

THE EFFECT OF SERVICE QUALITY AND CUSTOMER EXPERIENCE ON CUSTOMER SATISFACTION AT PT. SYAHRIFAH ALAWIYYAH INSYRAH**Muhammad Fadli Hutabarat¹, Ihdina Gustina², Isra Rafika Sihombing³**^{1,3} Sekolah Tinggi Ilmu Ekonomi Eka Prasetya Medan**Article Info****Keywords:**

Service Quality, Customer Experience, Customer Satisfaction

Abstract

The Umrah travel service industry faces intense competition that demands companies to prioritize customer satisfaction as their primary advantage. This research is motivated by the decline in the number of pilgrims at PT. Syarifah Alawiyyah Insyirah by -24.91% in 2025. The main problems identified include the lack of optimal pilgrim assistance and minimal social interaction and a sense of family during the pilgrimage. This research aims to examine the partial and simultaneous effects of customer experience and service quality on customer satisfaction. A quantitative approach is the research methodology used. In 2025, there were 648 pilgrims in the research population. The Slovin formula and random sampling procedures were used to choose a sample of 247 respondents. Multiple linear regression and the traditional assumption test were used to examine the data, which were gathered via a Likert scale questionnaire. With a regression value of 0.403, the findings demonstrated that customer satisfaction was positively and significantly impacted by service quality (X1). With a coefficient of 0.322, customer experience (X2) also had a favorable and substantial impact. With an F-value of 502.011, both factors simultaneously have a large impact on consumer satisfaction. These two variables account for 80.3% of the variance in customer satisfaction, with factors outside the model accounting for the remaining 19.7%, according to the coefficient of determination (R²) of 0.803. Companies are advised to improve the professionalism of their assistance and create a warmer travel atmosphere to strengthen pilgrim loyalty.

Corresponding Author:

mfadlihutabarat@gmail.com

Industri jasa perjalanan Umrah menghadapi persaingan ketat yang menuntut perusahaan untuk memprioritaskan kepuasan pelanggan sebagai keunggulan utama mereka. Penelitian ini dimotivasi oleh penurunan jumlah jamaah di PT. Syarifah Alawiyyah Insyirah sebesar -24,91% pada tahun 2025. Masalah utama yang diidentifikasi meliputi kurangnya bantuan jamaah yang optimal dan minimnya interaksi sosial serta rasa kekeluargaan selama ibadah haji. Tujuan penelitian: untuk memahami bagaimana kualitas layanan dan kepuasan pelanggan memengaruhi retensi pelanggan, baik secara individual maupun kolektif. Studi ini menggunakan metodologi kuantitatif dengan ukuran sampel 247 responden dan populasi 648 wanita Muslim pada tahun 2025, yang semuanya diidentifikasi menggunakan kriteria Slovin. Kami menggunakan pertanyaan skala Likert dan menganalisis data

©2026 JSAB. All rights reserved.

menggunakan regresi linier. Para peneliti menemukan bahwasanya kualitas layanan dan kepuasan pelanggan secara signifikan memengaruhi retensi pelanggan. Koefisien regresi untuk kualitas layanan ialah 0,403, serta koefisien untuk kepuasan pelanggan adalah 0,322. Dengan nilai F masing-masing 502,011, kedua variabel yang dimaksud secara statistik signifikan. Dengan koefisien determinasi (R^2) sebesar 0,803, dapat dilihat bahwasanya kualitas layanan dan kepuasan pelanggan memengaruhi 80,3% kepuasan pelanggan, sedangkan faktor lainnya dimana tidak termasuk pada penelitian ini memengaruhi 19,7%. Untuk memenuhi harapan masyarakat, bisnis harus meningkatkan kualitas layanan mereka dan memberikan pengalaman yang lebih menyenangkan.

INTRODUCTION

The Umrah travel service industry is a business sector that provides worship travel services to meet the spiritual needs of the Muslim community. Its development can be seen from the increasing need for organized, safe, and reliable worship travel services to facilitate the implementation of Umrah and Hajj. Umrah and Hajj travel is now an important need for the Muslim community in Indonesia. Umrah travel services not only provide travel facilities, but also provide comprehensive assistance, ranging from document and visa processing, accommodation provision, to worship guidance while in the Holy Land. In addition to the Umrah travel service industry's explosive growth, the number of companies providing worship travel services is also increasing, so that competition between companies is becoming more and more intense. In these competitive conditions, Umrah travel companies not only compete in terms of prices and facilities, but are also required to be able to highlight customer satisfaction as the main advantage.

Customer satisfaction is an important factor because it reflects the company's success in providing quality service and worship experiences that meet the expectations of pilgrims, which can ultimately affect trust, loyalty, and recommendations from pilgrims to other potential customers. Therefore, the company's efforts in achieving customer satisfaction are a very crucial aspect in maintaining competitiveness and business sustainability. One of the company's objectives is customer pleasure; by offering high-quality services, customers will undoubtedly be pleased with the company's offerings (Sumarsid & Paryanti, 2022). In addition, customer satisfaction can also be a benchmark for companies for how in the future there are things that must be changed, maintained or improved because customers feel satisfied or harmed (Tannady et al., 2022). To maintain customer satisfaction, the company needs to provide quality service and *Customer Experience* good while using the services offered. Good service quality can help companies build customer trust so that they feel comfortable and confident to continue using the services offered. In addition, superior service is able to improve the company's image and reputation, which ultimately encourages customer loyalty and has a positive impact on sustainable business growth. The quality of service is the extent of the ability (*Ability*) company to provide everything the customer expects to meet his needs (Patmala & Fatihah, 2021).

Customer satisfaction at OVO is positively and significantly impacted by service quality (Sri Rezeki et al., 2020). In addition, *Customer Experience* what pilgrims feel from departure to return can affect the level of customer satisfaction. The outcome of a customer's physical and emotional interactions with the business is the customer experience. The outcome of this encounter may create a lasting impression on the client and influence their opinion of the business (Septian & Handaruwati, 2021). *Customer experience* has a positive and significant effect on the satisfaction of Umrah pilgrims PT.

Nadhira is a blessing in disguise. Thus, the combination of the quality of the servant and *Customer Experience* It can help companies achieve higher levels of satisfaction as well as build long-term mutually beneficial relationships PT. Syarifah Alawiyyah Insyrah is a tourism business, travel agency, Umrah, Hajj and travel. Providing various forms of services ranging from travel administration management, worship assistance, to the provision of comfortable accommodation for pilgrims. With a focus on professionalism, comfort, and safety. PT. Syarifah Alawwiyah Insyrah is committed to providing a quality travel experience and making it easier for every customer in their tourism and worship activities. The fierce competition among companies that provide similar services has made PT. Syarifah Alawiyyah Insyrah must still be able to maintain the quality and consistency of its services so as not to lose customer trust. To sustain its business, companies need to continue to be professional, responsive, and comfortable. To ensure that every customer feels satisfied with the service received, PT. Syarifah Alawiyyah Insyrah can maintain a loyal number of worshippers while attracting new customers, so that the company's sustainability is maintained in the midst of increasingly fierce market competition. This research will focus on PT. Syarifah Alawiyyah Insyrah with the quality of service and *customer experience* to customer satisfaction. Based on the results of observations made on PT. Syarifah Alawiyyah Insyrah, found that the company is facing problems related to customer satisfaction which can be seen from the last year of experiencing a decrease in the number of worshippers. The following is the data from observations regarding the number of pilgrims of PT. Syarifah Alawiyyah Insyrah for the past few years.

Table 1

Data on the Number of Pilgrims of PT. Syarifah Alawiyyah Insyrah 2022-2025

Year	Number of Pilgrims	Percentage Increase
2022	266	-
2023	460	72,93
2024	863	87,61
2025	648	-24,91

Source: PT. Syarifah Alawiyyah Insyrah, 2025

From table 1, it is known that the number of PT. Syarifah Alawiyyah Insyrah will decrease in 2025, which is -24.91% or only 648 pilgrims, which in the previous year experienced an increase in 2023-2024. From the results of observations, it is known that PT. Syarifah Alawiyyah Insyrah has decreased because there are aspects of service that have not fully met the expectations of pilgrims, thus having an impact on the decrease in the number of service users. If this problem persists, the company cannot survive and will fail. In the implementation of worship travel services, the role of companions and guidance of pilgrims is one of the important aspects in determining the smoothness and comfort while in the Holy Land. A professional companion is expected to be able to provide direction, supervision, and a sense of security to the pilgrims during the series of worship, but after observing the congregation of PT. Syarifah Alawiyyah Insyrah found that there were several problems in the service process, one of which was an incident where there were pilgrims who had been lost while in the Holy Land. Because the assistance and guidance to the pilgrims has not been carried out optimally, so that the pilgrims feel less safe and less directed during the pilgrimage trip.

Their degree of satisfaction with the services received may undoubtedly be impacted by this. In the implementation of the Umrah pilgrimage, the aspect of togetherness and interaction between pilgrims has an important role in creating a comfortable and meaningful atmosphere during the trip. A well-established togetherness is expected to foster a sense of kinship and support each other between worshippers in carrying out a series of worship. However, after observing the pilgrims of PT. Syarifah Alawiyyah Insyrah found that there was a problem, namely that some pilgrims felt that

they did not get the opportunity to get to know each other and build togetherness during the trip. There were complaints that there were very few group activities, the companions rarely helped create interaction between worshippers, and the atmosphere of the group felt less warm. As a result, the journey feels more individual and there is no sense of family that should strengthen the worship experience. This can affect customer satisfaction levels. The reason why this research is important is because the author wants to find out whether the quality of service and *customer experience* have an influence on customer satisfaction at PT. Syarifah Alawiyyah Insyirah. In addition, the author wants to find out how much the variables of service quality and *customer experience* influence customer satisfaction at PT. Syarifah Alawiyyah Insyirah. The background description piqued the researcher's attention in a study titled "The Influence of Service Quality and Customer Experience on Customer Satisfaction at PT. Syarifah Alawiyyah Insyirah."

METHODS

This research uses a quantitative approach, which is research that produces data in the form of numbers or numerical data which is then statistically analyzed. According to Gultom & Agustine (2021) In order to measure and evaluate data in a methodical manner, quantitative research employs numerical data. Meanwhile, Sugiyono (2022) explains how the positivist ideology underpins quantitative research techniques, which are used to study specific populations or samples in order to test hypotheses via data collecting employing research tools and statistical analysis. Primary and secondary data make up the study's data sources. Through methods including observation, interviews, and distributing questionnaires to participants, the researcher directly collected primary data. For the study to make sense of this data, further processing is required. Meanwhile, secondary data is data obtained indirectly from other parties who have collected it before, such as documents, reports, or archives relevant to the research Riyanto & Hatmawan (2020). The population in this study is all Umrah and Hajj travel pilgrims of PT. Syarifah Alawwiyah Insyirah in 2025 which totals 648 people. To ensure that every person of the population has an equal chance of becoming a responder, the research sample was selected using a random sampling technique. A sample of 247 respondents was utilized as the study's subject after the number of samples was calculated using the Slovin method with a 5% error rate.

The operational definition of variables is used to explain the observable criteria so that it makes it easier for researchers to measure each research variable. According to Sinaga et al. (2022), operational definitions serve to determine, assess, and measure the variables used in research. Sugiyono (2022) stating that a research variable is a characteristic of a person, thing, or activity that has a particular variation that the researcher has chosen to be examined and from which conclusions will be made. In this research, there are three variables, namely service quality (X1), customer experience (X2), and customer satisfaction (Y). Service quality is measured through indicators of reliability, responsiveness, empathy, trust, and embodiment; Customer experience is measured through the indicators of sense, feel, think, act, and relation; Meanwhile, customer satisfaction is measured through the suitability of expectations, interest in returning visits, and willingness to recommend. All variables were measured using the Likert scale. The data collection technique in this study was carried out through observation, documentation, and questionnaires. Observation is carried out by directly observing the research object to obtain primary data, while documentation is used to collect data from various documents, records, images, and archives relevant to the research.

In addition, the questionnaire was used by giving a number of statements to respondents to find out their responses to the variables studied. The respondents' answer assessment used a Likert scale with five levels of choice, namely strongly agree (5), agree (4), hesitate (3), disagree (2), and strongly disagree (1). The two stages of the data analysis procedure used in this study were the validity and reliability tests. Finding out how effectively the research instrument can measure what needs to be examined is the goal of the validity test. According to Squirting (2024) An instrument is declared valid if it is able to provide the right measurement results according to the purpose of the research. If the $r_{hitungr_calculate}$ value is higher than the r_{tabelr_table} and

is positive, the indicator is deemed legitimate. The degree of consistency of the measurement device was then assessed using a reliability test. According to (Handayani & Saeni, 2024) is deemed dependable if the Cronbach Alpha score is higher than 0.6, suggesting that the tool is reliable and consistently yields results. The next step is the classical assumption test, which seeks to confirm that the regression model satisfies statistical criteria in order to get an accurate estimate, or Best Linear Unbiased Estimator (BLUE). Heteroscedasticity, multicollinearity, and normality tests are among the traditional assumption tests that are used. If the significance value is higher than 0.05, the normality test seeks to determine if the residual data is normally distributed. This may be seen by graph analysis or the Kolmogorov-Smirnov statistical test.

By examining the tolerance value > 0.10 and $VIF < 10$, the multicollinearity test was used to determine the correlation between independent variables. In the meanwhile, the heteroscedasticity test seeks to determine if the regression model's residual variance is unequal. numerous linear regression analysis is then used in the data analysis to ascertain the impact of numerous independent variables on the dependent variable. Y is the dependent variable, X1 and X2 are the independent variables, an is the constant, b1 and b2 are the regression coefficients, and e is the error rate in multiple linear regression equations. This analysis shows the extent to which the independent factors have an impact on the study's bound variables. Partial tests (t-tests) and simultaneous tests (F-tests) are used to test hypotheses. The F test is used to ascertain the total effect of the independent factors on the dependent variable, while the t-test is used to ascertain the partial influence of each independent variable on the dependent variable. Additionally, the determination coefficient (R^2), whose value ranges from 0 to 1, is used to determine the extent to which independent variables may explain the fluctuation of dependent variables. The capacity of the independent variable to explain the dependent variable increases with its proximity to 1.

RESULT AND DISCUSSION

Results

VALIDITY TEST

Service Quality Variable (X1)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	31.34	68.144	.859	.967
X1.2	31.26	67.761	.872	.967
X1.3	31.32	69.133	.831	.968
X1.4	31.36	69.316	.840	.968
X1.5	31.33	68.689	.838	.968
X1.6	31.28	67.915	.880	.966
X1.7	31.37	67.687	.890	.966
X1.8	31.33	68.512	.857	.967
X1.9	31.30	68.426	.869	.967
X1.10	31.20	68.500	.867	.967

Customer Experience Variable (X2)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	31.82	72.017	.861	.971
X2.2	31.74	72.103	.872	.971
X2.3	31.80	71.644	.873	.971
X2.4	31.77	71.568	.878	.971

X2.5	31.74	71.551	.873	.971
X2.6	31.78	71.685	.860	.971
X2.7	31.80	72.123	.851	.972
X2.8	31.76	71.599	.888	.970
X2.9	31.76	70.904	.909	.970
X2.10	31.73	71.861	.877	.971

Customer Satisfaction Variable (Y)**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	19.59	22.613	.881	.961
Y.2	19.50	22.677	.911	.958
Y.3	19.55	22.634	.898	.960
Y.4	19.55	22.899	.886	.961
Y.5	19.54	22.723	.874	.962
Y.6	19.53	22.563	.901	.959

In light of the validity test's findings, it is known that all question items in the variables of Service Quality (X1), Customer Experience (X2), and Customer Satisfaction (Y) have a calculated r value $> r$ of the table (0.1241). Thus, all question items in the questionnaire are declared valid and can be used as a research instrument to measure the variables being studied.

RELIABILITY TEST**Service Quality Variable (X1)****Reliability Statistics**

Cronbach's Alpha	N of Items
.970	10

Variable Customer Experience (X2)**Reliability Statistics**

Cronbach's Alpha	N of Items
.974	10

Customer Satisfaction Variable (Y)**Reliability Statistics**

Cronbach's Alpha	N of Items
.967	6

From the results of the reliability test, Cronbach's Alpha score was obtained for the variable of Service Quality of 0.970, Customer Experience of 0.974, and Customer Satisfaction of 0.967. All of the Cronbach's Alpha values were greater than 0.70, so it can be concluded that all variables in this study had an excellent level of reliability and the questionnaire instruments were declared consistent or reliable to be used in the study.

Variable	Cronbach's Alpha	Remarks
Quality of Service (X1)	0.970	Reliable
Customer Experience (X2)	0.974	Reliable
Customer Satisfaction (Y)	0.967	Reliable

CLASSIC ASSUMPTIONS

Normality Test

An Asymp value was determined based on the findings of the One-Sample Kolmogorov-Smirnov Test for normalcy. The two-tailed significance level is 0.200. It may be inferred that the residual data is regularly distributed as the value is higher than 0.05. Consequently, the normality assumption of the regression model has been met.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		250
Normal Parameters, b	Red	.0000000
	Std. Deviation	2.53116162
Most Extreme Differences	Absolute	.034
	Positive	.023
	Negative	-.034
p-value → Test Statistic		.034
Asymp. Sig. (2-tailed)		.200c,d

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Multicollinearity Test

The variables of Service Quality and Customer Experience have a VIF value of 1.021, according to the multicollinearity test findings in the Coefficients table. One may argue that the regression model either shows no signs of heteroscedasticity or meets the homoscedasticity requirement. Consequently, the multicollinearity assumption is satisfied.

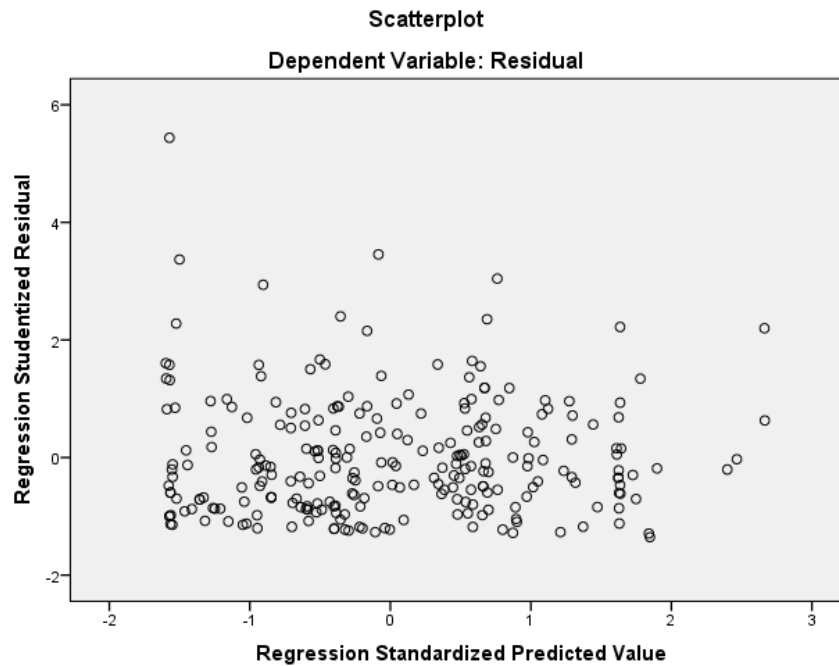
Coefficient

Models		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Kualitas_Pelayanan_X1	.980	1.021
	Customer_Experience_X2	.980	1.021

- a. Dependent Variable: Kepuasan_Pelanggan_Y

Heteroscedasticity Test

The scatterplot findings show that the residual points do not form a particular pattern and are dispersed randomly above and below the number 0 on the Y axis. This demonstrates that the residual variance is comparatively constant, indicating that the regression model does not exhibit heteroscedasticity. The Glejser test, which revealed that the significant value of the Customer Experience variable was 0.361 and the Service Quality variable was 0.983, both of which were more than 0.05, further supported these findings. Therefore, one may argue that the regression model either shows no signs of heteroscedasticity or meets the homoscedasticity requirement.



Coefficient

Models	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.340	.505		4.632	.000
Kualitas_Pelayanan_X1	.000	.011	-.001	-.021	.983
Customer_Experience_X2	-.010	.011	-.059	-.914	.361

a. Dependent Variable: Residual

MULTIPLE REGRESSION MODEL

Coefficient

Models	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	-1.956	.820	
Kualitas_Pelayanan_X1	.403	.018	.649
Customer_Experience_X2	.322	.017	.532

a. Dependent Variable: Kepuasan_Pelanggan_Y

Based on the SPSS output, the multiple regression model obtained is:

$$Y = -1.956 + 0.403 X1 + 0.322 X2 + 2.541$$

Service Quality Coefficient (0.403) means that every 1 unit increase in Service Quality will increase Customer Satisfaction by 0.403. Customer Experience Coefficient (0.322) means that every 1 unit increase in Customer Experience will increase Customer Satisfaction by 0.322.

HYPOTHESIS TESTING

Simultaneous Test (F Test)

The F value was determined to be 502.011 with a significance value of 0.000 based on the F test findings in the ANOVA table. Since the significance value is less than 0.05, it can be said that Customer Satisfaction (Y) is significantly impacted by both Service Quality (X1) and Customer Experience (X2). Therefore, it is possible to explain how independent factors affect dependent variables using the regression model used in this research.

NEW ERA

Models	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	6484.636	2	3242.318	502.011	.000b
Residual	1595.288	247	6.459		
Total	8079.924	249			

a. Dependent Variable: Kepuasan_Pelanggan_Y

b. Predictors: (Constant), Customer_Experience_X2, Kualitas_Pelayanan_X1

Partial Test (t-test)

The Service Quality variable has a regression coefficient value of 0.403 and a significance value of 0.000, which is less than 0.05, according to the t-test findings in the coefficients table. This demonstrates that customer satisfaction is positively and significantly impacted by service quality (X1). Additionally, the Customer Experience variable has a regression coefficient value of 0.322 and a significance value of 0.000, which is less than 0.05. This demonstrates that customer satisfaction is positively and significantly impacted by customer experience (X2). Therefore, it may be concluded that both customer experience and service quality have a positive and considerable influence on customer satisfaction.

Coefficient

Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.956	.820		-2.384	.018
	Kualitas_Pelayanan_X1	.403	.018	.649	22.734	.000
	Customer_Experience_X2	.322	.017	.532	18.620	.000

a. Dependent Variable: Kepuasan_Pelanggan_Y

Coefficient of Determination (R^2)

The Model Summary table's findings led to the R Square value of 0.803. This indicates that the variables of service quality and customer experience in the regression model account for 80.3% of the variance in customer satisfaction. However, factors not included in this study model had an impact on the remaining 19.7%.

Discussion

The Effect of Service Quality and Customer Experience on Customer Satisfaction at PT. Syahrifah Alawiyyah Insyrah

Customer satisfaction at PT. Syarifah Alawiyyah Insyrah is recognized to be significantly impacted by service quality and customer experience, according to study findings. The multiple linear regression analysis findings, which demonstrate that both independent variables have a positive coefficient on customer satisfaction, support this. Customer satisfaction will rise by 0.403 units for each improvement in service quality, according to the service quality regression coefficient of 0.403. In the meanwhile, enhancing the customer experience will also raise customer

satisfaction by 0.322 units, according to the customer experience regression coefficient of 0.322. These findings suggest that clients will be more satisfied with Umrah travel services if they get higher-quality services and have a more favorable experience. The findings of this investigation are consistent with the study carried out by (Susanto et al., 2023) It claims that consumer satisfaction with OVO's digital services is positively and significantly impacted by service quality. The service quality variable has a significance value of $0.000 < 0.05$, according to the partial test (t-test) findings. This indicates that customer satisfaction is positively and significantly impacted by service quality. This demonstrates the significance of service elements like dependability, responsiveness, empathy, certainty, and tangible proof in fostering pilgrim happiness. When it comes to Umrah travel services, the company's capacity to provide pilgrims support, instruction on prayer, and a feeling of security and comfort during their journey is just as important as the amenities offered. Customers will be pleased with the services they get if the business can respond to pilgrims' demands with professionalism and promptness.

These findings are also supported by research (Manggala et al., 2020) this shows how high-quality service may boost client satisfaction when clients feel that their requirements and expectations are satisfied. With a significance value of 0.000, the study's findings further demonstrate that customer satisfaction is positively and significantly impacted by customer experience. This means that the experience felt by customers while using Umrah travel services has an important role in shaping their satisfaction level. Customer experience includes various aspects such as emotional experience, interaction with company staff, comfort during travel, and social relationships between pilgrims. A pleasant and memorable experience during the worship trip will increase the positive perception of customers towards the company, so that they feel satisfied and are more likely to recommend the service to others. The study's findings are consistent with the research (Zahra et al., 2023) it asserts that customer happiness is positively and significantly impacted by customer experience since a favorable consumer opinion of the business is shaped by a pleasant experience. In addition, the research (Silalahi et al., 2024) furthermore claims that a positive customer experience may boost client happiness and loyalty to a business's offerings. Additionally, a F value of 502.011 with a significance value of 0.000, which is less than 0.05, was obtained based on the results of the simultaneous test (F test). This demonstrates that customer satisfaction is significantly impacted by both service quality and customer experience.

This indicates that a combination of high-quality service and a satisfying customer experience when using the company's services leads to customer satisfaction, which is not just impacted by one element. The results of this study are also supported by research (P.J. et al., 2023) which states that the quality of service and customer experience simultaneously have a significant influence on customer satisfaction in the service sector. This shows that companies need to pay attention to both factors at the same time in order to increase customer satisfaction optimally. Furthermore, the determination coefficient analysis revealed a R Square value of 0.803, indicating that the variables of service quality and customer experience account for 80.3% of the variance in customer satisfaction. The remaining 19.7%, however, was impacted by variables not included in this research, including consumer trust factors, corporate image, promotions, and service costs. These results show that service quality and customer experience are very dominant factors in influencing customer satisfaction at PT. Syarifah Alawiyah Insyrah.

These findings are also in line with research (Wardaya Puspokusumo et al., 2022) it asserts that the quality of the services rendered and the client experience while using the service have a significant impact on customer satisfaction in the service sector. Overall, the study's findings demonstrate that a key tactic for Umrah travel service providers to boost client satisfaction is to enhance service quality and provide a positive customer experience. By providing professional, responsive service, and creating a comfortable and memorable worship travel experience, the company can build customer trust and increase pilgrims' loyalty to the services provided. Like a research by (Iqbal et al., 2023) stating that a positive customer experience will increase satisfaction as well as encourage customers to reuse the services provided by the company.

CONCLUSION

It can be inferred from the findings of the study on the impact of customer experience and service quality on customer satisfaction at PT. Syarifah Alawiyyah Insyrah that these factors have a favorable and noteworthy impact on customer satisfaction. The quality of service had a regression coefficient of 0.403 and a significance value of 0.000, which was less than 0.05, according to the partial test (t-test) findings. This demonstrates that customer satisfaction will rise in proportion to the company's service quality. Reliability, responsiveness, empathy, assurance, and sufficient tangible proof are all components of good service that enable pilgrims utilizing Umrah transport services to feel safe, at ease, and trusted. Additionally, it has been shown that customer satisfaction is positively and significantly impacted by customer experience, with a regression coefficient of 0.322 and a significance value of 0.000. This shows that a positive customer experience while using Umrah travel services can increase customer satisfaction levels. The experience includes comfort during the trip, good interaction with company staff, and an atmosphere of togetherness between worshippers that supports the smooth implementation of worship.

The simultaneous test (F test) yielded a computed F value of 502.011 at a significance level of 0.000, which was less than 0.05. This demonstrates that customer satisfaction is significantly impacted by both service quality and customer experience. Furthermore, the determination coefficient (R Square) of 0.803 shows that these two variables account for 80.3% of the variation in customer satisfaction, with the remaining 19.7% being influenced by variables not included in the study, such as price, promotion, customer trust, and company image. The study's findings have a number of consequences for PT. Syarifah Alawiyyah Insyrah. First, businesses must keep raising the standard of service by offering services that are kind, accommodating, and focused on pilgrims' requirements. Second, from the registration process to the execution of worship in the Holy Land, businesses must provide a satisfying and unforgettable client experience. In order to establish a positive connection with clients, it is also necessary to take into account enhancing the quality of contact between pilgrims and corporate employees via effective service training. Businesses may increase customer satisfaction and loyalty by enhancing the quality of service and customer experience. To get a more complete picture of the elements influencing customer happiness, it is advised to include other variables in future study, such as pricing, marketing, corporate image, and consumer trust.

REFERENCES

- Gultom, P., & Agustine, L. (2021). The Influence of Entrepreneurial Motivation and Entrepreneurial Knowledge on the Success of Pharmaceutical Business in Medan Petisah District. *Journal of Business Management Eka Prasetya*, 7(1), 52–65. <https://doi.org/10.47663/jmbep.v7i1.170>
- Handayani, R., & Saeni, R. H. (2024). *Research and Statistical Methods*. CV Bintang Semesta Media.
- Iqbal, M., Tanveer, A., Ul Haq, H. B., Baig, M. D., & Kosar, A. (2023). Enhancing customer satisfaction in e-commerce: The role of service quality and brand trust. *Forum for Economic and Financial Studies*, 1(1), 287. <https://doi.org/10.59400/feefs.v1i1.287>
- Manggala, H., Adirinekso, G. P., & Si, M. (2020). The Effect of Service Quality and Product Quality on Consumer Satisfaction with Purchase Decisions as Mediation Variables (Study on Shaburi Kelapa Gading). *Journal of Management Science*, 19(1), 39–53.
- P.J., S., Singh, K., Kokkranikal, J., Bharadwaj, R., Rai, S., & Antony, J. (2023). Service Quality and Customer Satisfaction in Hospitality, Leisure, Sport and Tourism: An Assessment of Research in Web of Science. *Journal of Quality Assurance in Hospitality & Tourism*, 24(1), 24–50. <https://doi.org/10.1080/1528008X.2021.2012735>
- Patmala, H. S., & Fatihah, D. C. (2021). The Effect of Service Quality on Purchase Decisions at UKM Mart Kartika Widya Utama. *JIMEA: MEA Scientific Journal (Management, Economics, and Accounting)*, 5(3), 1154–1170. <https://doi.org/https://doi.org/10.31955/mea.v5i3.1459>

- Riyanto, S., & Hatmawan, A. A. (2020). *Research Methods Quantitative Research Research in the Fields of Management, Engineering, Education and Experimentation*. Deepublish.
- Septian, B. P., & Handaruwati, I. (2021). THE EFFECT OF CUSTOMER EXPERIENCE ON THE SATISFACTION OF PEDAN KLATEN. *Journal of Businessman: Business Research and Management*, 3(2), 17–33. <https://doi.org/https://doi.org/10.52005/bisnisman.v3i2.45>
- Silalahi, H., Sitopu, J. W., & Sihite, M. (2024). The Effect of Service Quality, Customer Experience, and Customer Satisfaction on Customer Loyalty in the Service Industry in Indonesia. *Sciences du Nord Economics and Business*, 1(02), 109–117. <https://doi.org/10.58812/sneb.v1i2.37>
- Situmorang, I. R. (2024). The Influence of Entrepreneurial Motivation and Entrepreneurial Competence on the Success of Textile Business in the Medan Market Center. *Niagawan*, 13(1), 21. <https://doi.org/10.24114/niaga.v13i1.55928>
- Sri Rezeki, Desma Erica Maryati M, & Muammar Rinaldi. (2020). The Effect of Service Quality and Promotion on OVO Customer Satisfaction (Case Study on STIE Eka Prasetya Students). *Journal of Business Management Eka Prasetya (JEMBEP)*, 6(2), 9–20. <https://doi.org/https://doi.org/10.47663/jmbep.v6i2.71>
- Sugiyono. (2022). *Quantitative, Qualitative, and R&D Research Methods* (Sutopo (ed.); Four). ALPHABET.
- Sumarsid, & Paryanti, A. B. (2022). The Effect of Service Quality and Price on Customer Satisfaction at Grabfood (Setiabudi District Area Study). *M-Progress Scientific Journal*, 12(1), 70–83. <https://doi.org/https://doi.org/10.35968/m-pu.v12i1.867>
- Susanto, S., Wahyudi, F., Bangun, S., Nurdiani, T. W., & Purnomo, H. (2023). Analysis of The Influence of Service Quality on Customer Satisfaction and Its Impact on Reuse Intention of Mobile Banking Payment in E-Commerce Transactions. *MALCOM: Indonesian Journal of Machine Learning and Computer Science*, 3(2), 274–280. <https://doi.org/10.57152/malcom.v3i2.933>
- Tannady, H., Suyoto, Y. T., Purwanto, E., & Anugrah, A. I. (2022). The Effect of Service Quality and Price on First Media Customer Satisfaction in Pondok Aren, South Tangerang. *Journal of Citizenship*, 6(2), 3910–3921. <https://doi.org/https://doi.org/10.31316/jk.v6i2.3602>
- Wardaya Puspokusumo, R. A. A., Claudia Aristya, N., & Meiryani, . (2022). *The Effect of Customer Experience and Service Quality on Customer Satisfaction on Customer Loyalty*. 169(Icobame 2020), 70–73. <https://doi.org/10.5220/0011243000003376>
- Zahra, A. S., Listyorini, S., & Wijayanto, A. (2023). The Effect of Service Quality on Consumer Satisfaction through Customer Experience as a Mediation Variable. *Journal of Business Administration Sciences*, 12(2), 484–492.