

THE EFFECT OF PERCEIVED VALUE TO CUSTOMER COMMITMENT THROUGH CUSTOMER SATISFACTION AND CUSTOMER TRUST OF UMRAH PILGRIMS IN THE PT. MABRURO TOUR AND TRAVEL SIDOARJO

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Introduction

Marketing is one of the principal activities undertaken by either companies that produce goods or services in an effort to maintain and improve customer relationships in various Industries. One of them is the industry that experienced a rapid development of tourism. According to statistical data from the Ministry of Tourism of Indonesia that the Indonesian tourism industry experienced many rapid developments marked by the number of visits of foreign and domestic tourists, increasing airport visitors in major cities throughout Indonesia and the development of hotels in Indonesia ([www.kemenpar.go.id / Asp / summary](http://www.kemenpar.go.id/Asp/summary) accessed April 28, 2016). The tourist destination to travel is to relax, recreate and to enhance spiritual values. In the last few decades, Religious Tourism has been the most visited by all walks of life. In Islam, for example, religious and spiritual travel can be divided into three forms of activity (Haq and Wong, 2010; Olsen and Timothy, 2006 in Hassan, 2015). The first activity is to perform hajj including Umrah which is the fifth pillar of Islam. This visit is a duty for all Muslims to Mecca and madina for a certain period of 8 or 10 Dhu al-Hijjah. The second spiritual journey is Rihla, travel search for science, trade or research health. The third activity is called Pilgrimage. Pilgrimages are known as tours to visit sacred sites such as temples, mosques, or monasteries to enhance spiritual spiritual values. Raj (2007) in his research suggests that Hajj and Umrah are categorized as religious tourism. Raj (2007) states that Hajj and Umrah is a religious tourism event for the Muslims. This is different from the Western view of religious tourism, which has additional motives of recreation and entertainment.

According to the teachings of Islam, the reason for every Muslim pilgrimage in addition to the fifth pillar of Islam, hajj can increase spiritual values. Because the pilgrimage is required for every Muslim. According to HR. Bukhari and Muslim is actually a pilgrimage road to heaven and free yourself from the fires of hell.

عَنْ أَبِي هُرَيْرَةَ رَضِيَ اللَّهُ عَنْهُ : أَنَّ رَسُولَ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ قَالَ: ((الْعُمْرَةُ إِلَى الْعُمْرَةِ كَفَّارَةٌ لِمَا بَيْنَهُمَا، وَالْحَجُّ الْمَبْرُورُ لَيْسَ لَهُ جَزَاءٌ إِلَّا الْجَنَّةُ)) (رواه البخاري: ١٧٧٣)

Abu Hurairah (may Allah be pleased with him) reported that Allah's Messenger (may peace be upon him) once said: 'The one umrah with the next' umrah is the erasing of sin committed between the second period, while the Hajj mabrur count is nothing but heaven. (Narrated by Al-Bukhari, Hadith number: 1773). Based on statistics, the Muslim population has grown significantly in the world. The number of Muslims inhabiting 23.4 percent of the world's population, is predicted to touch 60 percent into 2070. Indonesia is a country in Southeast Asia with the highest Muslim population. The percentage of Indonesian Muslims reaches up to 12.7 percent of the world's population. A total of 205 million Indonesians, reportedly at least 88.1 percent are Muslims (Khazanah.Republika.co.id accessed January 19, 2016). This implies a great need for operators of Hajj and Umrah pilgrimages.

In 2009 Indonesia received a hajj quota of 207,000 people and there are 220 travel agencies of hajj and umroh in Indonesia (official members himpuh) and in AMPHURI (Association of Hajj and Umrah Organizer of the Republic of Indonesia) has members of more than 3,000 service companies Umrah and hajj (www.kompasiana.com accessed February 17, 2016). The high interest of Muslims in Indonesia in registering the pilgrimage is marked by the high number of enthusiasts in each year opens opportunities and gives great opportunity to travel haj and umrah agents in getting customers (cnnindonesia.com accessed 13 april 2016). The emergence of various travel-travel agencies and hajj and umroh guidance or more called the Hajj and Umrah Hajj Guidance Group (KBIH). Many travel agencies offer hajj and umrah packages.

The limited quota of Hajj makes the pilgrims have to wait for portion numbers obtained when registering to turn to depart for longer and even wait for 18 years. The increasing number of hajj pilgrims is increasing because of the addition of the bailout program issued by banks in Indonesia. People no longer need to wait until the savings even Rp. 25,000,000.00 to be able to register Hajj. Enough with nominal Rp. 5,000,000.00 people can register regular hajj via banking and travel agent hajj and nearest umroh. The remaining shortage of registration fees bailed by the bank of Rp. 22,500,000.00. The existence of this bailout fund, making the number of hajj registrants in 2011 to 2012 soaring.

Haj waiting list is too long, causing many people prefer to perform umrah worship. According to the Head of Hajj and Umrah Kemenag Syamsuir, almost every day there are people who cancel the portion of hajj departure and choose to take the money that has been deposited to leave Umrah (aet.co.id accessed June 11, 2016). Due to the long waiting list, making the people can not wait to get to the Holy Land finally many people who decided to revoke the portion of Hajj or cancel the departure of his haj and choose to go Umrah first. Avoiding the problems of pilgrims displaced or failing to depart does not happen again, previously Minister of Religious Lukman Hakim Saifuddin urged people to use the official Umrah travel. The Ministry of Religious Affairs throughout the region also expects people to carefully choose travel travel agencies Umrah in order to prevent fraud such as

failing to depart or abandoned in the Holy Land (aet.co.id accessed June 11, 2016). People need to be alert if there are parties who offer travel packages for umrah with a low cost outside the usual. People should not be easily tempted by the cheap cost, because it is not possible to leave for Mecca at a low cost. At least there are a number of components included in Umrah travel costs such as airfare, lodging, meals and more. So it is necessary to consider whether it makes sense if one offers umroh at a cost too cheap.

The number of cases As in the portal page kemenag RI (in publish by Affan rangkuti on April 14, 2015 in haji.kemenag.go.id accessed 19 januari 2016) That the Directorate General of Hajj and Umrah (Ditjen PHU) intensive in conducting Reform Hajj and Umrah through The information media and socialization approach is paying off. Many licensed and unlicensed Permizers of Umrah Worship Travel (PPIU) have organized umrah to deal with the authorities. The case of fraud under the guise of pilgrimage and Umrah Ramadan fictitious mode, the fraud and embezzlement of candidate money Umrah pilgrims, and the neglect of pilgrims and umrah in Saudi Arabia can reduce the trust and commitment of Haj pilgrims to the organizers of Hajj and Umrah.

Government efforts through the Ministry of Religious Affairs in order to reduce the misuse of hajj and umroh funds in improving the satisfaction of hajj and umroh services in positive appreciation by the public. Nevertheless, the hajj and umrah pilgrim travel practices still haunt the public perception that corrupt practices are plural and long-lasting. However, the positive public appreciation of the government's performance does not necessarily remove the perception that has been built (National.kompas.com accessed 17 March 2016). A business is called successful if it succeeds in acquiring, maintaining, and growing customers (Raza et al., 2012). Without customers, we will not have any business. Therefore, a company must plan effective marketing techniques in order to get customers, one of them by creating of value perceptions in the feel of the customer. Based on the phenomenon which has been mentioned above, there is something that can be discussed in research about travel agent that is perceived value of customer after buying umroh package from selected travel. The perceived value of the customer after purchase of the product usability based on what perceptions are received and what is given (Zeithaml and Bitner, 2000 in Oktora and Achyar 2014). Furthermore, if customers are satisfied with the selected package and travel agent used then it will be able to increase the commitment of travel agent customers. The customer will feel satisfaction from the selected package and travel agent used then the customer has trust in travel agent used (Moliner et al., 2013).

The quality of the relationship gained a significant position as the main focal point in theory as well as practice. Successful organizations use relationship quality as a strategic tool to compete with their rivals in the business environment (Hanaysha et al., 2013). Several previous studies have been conducted on agency travel on the effects of value perceptions on customer satisfaction, trust and commitment (Moliner et al., 2007, Moliner et al. 2007 (b), Oktora and Achyar 2014 (c)). Through the previous research is stated there are similarities in the object of research in the travel agent service industry. There are also differences in findings of research conducted related to the relationship of perception of value to customer satisfaction, customer trust, and customer commitment to travel agents. Previous research by Moliner et al. (2007a) and Moliner et al. (2007b) states that the perception of the value of tourism packages significantly affects customer satisfaction, customer trust, and positive customer commitment to travel agents.

Based on differences of previous research findings can be a research gap about the influence of perceptions of value on customer satisfaction, customer trust, and customer commitment. The current research development examines the effect of customer perceptions on customer commitment through customer satisfaction and customer trust. The current research is done with the renewal with the development of several studies which have been stated above. The current study still uses customer satisfaction but only on Umrah pilgrims because there is no find and untested only on Umrah pilgrims on research that has been done before. The current research was conducted at one of the travel agents of guidance group of hajj and umroh in East Java which had been established since 1997 at PT Mabruro Tour and Travel Sidoarjo, one of the phenomenal achievements on December 31, 2006, PT Mabruro Tour and Travel brought two kloter jemaah Hajj, about 900 people. At that time there were two kloter from Sidoarjo Regency driven by PT Mabruro Tour and Travel Sidoarjo. PT Mabruro Tour and Travel is one of the official operators of East Java and the Hajj and Umrah Hajj guidance group which provides hajj and umrah guidance facilities through manasik both theory and practice from start before departing with guidance, service and scheduled assistance and planned with the provision of 24 hour post In madinah to come home in the country (<http://www.mabruro.co.id/paket/haji-regular> accessed 19 januari 2016). PT. Mabruro Tour and Travel Sidoarjo very concerned about the quality of professional and optimal service (Wibowo, 2014). According to research Hilma (2013) states that the good quality of the relationship between product and customer is an important factor for business success, especially in a highly dynamic environment that is characterized by great competition. Building good quality of the relationships with business customers is an important point in managerial decision making and therefore demands considerable effort and investment to create and maintain strong consumer relationships (Bojei and Alwie, 2010, in Hilma, 2013).

Theoretical Framework, Theoretical study, Perceived Value, Definition of Perceived Value.

Current research uses variable perceived value after purchase of a product. Post-purchase is after a purchase transaction (goods or Services) further affects the expectation of value (Moliner et al., 2007). Customers typically choose between products that offer more value, which provide a number of benefits from the product, both tangible and intangible, and cost (Kotler, 2012). In accordance with what Kotler (2012), the focus of the providers of goods and services products focused on customer perspectives. Therefore it is very important to provide the perceived value of the customer on each service use of a product. Customer value becomes an important factor in business success. Woodruff (1997) in Raza (2013) explains that customer value is considered a basic need for long-term business success. Customer value is a very broad topic and every author defines it in a different way.

Perceived Value indicator.

Once a customer makes a purchase transaction the product (goods or services) is expected to benefit from the product. The perceived benefit is a combination of a number of elements: physical attributes, service attributes and technical support obtained in using the product, while perceived sacrifices include all purchasing costs incurred at the time of purchase; Eg purchase price, acquisition cost, transportation, installation, handling cost, repair and maintenance, and risk of failure or poor performance (Oktora and Achyar, 2014).

Relationship Quality.

Definition of Relationship Quality.

Relationship marketing is an effort in maintaining long-term relationship (Kotler, 2012). Seeing Quality relationships in marketing as an attractive strategy for maintaining and improving customer relationships across a range of industries. Then there are many different researchers define the quality of relationships. According to Moliner et al. (2007) states that Quality of relationship is a concept that appears to try to measure the value of customer lifetime. Jarvelin and Lehtinen (1996) in Hanaysha et al. (2013) defines the quality of relationships as customer perceptions of a company's ability to meet customer expectations, predictions, goals, and desires and how well the product provider evaluates all relationships. Here are the various definitions of relationship quality from various studies:

Customer satisfaction.

Definition of customer satisfaction.

Hanaysha et al. (2013) suggests that Satisfaction has great significance in the literature of marketing relations, and as a key construct of relationship quality, if the customer is not completely satisfied with a particular brand, the relationship quality can not be sustained (Hyun, 2010). According to another definition, satisfaction is a comparison between performance and expectations (Hunt, Oliver, 2000 in Moliner, 2007b). However, according to Oliver (2000) the above definition is based on what consumers do in consuming the product, and not on the psychological meaning. Therefore Oliver (2000) in Moliner (2007b) states that satisfaction is defined as the fulfillment of needs that can create pleasant feelings. That is, consumers feel that consumption meets some needs, wants, goals, and fulfillment is fun. Thus, satisfaction is the consumer's sense of consuming gives results to the standard of pleasure. The view of satisfaction reflects one side of a cognitive (in comparing expectations and performance) and on the other hand is affective (feelings related to pleasure).

Indicators Customer satisfaction.

The research related to the service business states that an overall satisfaction is defined as an evaluation of service quality. While product performance can be defined as the customer's perception of what the customer receives after consuming the product, as it will generate meaning, and feedback the objectives and expectations and preferences of the customer (mcalexander, Kim and roberts, 2003 in Oktora and Achyar, 2014). The research by Oktora and Achyar (2014) suggests that customer satisfaction in the case of a special travel agency Hajj and Umrah is a measure of customer value and customer expectations and the actual performance of all types of services provided by Hajj and Umrah travel agencies, including hotels, catering, hospitality Employees, etc. Values obtained after the consumer uses the services of travel agencies Hajj and Umrah. Perception Value consists of the perceived value of travel packages from travel agents themselves. According to research that has been done Moliner et al. (2007) (a), Moliner et al. (2007) (b), Oktora and Achyar (2014) to travel agents have divided satisfaction in the package satisfaction and travel agency satisfaction.

Customer trust.

Definition of Customer Confidence.

Trust is an important element in the relationship between customer and travel agencies. Further research by Bloemer and odekerken (2002) in Oktora and Achyar (2014) states that trust is a form of customer trust with the honesty of service providers. Trust according to Moorman et al. (1993) in Oktora and Achyar (2014) refers to the desire to trust each other between both the customer and the service provider. Research conducted by Osman and Sentosa (2013) states that trust has been defined as the willingness of tourists to rely on the ability of tourism operators to provide what has been promised and meet or exceed the expectations of tourists who have built through the knowledge of the tourist attraction. An operator of a tourist attraction is believed to have a strong advantage over other tourism operators which is an alternative in the process of making tourist decisions. According to Salciuviene et al. (2011) in Mosavi (2012) states that trust is defined as a constructive foundation, credibility, and reliability and competence of a party.

Customer Confidence Indicators.

Research conducted by Moliner et al. (2007), Moliner et al. (2009), Oktora and Achyar (2014) stated that the concept of trust as multidimensional in business to business (B to B) or business to consumer (B to c) research, using two dimensions: honesty / reliability / hope and justice / .Honesty is trust based on the belief that service providers have the appropriate skills and expertise (Anderson and Narus, 1990 in Oktora and Achyar, 2014). Justice / benevolence, is defined as the belief that the service provider will provide assistance and try to avoid any risk to ensure the conditions to return to normal (Anderson and Narus, 1990 in Oktora and Achyar, 2014).

Customer Commitment.

Definition of Customer Commitment.

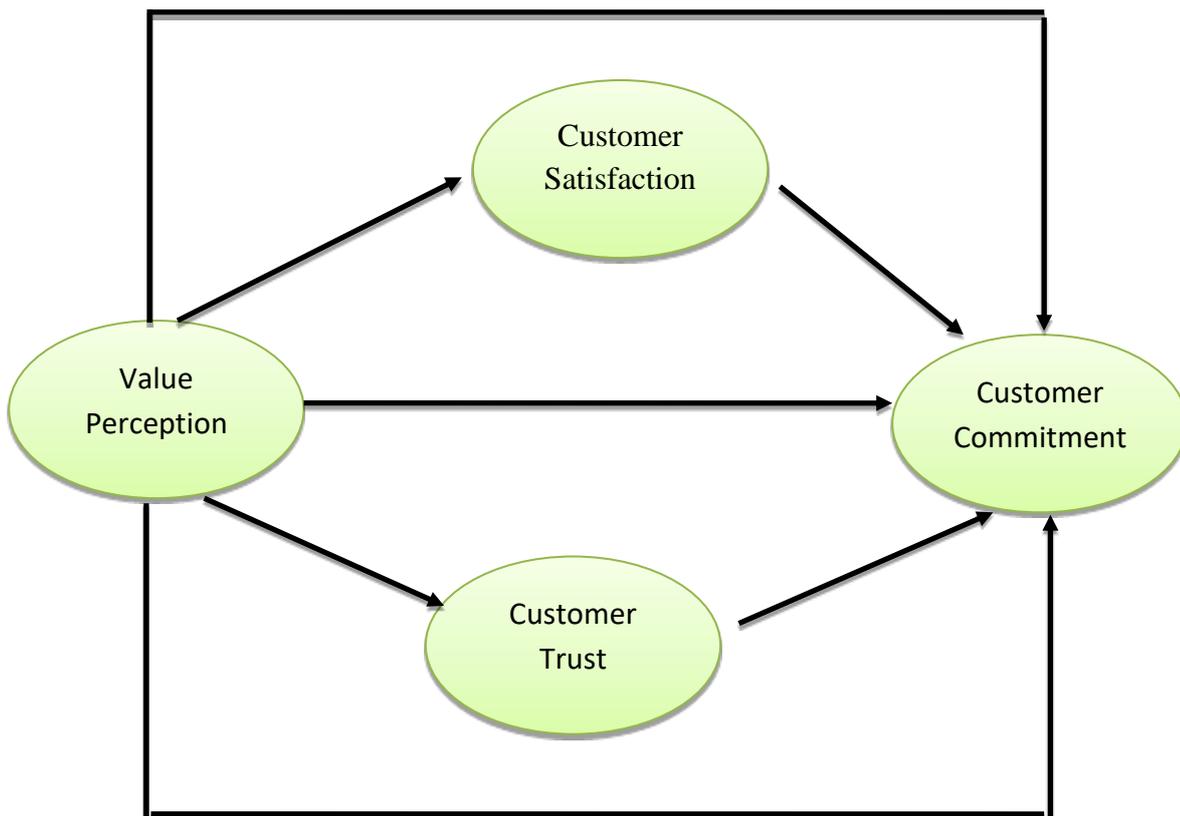
Research conducted by Dwyer et al. (1987) in Seyed Alireza Mosavi (2012) explains that Commitment can be defined as an implicit or explicit agreement (pledge) of a sustained relationship between the buyer and the seller. Morgan and Hunt, (1994) in the Oktora and Achyar (2014) research stated that commitment is the attitude of the customer maintaining the relationship with the product provider. Commitment has a strong relationship with the quality of the relationship because it maintains a favorable relationship that generates trust that keeps the customer from using the services of the service provider. On the contrary, if they do not fulfill their promise, the customer will not continue the relationship (morgan and Hunt, 1994 in Oktora and Achyar, 2014). Dwyer et al. (1987) in Oktora and Achyar (2014) regard commitment as the highest order of relationships between customers and service providers.

Customer Commitment Indicator.

Customer commitment has become a central concept in marketing theory and practice. The essence of commitment is the adoption of long-term relationship orientation, short-term desire to gain long-term benefits (Dwyer, 1987 in Moliner et al., 2007). According to the perspective of the Berkowitz model in Moliner et al. 2007 states that customer commitment can also be regarded as a high-level trend act, because it implies behavioral intent toward the product provider, the conclusion of a long research process in shaping commitments where there are cognitive and affective elements. Two dimensions of commitment are consistent with Berkowitz's model: affective commitment and cognitive commitment (Geyskens et al., 1996, Wetzels et al., 1998, in Oktora and Achyar, 2014). The model of this commitment dimension has been used in research conducted by Moliner et al. (2007), Oktora, and Achyar, (2014).

CONCEPTUAL FRAMEWORK AND HYPOTHESES.

This study uses questionnaires as an instrument of data collection and then the results are analyzed by using Partial Least Square (PLS).



Sources:

1. Moliner et al. (2007) (a), Moliner et al. (2007) (b), Moliner et al. (2009), Tektas dan Kavak (2013), Oktora dan Achyar (2014).
2. Moliner et al. (2007) (a), Moliner et al. (2007) (b), Moliner et al. (2009), Pi and Huang (2011), Ou et al. (2011), Tektas dan Kavak (2013), Oktora dan Achyar (2014). Negi dan Ketema (2013), Hazra (2013), Moliner et al. (2013), Hanaysha dan Hilman (2015), Purnasari dan Yuliando (2015).

3. Moliner *et al.* (2007) (a), Moliner *et al.* (2007) (b), Moliner *et al.* (2009), Tektas dan Kavak (2013), Oktora dan Achyar (2014).
4. Moliner *et al.* (2007) (a), Moliner *et al.* (2007) (b), Moliner *et al.* (2009), Pi dan Huang (2011), Ou *et al.* (2011), Alrubaiee (2012), Mosavi dan Mahnosh (2012), Shammout dan Algharabat (2013), Tektas dan Kavak (2013), Negi dan Ketema (2013), Hazra (2013), Moliner *et al.* (2013), Hanaysha dan Hilman (2015), Purnasari dan Yuliando (2015), Nadeem *et al.* (2015).
5. Moliner *et al.* (2007) (a) dan Moliner *et al.* (2007) (b).

The current study, desiring to get a picture of the influence of post-post-purchase value perception on customer satisfaction and customer trust and its impact on customer commitment Umrah 2016 at PT Mabruro Tour and travel Sidoarjo. Based on the formulation of the problem, the purpose of the study, and the hypothesis proposed, then formed type of research that is used in the current research is the type of explanatory research. Furthermore, in this research using survey method.

The current research will be conducted at KBIH PT Mabruro Tour and Travel Sidoarjo between May 2016 until August 2016. The research was conducted during the final repayment of Umrah payment, withdrawal of the remaining Umrah funds, the gathering of alumni event between Haj pilgrims and Umrah PT Mabruro Tour and Travel Sidoarjo, as well as Jamaat guidance (Manasik).

The population of this study using the criteria that all the Umrah community in 2016 and previously had been to perform Umrah worship using travel agency services PT Mabruro Tour and travel Sidoarjo. Therefore, it is not known how many exact numbers of Jamaah Umrah who had previously performed Umrah worship services using PT Mabruro Tour and Travel Sidoarjo since the beginning of this travel stand the majority for regular pilgrims and still shaped KBIH so do not have a complete database of worshippers. Therefore, sampling in this research using purposive sampling technique.

RESULTS

Discussion of Research Hypotheses.

Perception Values have an influence on customer satisfaction (H1).

The results of this study indicate that the perception of value has an influence on customer satisfaction. The meaning of these findings is that with the increasing of better perception of value to PT Mabruro Tour and travel based on functional value indicator of installation, fungsional value of personnel, functional value of umroh package quality, functional value of price, emotional value and social value, it will increase customer satisfaction of umroh congregation PT Mabruro Tour and Travel. This result is in accordance with the results of research conducted by Moliner *et al.* (2007) (a), Moliner *et al.* (2007) (b), Moliner *et al.* (2009), Tektas and Kavak (2013), Oktora and Achyar (2014).

Customer satisfaction has towards Customer Commitment (H2).

The results show that customer satisfaction has an influence on customer commitment. The meaning of this finding is the higher the value of customer satisfaction Umroh pilgrims to travel agents PT Mabruro Tour and Travel, then the customer commitment to travel agents PT Mabruro Tour and Travel is increasing. This is in accordance with the results of research from Moliner *et al.* (2007), Moliner *et al.* (2009), Pi and Huang (2011), Ou *et al.* (2011), Tektas and Kavak (2013), Oktora and Achyar (2014). Negi and Ketema (2013), Hazra (2013), Moliner *et al.* (2013), Hanaysha and Hilman (2015), Purnasari and Yuliando (2015) stating that customers must be satisfied with the services received by suppliers or service providers if customers want to commit. This shows that the average respondent states agree that the customer has feelings of pleasure and satisfaction with travel agents after using travel PT Mabruro Tour and Travel, so as to increase the commitment of pilgrims umroh to travel agents. Satisfaction after using travel PT. Mabruro Tour and Travel because the pilgrims feel keseluruhan service and facilities if it has implemented umroh, So that all services of PT Mabruro Tour and Travel according to the expectations of pilgrims. So the higher customer satisfaction raises a pleasant feeling that makes pilgrims continue to use PT Mabruro Tour and Travel.

The perception of value has an influence on customer trust (H3).

The results showed that Perception Values have an influence on customer trust. The meaning of these findings is the better the perception of Umrah pilgrims' values towards travel agents of PT Mabruro Tour and Travel, the greater the trust of pilgrims towards travel agents PT Mabruro Tour and Travel. The perception of value based on all the indicators is able to increase the trust of umroh customers of PT Mabruro Tour and Travel Sidoarjo. The results of this study in accordance with the results of research Moliner *et al.* (2007) (a), Moliner *et al.* (2007) (b), Moliner *et al.* (2009), Tektas and Kavak (2013), Oktora and Achyar (2014) stating that the perception of value has an influence on customer trust.

Descriptive analysis of respondents showed that the better perception of value towards PT Mabruro Tour and Travel makes pilgrims have confidence in the travel agent. The average value of one of the items of Honesty indicator gives an illustration that PT Mabruro Tour and Travel as umroh guidance service provider has a good reputation and success in organizing umrah guidance. So the pilgrims give confidence in umroh worship through travel agent PT Mabruro Tour and Travel. The trust given by the pilgrims is proved by fulfilling the promise and obligation of PT Mabruro Tour and Travel in serving Umrah pilgrims to provide all quality umroh guidance programs and umroh package facilities that have been promised by travel agents.

Customer trust has an effect on Customer Commitment (H4).

The results of this study indicate that Customer trust has an influence on customer commitment. The meaning of these findings is the higher level of trust Umrah pilgrims to travel agents PT Mabruro Tour and Travel, the commitment of pilgrims umroh to

travel agents PT Mabruro Tour and Travel is increasing. The results of this study are in accordance with the results of research from Moliner et al. (2007), Moliner et al. (2009), Pi and Huang (2011), Ou et al. (2011), Alrubaiee (2012), Mosavi and Mahnosh (2012), Shammout and Algharabat (2013), Tektas and Kavak (2013), Negi and Ketema (2013), Hazra (2013), Moliner et al. (2013), Hanaysha and Hilman (2015), Purnasari and Yuliando (2015), Nadeem et al. (2015) stating that customer trust has an influence on customer commitment, but is not in accordance with the results of Oktora and Achyar (2014) research which states that customers' trusts have no effect on customer commitment. This shows that the average respondent states have a trust in travel agents, then able to increase commitment Umrah pilgrims to travel.

Value perception has an influence on Customer Commitment (H5).

The results of this study indicate that Value Perception has an effect on Customer commitment. The meaning of these findings is the better the perception of Umrah pilgrims' values towards travel agents of PT Mabruro Tour and Travel, the greater the commitment of pilgrims to travel agents PT Mabruro Tour and Travel. The perception of value based on all indicators is able to increase the commitment of umroh customers of PT Mabruro Tour and Travel Sidoarjo. The results of this study in accordance with the results of research Moliner et al. (2007) (a) and Moliner et al. (2007) (b) which states that the perception of value has an influence on customer commitment, but not in accordance with the results of research Oktora and Achyar (2014) stating that the perception of value has no effect on customer commitment. This indicates that the average respondent agreed that the pilgrims may benefit from the usefulness of a product, as Zeithaml (1988) pointed out in Raza (2013) that Value Perception is the overall valuation of the customer from the use of the product based on what perception Accepted and what is given. Furthermore able to increase the commitment of pilgrims umroh to travel agents.

The perception of value has an effect on customer commitment through customer satisfaction (H6).

The results of this study indicate that Value Perception has an effect on Customer commitment through customer satisfaction. The meaning of this finding is the perception of value based on all indicators able to increase the commitment of pilgrims umroh travel agents PT Mabruro Tour and Travel by increasing the satisfaction of pilgrims umroh to travel agents PT Mabruro Tour and Travel. The results of this study are partially in accordance with the results of research Moliner et al. (2007) (a) and Moliner et al. (2007) (b) which states that the perception of value has an influence on customer commitment through customer satisfaction. Oliver (2000) in Moliner (2007b) states that satisfaction is defined as the fulfillment of needs that can create pleasant feelings. Customer satisfaction is the feeling of pleasure and satisfaction of pilgrims after benefiting from the perception of good value of travel agent PT Mabruro Tour and Travel. Satisfaction of umroh pilgrims able to provide information and experience of good to the service quality mapun package travel agent umroh PT Mabruro Tour and Travel so as to be a separate consideration for pilgrims to have a continued attitude to use the services or not from travel agents PT Mabruro Tour and Travel. Jamaah who feel happy and satisfied with travel agent services and umroh package from PT Mabruro Tour and Travel because the pilgrims already know how the travel agency quality along with umrohnya package, so that pilgrims are able to have a commitment attitude towards travel agents PT Mabruro Tour and Travel. Commitment Umroh pilgrims shown by continue to use travel agent services PT. Mabruro Tour and Travel to depart umroh back, recommend and advise friends or family to register umroh with travel agent PT Mabruro Tour and Travel and inform good things or quality travel agent and umroh package from travel PT Mabruro Tour and Travel. Therefore, the above exposure is supported by the conversion of the path diagram into the structural model which states that the greatest influence to customer commitment lies in the indirect influence of value perception that has an effect on customer commitment through customer satisfaction of umroh congregation.

Value perception has an effect on Customer commitment through Customer trust (H7).

The results showed that Value Perception has an effect on Customer commitment through customer trust. The significance of this finding is that the better the perception of Umroh pilgrims' value towards PT Mabruro Tour and Travel is able to increase umroh congregation trust to travel agents, hence can increase Umroh congregation commitment to travel agent PT Mabruro Tour and Travel. The results of this study are in accordance with research conducted by Moliner et al. (2007) (a) and Moliner et al. (2007) (b) states that the perception of value has an influence on customer commitment through customer trust. The confidence of customers towards travel agents PT Mabruro Tour and Travel is reflected through the indicators of honesty and justice (benevolence) into consideration of Umrah pilgrims to be able to have a committed attitude towards travel agents PT Mabruro Tour and Travel. Trust pilgrims to travel agents PT Mabruro Tour and Travel makes pilgrims will no doubt commit to using travel agent services PT Mabruro Tour and Travel. Trust the pilgrims to travel agents PT Mabruro Tour and Travel is measured by various aspects including travel agents have a good reputation in the eyes of society because travel agencies are successful in organizing and providing umroh guidance to jamaahnya, travel agents are always able to fulfill the promise and obligation to provide services according to the needs of pilgrims Umroh, able to provide a sense of security for the congregation of the security of the soul and the security of congenital congregation, always concerned about health or safety and give attention to its congregation.

Perception Values have an influence on customer satisfaction (H1).

The results of this study indicate that the perception of value has an influence on customer satisfaction. The meaning of these findings is that with the increasing of better perception of value to PT Mabruro Tour and Travel based on functional value indicator of installation, fungsional value of personnel, functional value of umroh package quality, functional value of price, emotional value and social value, it will increase customer satisfaction of umroh congregation PT Mabruro Tour and Travel. This result is in accordance with the results of research conducted by Moliner et al. (2007) (a), Moliner et al. (2007) (b), Moliner et al. (2009), Tektas and Kavak (2013), Oktora and Achyar (2014).

Customer satisfaction has towards Customer Commitment (H2).

The results show that customer satisfaction has an influence on customer commitment. The meaning of this finding is the higher the value of customer satisfaction Umroh pilgrims to travel agents PT Mabruro Tour and Travel, then the customer commitment to travel agents PT Mabruro Tour and Travel is increasing. This is in accordance with the results of research from Moliner et al. (2007), Moliner et al. (2009), Pi and Huang (2011), Ou et al. (2011), Tektas and Kavak (2013), Oktora and Achyar (2014). Negi and Ketema (2013), Hazra (2013), Moliner et al. (2013), Hanaysha and Hilman (2015), Purnasari and Yuliando (2015) stating that customers must be satisfied with the services received by suppliers or service providers if customers want to commit. This shows that the average respondent states agree that the customer has feelings of pleasure and satisfaction with travel agents after using travel PT Mabruro Tour and Travel, so as to increase the commitment of pilgrims umroh to travel agents.

The perception of value has an influence on customer trust (H3).

The results showed that Perception Values have an influence on customer trust. The meaning of these findings is the better the perception of Umrah pilgrims' values towards travel agents of PT Mabruro Tour and Travel, the greater the trust of pilgrims towards travel agents PT Mabruro Tour and Travel. The perception of value based on all the indicators is able to increase the trust of umroh customers of PT Mabruro Tour and Travel Sidoarjo. The results of this study in accordance with the results of research Moliner et al. (2007) (a), Moliner et al. (2007) (b), Moliner et al. (2009), Tektas and Kavak (2013), Oktora and Achyar (2014) stating that the perception of value has an influence on customer trust.

Descriptive analysis of respondents showed that the better perception of value towards PT Mabruro Tour and Travel makes pilgrims have confidence in the travel agent. The average value of one of the items of Honesty indicator gives an illustration that PT Mabruro Tour and Travel as umroh guidance service provider has a good reputation and success in organizing umrah guidance. So the pilgrims give confidence in umroh worship through travel agent PT Mabruro Tour and Travel. The trust given by the pilgrims is proved by fulfilling the promise and obligation of PT Mabruro Tour and Travel in serving Umrah pilgrims to provide all quality umroh guidance programs and umroh package facilities that have been promised by travel agents.

Customer trust has an effect on Customer Commitment (H4).

The results of this study indicate that Customer trust has an influence on customer commitment. The meaning of these findings is the higher level of trust Umrah pilgrims to travel agents PT Mabruro Tour and Travel, the commitment of pilgrims umroh to travel agents PT Mabruro Tour and Travel is increasing. The results of this study are in accordance with the results of research from Moliner et al. (2007), Moliner et al. (2009), Pi and Huang (2011), Ou et al. (2011), Alrubaiee (2012), Mosavi and Mahnosh (2012), Shammout and Algharabat (2013), Tektas and Kavak (2013), Negi and Ketema (2013), Hazra (2013), Moliner et al. (2013), Hanaysha and Hilman (2015), Purnasari and Yuliando (2015), Nadeem et al. (2015) stating that customer trust has an influence on customer commitment, but is not in accordance with the results of Oktora and Achyar (2014) research which states that customers' trusts have no effect on customer commitment. This shows that the average respondent states have a trust in travel agents, then able to increase commitment Umrah pilgrims to travel.

Value perception has an influence on Customer Commitment (H5).

The results of this study indicate that Value Perception has an effect on Customer commitment. The meaning of these findings is the better the perception of Umrah pilgrims' values towards travel agents of PT Mabruro Tour and Travel, the greater the commitment of pilgrims to travel agents PT Mabruro Tour and Travel. The perception of value based on all indicators is able to increase the commitment of umroh customers of PT Mabruro Tour and Travel Sidoarjo. The results of this study in accordance with the results of research Moliner et al. (2007) (a) and Moliner et al. (2007) (b) which states that the perception of value has an influence on customer commitment, but not in accordance with the results of research Oktora and Achyar (2014) stating that the perception of value has no effect on customer commitment. This indicates that the average respondent agreed that the pilgrims may benefit from the usefulness of a product, as Zeithaml (1988) pointed out in Raza (2013) that Value Perception is the overall valuation of the customer from the use of the product based on what perception Accepted and what is given. Furthermore able to increase the commitment of pilgrims umroh to travel agents.

The perception of value has an effect on customer commitment through customer satisfaction (H6).

The results of this study indicate that Value Perception has an effect on Customer commitment through customer satisfaction. The meaning of this finding is the perception of value based on all indicators able to increase the commitment of pilgrims umroh travel agents PT Mabruro Tour and Travel by increasing the satisfaction of pilgrims umroh to travel agents PT Mabruro Tour and Travel. The results of this study are partially in accordance with the results of research Moliner et al. (2007) (a) and Moliner et al. (2007) (b) which states that the perception of value has an influence on customer commitment through customer satisfaction.

Value perception has an effect on Customer commitment through Customer trust (H7).

The results showed that Value Perception has an effect on Customer commitment through customer trust. The significance of this finding is that the better the perception of Umroh pilgrims' value towards PT Mabruro Tour and Travel is able to increase umroh congregation trust to travel agents, hence can increase Umroh congregation commitment to travel agent PT Mabruro Tour and Travel. The results of this study are in accordance with research conducted by Moliner et al. (2007) (a) and Moliner et al. (2007) (b) states that the perception of value has an influence on customer commitment through customer trust.

Research Implications.

The implications of this study will give 2 implications: the theoretical implications and the practical implications of the following: Theoretical Implications. Based on the results of research conducted shows that the perception of value, customer satisfaction, and customer trust have an influence on customer commitment. The theoretical implications of this study can be explained as follows:

Implications pertaining to Value Perception.

This study has proved that the perception of value is related to customer satisfaction and customer trust. Increased perception of value is proportional to increasing customer satisfaction and customer trust. Indicators related to the perception of value in this study are the functional value of the installation, the functional value of professionalism, the functional value of the package, the functional value of the price, the emotional value and the social value. This result is an expansion of Zeithaml and Bitner (2000) about the perception of values consisting of functional value, emotional value and social value. Value perception is also closely linked to differentiation strategies in the marketing of products and services, so that the company has the advantage of competing and becoming a leader in its field. Travel agent PT Mabruro Tour and Travel succeeded in becoming a leader in Sidoarjo city by implementing differentiation strategy.

Implications related to Customer Satisfaction.

This study has proved that customer satisfaction has an influence on customer commitment. Increased customer satisfaction is proportional to the increase in commitment of the pelanggan. Fulfillment indicators on package and travel agents are able to measure the customer satisfaction of Umroh pilgrims when associated with customer commitment. These results are in line with the opinion of Fornell (2000) which states that Satisfaction is a customer evaluation after purchase and affective response to the product or experience of the entire service. Factors of pleasure (affective) and experience of a product become an important indicator in determining one's commitment in using again a product.

Implications pertaining to Customer Confidence.

This study has proved that customer trust has an influence on customer commitment. The travel agent's ability to build customer trust implies the level of customer commitment of umroh pilgrims to travel agents of PT Mabruro Tour and Travel. Honesty and Justice (benevolence) indicators can measure the trust of umroh congregation customers if associated with customer commitment. This result is in accordance with the opinion of Osman and Sentosa (2013) which states that trust as the willingness of tourists relies on the ability of service providers to deliver what has been promised and meet or exceed the expectations of tourists who have built through the knowledge of the tourist attraction. Thus, customer confidence can be in line with the statement of Salciuviene et al. (2011) which states that trust as the basis of constructive, credibility, and reliability and competence of a party.

Practical Implications.

The results of this study indicate that the perception of value has an influence on customer satisfaction. The importance of increasing the perception of value should be considered by travel agents PT Mabruro Tour and Travel because it has a relationship with the high level of customer satisfaction Umroh pilgrims towards the travel. The perception of value also has an influence on customer trust. This has the sense that the level of trust in pilgrims to the credibility and integrity of travel agents PT Mabruro Tour and Travel depends heavily on how well the perception of value to travel agents.

The perception of the value of the congregation is reflected in the Functional Value (installation, professionalism, quality of Package and price), Emotional Value, and Social Value. All of these indicators become benchmarks in assessing how well the Umrah group's perception of value to travel agents PT Mabruro Tour and Travel. This is evidenced by the results of research that states that Value Perception has a direct influence on customer commitment. The determining factor is that pilgrims can judge in choosing travel agents who are able to provide satisfaction and trust for the Umrah congregation.

Limitations.

Current research aims to answer the problem or research question of a business phenomenon. The ability of research in answering problems and questions in the form of observations and measurements that meet the criteria and norms of scientific research. But in the research still found some limitations of research that need to be refined for further studies that have the topic or theme of the same discussion. Here are the limitations of this study: This study has not considered customer experience in using travel agency services as a predictor of customer commitment. The customer experience in using travel agents can create an overview of the travel agent's services so as to create customer commitment. This study does not describe the income level as the identity of the respondents. So that can not be extracted from social class, because of difference of income level of social class hence different expectation of customer which become consideration in choosing package travel agent umroh PT Mabruro Tour and Travel. This study is only on pilgrims umroh in one travel agent PT. Mabruro Tour and Travel Sidoarjo just so that the research findings can not be generalized to other travel agents. Travel agent PT Mabruro Tour and Travel first established in 1997 is still in the form of Hajj Guidance Group (KBIH) and not yet in the form of corporate legal entity hence still do not have complete and well organized congregation database that can support current research.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research and data analysis about the influence of the perception of value to customer commitment through customer satisfaction and customer trust umroh pilgrims at PT. Mabruro Tour and Travel Sidoarjo which has been described in the previous chapters, it can be deduced as follows: Improved perceptions of value to travel agents PT Mabruro Tour and Travel able to improve customer satisfaction Umroh congregation PT. Mabruro Travel and Travel. The results of this study indicate that the perception of value with functional value indicator of installation, functional value of professionalism, functional value of packet quality, functional value of price, emotional value and social value have been running effectively, so as to make Umroh pilgrims feel satisfied and happy towards travel agent PT Mabruro Tour and Travel. Increased customer satisfaction pilgrims umroh travel agents PT. Mabruro Tour and Travel able to increase customer commitment umroh PT Mabruro Tour and Travel. The results of this study have shown that the higher the level of satisfaction of pilgrims to travel agents PT Mabruro Tour and Travel, it will be followed by the increasing commitment of Umrah pilgrims to travel agents PT Mabruro Tour and Travel. Improving perceptions of value to travel agents PT Mabruro Tour and Travel able to improve customer trust Umroh Umrah PT Mabruro Tour and Travel. The results of this study indicate that the better the perception of value to travel agent PT Mabruro Tour and Travel with indicator of functional value of installation, functional value of professionalism, functional value of package quality, functional value of price, emotional value and social value, hence trust umroh towards travel agent PT Mabruro Tour and Travel will increase. Improving the trust of umroh pilgrim customers to travel agents PT Mabruro Tour and Travel able to increase the commitment of pilgrims umroh to travel agents PT Mabruro Tour and Travel. The findings show that the higher the umroh congregation trust on travel agent PT Mabruro Tour and Travel, the higher the Umroh congregation commitment which is shown by continuing to use travel agent PT Mabruro Tour and Travel.

Improving perceptions of value to travel agents PT Mabruro Tour and Travel able to increase customer commitment Umroh umrah PT Mabruro Tour and Travel. The results showed that the better the perception of value to travel agent PT Mabruro Tour and Travel with indicator of functional value of installation, functional value of professionalism, functional value of packet quality, functional value of price, emotional value and social value, hence commitment of umroh jamaah to travel agent PT Mabruro Tour and Travel is increasing. Improved perceptions of value to travel agents PT Mabruro Tour and Travel able to increase customer commitment Umroh travel pilgrims PT Mabruro Tour and Travel by first creating and generating congregational satisfaction. The result of the research shows that the increasing of Umroh pilgrims' satisfaction towards travel agent of PT Mabruro Tour and Travel as a result of the increasing of perception of value which is getting better and have a real influence to the increasing of customer commitment of PT Mabruro Tour and Travel. Improving perceptions of value to travel agents PT Mabruro Tour and Travel able to increase customer commitment Umroh travel umrah travel PT Mabruro Tour and Travel by first creating and generate trust congregation. The results showed that the increase of umroh congregation trust to travel agent PT Mabruro Tour and Travel as a result of the increasing perception of the value of the better and have a real influence on the increased commitment of customers of PT Mabruro Tour and Travel.

SUGGESTION

Based on the conclusions described above, the following suggestions can be given from the results of this study are as follows: PT Mabruro Tour and Travel should further enhance the perception of the value of its pilgrims towards travel agents through increased functional value on price and social value in order to increase customer commitment. Therefore, travel agent PT Mabruro Tour and Travel market and reproduce umroh packages that have various classes of cost and facility packages so that high-income umroh pilgrims can choose packages that are more affordable. PT Mabruro Tour and Travel should improve the satisfaction of its pilgrims by improving services through the proximity of pilgrims with umroh counselor or travel agent employees with more attention to jamaahnya who are elderly or are having health problems to be monitored continuously through checking health conditions on a regular basis, Security of the existence of pilgrims to always remain with the entourage, checking the safety of luggage and at the time of shopping, so that umroh pilgrims can follow the implementation of umroh worship safely and comfortably. PT Mabruro Tour and Travel to further enhance the trust of pilgrims through the marketing of umroh packages products in the exhibition event of sharia products by providing education to customers in choosing an official travel agent and having operational permission from the Ministry of Religious Affairs as well as having a company reputation in organizing umrah To avoid fraud and misuse of umroh funds as well as to avoid the case of jamaah mediation.

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