importance of customer satisfaction, which provides valuable information about the company and its behavior, companies are essentially unaware of what's on consumers' minds (Widayana, 2021).

Companies must ensure that customer principles and satisfaction can be implemented, one of which is by maintaining good relationships between the company and its customers. CRM plays a crucial role in customer satisfaction. This strategy focuses on consumers and business processes to understand consumer behavioral needs with the aim of creating long-term value for consumers and the company by integrating the functional processes of all internal and external networks to create and realize value for consumers profitably. This process is dynamic as a key pillar in managing the relationship between the company and its customers to continue to maintain mutually beneficial commercial relationships, including providing quality service (Octophilus, 2022).

Service quality is closely related to consumer satisfaction, enabling incentives for consumers to build long-term, mutually beneficial relationships with the company, as is the business process of achieving or doing something well to fulfill consumer desires (Rochma, 2024).

Brand trust is also a key element in the relationship between consumers and a company's brand. This element reflects the sense of confidence and trust that arises from consumers' direct experiences with the brand, where the brand is perceived as trustworthy and responsible for its products and services (Firdausy et al., 2024).

LITERATURE REVIEW

The Grand Theory used in this study is Marketing Management. Marketing management is a combination of art and science in determining target markets that attract, retain, and develop superior consumers, aiming to generate profits through successful sales. This activity acts as a process of exchanging a product or service that arises from needs, desires, and demands to fulfill consumer satisfaction (Kurniawan, 2019). *The Middle Theory* used in this study is Consumer Behavior. Fitri & Basri (2021) explain consumer behavior as the activities of individuals who are directly involved in obtaining and using goods and services, including the decision-making process in the preparation and determination of these activities.

The Applied Theory used by the author in this research includes consumer satisfaction, Consumer satisfaction is not only about the product or service received, but also encompasses the entire experience, process, and service (Tarigan, 2024). As a dependent variable, CRM is a core business strategy, making it an interesting business strategy process to discuss (Hermawanto & Ratnamurni, 2024). Service quality is perceived as the result of an evaluation process, where consumers compare their perceptions of the service and results received with their expectations (Br Marbun et al., 2022). and Brand Trust That is, trust in a brand is formed when consumers feel their expectations are met and are satisfied with the product (Perdana et al., 2020). Furthermore, Khalis et al., (2022) state that building brand trust is done by maintaining and increasing consumer confidence in a company's products or services as an independent variable.

H1: CRM has a positive and significant effect on the satisfaction of PT. Amanah Putra Wisata Tour & Travel's congregation.

H2: Service quality has a positive and significant effect on the satisfaction of PT. Amanah Putra Wisata Tour & Travel's congregation.

H3: Brand Trust has a positive and significant effect on the satisfaction of PT. Amanah Putra Wisata Tour & Travel's congregation.

METHODOLOGY

This study uses a quantitative method with an associative approach, which aims to determine the relationship between variables objectively through statistical analysis. The objects of this study were the congregation of PT. Amanah Putra Wisata Tour & Travel in Sukabumi City and Regency who have used Umrah pilgrimage services at least once in the last two years. The sampling technique used was non-probability sampling with a purposive sampling method, and the number of samples used was 218 respondents. The data collected were primary data, obtained through the distribution of online questionnaires using a Likert scale. Data analysis was carried out using multiple linear regression with the help of SPSS software version 26. Before testing the hypothesis, the research instrument was first tested, which included validity and reliability tests. Next, a classical assumption test was carried out, which

included normality, multicollinearity, heteroscedasticity, and autocorrelation tests. The analysis stage continued with the coefficient of determination test, F test, and T test to test the hypothesis simultaneously and partially.

RESULTS AND DISCUSSION

Validity and Reliability Testing

This study tested the validity and reliability of the variables Customer Relationship Management (X1), Service Quality (X2), and Brand Trust (X3) on the variable Congregation Satisfaction (Y). The test was conducted with the help of SPSS software version 26, using a standard validity value of 0.5 and a reliability of 0.6. This standard refers to the opinion of Ghozali (2018), which states that an indicator is considered valid if its correlation value exceeds 0.5, and is considered reliable if its Cronbach's Alpha value is more than 0.6 used to clarify the presentation of research results verbally. Tables and graphs must be commented on or discussed.

Table 1. Validity and Reliability Testing

Variables	Item	Validity	Reliability
<i>Customer Relationship Management</i>	X1.1	0.508	0.712
	X1.2	0.527	
	X1.3	0.460	
	X1.4	0.456	
	X1.5	0.633	
	X1.6	0.580	
	X1.7	0.458	
	X1.8	0.505	
	X1.9	0.399	
Quality of Service	X2.1	0.464	0.683
	X2.2	0.428	
	X2.3	0.296	
	X2.4	0.436	
	X2.5	0.380	
	X2.6	0.402	
	X2.7	0.307	
	X2.8	0.360	
	X2.9	0.364	
	X2.10	0.411	
	X2.11	0.379	
	X2.12	0.402	
	X2.13	0.376	
	X2.14	0.427	
	X2.15	0.419	
Brand Trust	X3.1	0.592	0.716
	X3.2	0.652	
	X3.3	0.552	
	X3.4	0.610	
	X3.5	0.460	
	X3.6	0.474	
Congregation Satisfaction	Y1	0.455	
	Y2	0.393	

Y3	0.597	
Y4	0.659	
Y5	0.694	0.709
Y6	0.591	
Y7	0.409	
Y8	0.316	
Y9	0.383	

Source: Results of SPSS 26 data processing, 2025

Classical Assumption Test

a) Normality Test

The method used in this study to assess normality is the Kolmogorov-Smirnov test. If the significance value of the Kolmogorov-Smirnov test is greater than 0.05, the normality assumption can be considered valid. The results of the normality test for all study variables can be seen in Table 2 below:

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		218
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	4.69486770
Most Extreme Differences	Absolute	.090
	Positive	.076
	Negative	-.090
Test Statistics		.090
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on the results of the normality test, a significance value of 0.200 was obtained, which is greater than the significance limit of 0.05, this indicates that the data is normally distributed, meaning that the data is evenly distributed and does not experience significant deviations from the normal distribution.

b) Multicollinearity Test

A multicollinearity test is performed to determine whether the regression model shows a correlation between the independent variables. Multicollinearity can be assessed by examining the variance inflation factor (VIF) and tolerance values. Multicollinearity is considered absent if the VIF is less than 10.00 or the tolerance value is greater than 0.10. The results of the multicollinearity test in this study can be seen in Table 6 below:

Table 3. Multicollinearity Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics
	B	Std. Error	Beta				Tolerance VIF
(Constant)	17.621	3.646		4.833	.000		
Customer Relationship Management	.118	.064	.124	1.846	.066	.938	1.066
Kualitas Pelayanan	.135	.060	.157	2.252	.025	.871	1.148
Kepercayaan Merek	.221	.102	.153	2.176	.031	.861	1.162

a. Dependent Variable: Kepuasan Jemaah

Based on the results of the multicollinearity test, the tolerance value for variables X1 is 0.938, X2 is 0.871, and X3 is 0.861 (more than 0.1), and the VIF value for X1 is 1.066, X2 is 1.148, and X3 is 1.162 (less than 10). Therefore, there are no symptoms of multicollinearity. This means that there is no strong relationship between the independent variables, so that each variable can be analyzed separately without influencing each other excessively.

c) Heteroscedasticity Test

Table 4. Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	6,768	2,273		2,978	.003
	CRM	-.069	.040	-.121	-1,739	.083
	Quality of Service	-.039	.037	-.076	-1.056	.292
	Brand Trust	.065	.063	.075	1,031	.304

a. Dependent Variable: ABS_RES

Based on the results of the heteroscedasticity test, the significance value for X1 is 0.083, X2 is 0.292, and X3 is 0.304, all exceeding 0.05. This indicates that there is no heteroscedasticity in the model, so the residual distribution is constant across all predicted values, indicating that the regression model is stable and valid.

d) Autocorrelation Test

Table 5. Autocorrelation Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.308 ^a	.095	.082	4.85287	1,957

a. Predictors: (Constant), Brand Trust, Customer Relationship Management, Service Quality

b. Dependent Variable: Congregation Satisfaction

results yield a Durbin-Watson value of 1.957, which is between the Du and 4-Du values ($1.66 < 1.957 < 2.34$). This indicates the absence of autocorrelation, meaning that the residuals between observations do not show a specific pattern and are random, and are not affected by time sequence.

Data analysis

a) Coefficient of Determination

Table 6. Coefficient of determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.308 ^a	.095	.082	4.85287
a. Predictors: (Constant), Brand Trust, Customer Relationship Management, Service Quality				
b. Dependent Variable: Congregation Satisfaction				

Based on the results of the coefficient of determination test, the R Square was 0.095. Therefore, 9.5% of the variation in the Pilgrim Satisfaction variable can be explained by Customer Relationship Management, Service Satisfaction, and Brand Trust. This means that the remaining 91% or 90.5% is explained by other variables outside this study. This value indicates how strong the relationship between the variables in this model is. This value indicates that the relationship between the variables in this model is relatively weak.

b) Simultaneous Test (F Test)

Table 7. F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	528,876	3	176,292	7,486	.000 ^b
	Residual	5039.766	214	23,550		
	Total	5568.642	217			
a. Dependent Variable: Congregation Satisfaction						
b. Predictors: (Constant), Brand Trust, CRM, Service Quality						

results of the simultaneous test or F-test indicate that this regression model is simultaneously significant. This can be further demonstrated by the calculated F-value being greater than the F-table ($7.486 > 2.652$). Therefore, Customer Relationship Management, Service Satisfaction, and Brand Trust simultaneously significantly influence Congregation Satisfaction. Therefore, this regression model is suitable for use in this research.

c) Multiple Linear Regression Analysis

Table 8. Multiple Linear Regression Analysis

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,621	3,646		4.833	.000
	CRM	.118	.064	.124	1,846	.066
	Quality of Service	.135	.060	.157	2.252	.025
	Brand Trust	.221	.102	.153	2.176	.031

a. Dependent Variable: Congregation Satisfaction

Based on the results of multiple linear regression, the equation $Y = 17.621 + 0.118X_1 + 0.135X_2 + 0.221X_3$ is obtained. This means that the three variables—Customer Relationship Management (X1), Service Quality (X2), and Brand Trust (X3)—have a positive effect on Congregation Satisfaction (Y). However, only X2 and X3 have a significant effect. Variable X1 is not statistically significant ($p = 0.066 > 0.05$), so it requires further study.

Hypothesis Testing

a) Partial Test (T-Test)

Table 9. T-test

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,668	16,625		.582	.565
	Customer Relationship Management	.177	.064	.187	2,791	.006
	Quality of service	.199	.057	.232	3,503	.001
	Brand Trust	.337	.096	.233	3,514	.001

a. Dependent Variable: Congregation Satisfaction

The results of the partial test (t-test) show that the Customer Relationship Management variable has a calculated t value of 2.791, Service Quality of 3.503, and Brand Trust of 3.514. All three have a calculated t value greater than the t table of 1.971, but only X2 and X3 have a significance value below 0.05, namely 0.001 and 0.001 respectively, so they have a partial significant effect on Congregation Satisfaction, and the H2 and H3 hypotheses are accepted. Meanwhile, although the calculated t value of Customer Relationship Management is greater than the t table, the significance value of 0.066 is greater than 0.05. Therefore, statistically, X1 does not have a partial significant effect, so the H1 hypothesis is rejected.

1. The Influence of Customer Relationship Management (X1) on Congregation Satisfaction (Y)

Based on the results of partial hypothesis testing, it is known that customer relationship management does not significantly influence the satisfaction of the congregation. Although the calculated t-value is greater than the t-table, the resulting significance value exceeds the set limit ($p > 0.05$), so the first hypothesis (H1) is

rejected. This finding indicates that the efforts to manage relationships with customers (congregants) are not sufficient to have a direct impact on their level of satisfaction. This means that the interactions or approaches built through customer relationship management have not been able to optimally meet the expectations or needs of the congregation.

The results of this study align with the findings of Zafar et al. (2022), which showed that customer relationship management (CRM) negatively impacts customer satisfaction. However, these results contradict the research of Widyana and Herdin (2021), which found that CRM has a positive and significant impact on customer satisfaction.

2. The Influence of Service Quality (X2) on Congregation Satisfaction (Y)

Based on the results of partial hypothesis testing, it shows that service quality has a positive and significant effect on congregational satisfaction, with a calculated t-value greater than the t-table and a significance value that meets the criteria (<0.05). Thus, the first hypothesis (H1) is declared accepted. This finding indicates that the higher the quality of service provided, the higher the level of satisfaction felt by the congregation. When congregations receive responsive, friendly, timely service, and in accordance with their expectations, they tend to feel appreciated, comfortable, and satisfied with the overall worship experience they undergo.

The findings of this study align with those of Nazanin et al. (2021), which found that service quality has a positive and significant impact on customer satisfaction. However, these results differ from those of Ibrahim et al. (2019), which concluded that service quality does not significantly impact customer satisfaction.

3. The Influence of Brand Trust (X2) on Congregation Satisfaction (Y)

Based on the results of partial hypothesis testing, it is known that brand trust has a positive and significant effect on congregational satisfaction, with a calculated t-value greater than the t-table and a significance value below the set limit (<0.05). Therefore, the first hypothesis (H1) is accepted. This finding indicates that the higher the level of congregational trust in the brand of the worship service provider, the higher the level of satisfaction they feel. When congregations have confidence in the reputation, credibility, and consistency of service quality of a brand, they tend to feel calmer, safer, and more confident during the series of worship.

The results of this study align with the findings of Natasya and Tarigan (2023), who showed that brand trust also influences consumer satisfaction levels. This finding is further supported by the research of Amelia and Parhusip (2024) and Priiliandani and Tjahjaningsih (2022), who found that brand trust has a positive and significant effect on consumer satisfaction.

CONCLUSION

The T-test results indicate that Customer Relationship Management (X1) does not significantly influence pilgrim satisfaction (Y). Although CRM aims to build long-term relationships, in the context of Umrah services, pilgrims value direct experience more than administrative approaches. This indicates that technical interactions in CRM have not fully met pilgrim expectations. Meanwhile, the T-test results also indicate that service quality (X2) significantly influences pilgrim satisfaction. Friendly, responsive, and service that meets expectations increases comfort and satisfaction during the pilgrimage. Brand trust (X3) also significantly influences pilgrim satisfaction. Brand reputation and credibility make pilgrims feel safer and more

confident in the service provider. The F-test results indicate that CRM, service quality, and brand trust simultaneously influence pilgrim satisfaction. The combination of the three strengthens the overall pilgrimage experience, although the greatest influence comes from brand trust. These findings confirm that pilgrim satisfaction is determined more by service quality and trust in the provider, rather than solely by formal customer relationships.

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