

Impact of Price Perception, Service Quality, and Brand Image on Customer Satisfaction in Hajj and Umrah Travel Services

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ARTICLE INFO

Article history

Received : September 5, 2025

Revised : September 5, 2025

Accepted : September 6, 2025

Keywords :

Price Perception;

Service Quality;

Brand Image;

Customer Satisfaction;



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ABSTRACT

This study aims to examine and analyze the Perception of Price, Service Quality, and Brand Image on Customer Satisfaction of Hajj and Umrah Travel. The sample used in this study is Bawazier Travel PT. Sutan Alzahira Wisata. Data were collected using a census method and analyzed using multiple linear regression. Based on this study, it can be concluded that Bawazier Travel customer satisfaction is significantly influenced by price perception, service quality, and brand image. Respondents showed a high level of satisfaction with prices commensurate with benefits, satisfactory service, and Bawazier Travel's reputation as a trusted Umrah travel. Perceptions of reasonable prices, friendly and timely service quality, and a positive brand image also play a major role in increasing customer satisfaction. Therefore, to maintain and increase satisfaction, Bawazier Travel needs to continue to offer competitive prices, maintain service quality, and strengthen its brand image in the eyes of customers.

1. INTRODUCTION

The Indonesian economy in 2024 showed a stable growth trend, despite slight fluctuations each quarter. Based on data from the Central Statistics Agency (BPS) up to the third quarter, Indonesia's economic growth was recorded at 5.11% in the first quarter, dropping to 5.05% in the second quarter, and reaching 4.95% in the third quarter. This condition indicates relatively good public purchasing power, despite challenges in maintaining the growth rate (BPS, 2024). This stability in purchasing power has a positive impact on the service sector, including Hajj and Umrah travel services.

The Hajj and Umrah travel industry is unique in that it is not only commercial but also spiritual. Every year, Indonesians' enthusiasm for performing the Hajj and Umrah continues to grow, despite the limited Hajj quota set by the Saudi Arabian government. Furthermore, Umrah, as an alternative pilgrimage without specific time constraints, has become a popular choice, leading to a growing demand for Umrah services. This has encouraged travel agents to offer a variety of packages with varying amenities, from affordable regular packages to premium packages offering exclusive services.

Table 1. Comparison of regular and premium package prices from several leading Umrah travel agents in Bogor

No	Travel Name	Regular Package Price (Rp)	Premium Package Price (Rp)
1	Bawazier Travel PT. Sutan Alzahira Wisat	29,500,000 - 33,500,000	40,500,000 - 46,500,000
2	AMPro Tour & Travel Hajj and Umrah	25,900,000 - 34,000,000	34,950,000 - 39,500,000
3	Azzahra Mumtaza (Azzam Tour)	29,000,000 - 36,000,000	33,000,000 - 42,000,000
4	Safari Tours and Travel Bogor	34,450,000 - 36,450,000	36,450,000 - 41,450,000
5	Alifah Tour Bogor Branch	39,500,000 - 39,850,000	42,000,000 - 45,000,000
6	Dutarizkia Tour & Travel	26,000,000 - 28,000,000	29,500,000 - 30,500,000

7	Umrah Meaningful Bogor Mosaic	27,500,000 - 30,500,000	36,500,000 - 39,750,000
8	Alhijaz Indowisata Bogor Branch	27,500,000 - 36,900,000	33,300,000 - 48,500,000

Source: Secondary Data

From Table 1 above, it can be seen that there is a significant price variation between regular and premium packages among travel agents in Bogor. Bawazier Travel offers competitive prices, with regular packages averaging between Rp 29,500,000 and Rp 33,500,000, and premium packages ranging from Rp 40,500,000 to Rp 46,500,000. Regular packages typically offer basic amenities like three- or four-star hotels and standard services, while premium packages include more exclusive services like five-star hotels and additional amenities. With such high competition, travel agents must maintain service quality and build a positive brand image to retain and attract new customers.

Marketing management is a series of activities that include the analysis, planning, implementation, and monitoring of various programs to achieve a level of profitable exchange with target customers in order to achieve organizational goals (Varadarajan, 2020). In the Umrah travel industry, customer satisfaction is one of the main indicators of a company's success. Customer satisfaction is a feeling of pleasure or disappointment that arises after customers compare their expectations with perceived performance (Kotler & Armstrong, 2018). According to Tjiptono, this service marketing mix theory includes seven important elements in service products, of which three of them are price perception, service quality, and brand image are considered very relevant to analyzing customer satisfaction in the context of Umrah travel services (Tjiptono, 2019).

Bawazier Travel, managed by PT. Sutan Alzahira Wisata, is a Hajj and Umrah travel agency in Bogor. This research specifically focuses on Umrah pilgrims using Bawazier Travel's services. The focus on Umrah services is based on unique characteristics that distinguish them from Hajj services, both in terms of implementation time and the flexibility of the services offered.

The research gap in this study lies in the absence of a comprehensive analysis that simultaneously examines the influence of price perception, service quality, and brand image on customer satisfaction specifically within the umrah travel sector in Indonesia. Although previous studies, such as those by Chulaifi & Setyowati (2018) and Prasetyo (2021), have explored these factors individually or in different sectors like hotels or general travel, no study has focused on the umrah travel industry, particularly in the context of Bawazier Travel PT. Sutan Alzahira Wisata. By analyzing the combined effects of these three variables on customer satisfaction in this specific context, this study fills an important gap in the existing literature.

This study aims to analyze the extent to which these three factors influence customer satisfaction, particularly regarding the Umrah services offered by Bawazier Travel. The results of this study are expected to provide strategic guidance for the company to increase its competitiveness in this highly competitive industry, while strengthening its position as a reliable Umrah travel agent in Bogor.

Based on the background, there are several key issues that need to be identified to understand the factors influencing customer satisfaction with Bawazier Travel's Umrah services, namely: 1. Fierce competition among travel agents with varying prices and services. 2. The challenge of maintaining customer loyalty and competitiveness in the Umrah industry. 3. There has been no comprehensive research on these three factors regarding customer satisfaction in the context of Umrah travel in Indonesia.

This study focuses on analyzing the influence of price perception, service quality, and brand image on customer satisfaction of Hajj and Umrah travel at Bawazier Travel. The main focus of the study is Umrah pilgrims as the population, with data obtained through a questionnaire survey. This study is limited to Umrah pilgrims only, does not include regular or special Hajj, and was conducted in the period 2024. Factors outside of price perception, service quality, and brand image are not considered in this study. This limitation aims to ensure the research results are more specific and relevant to the selected object.

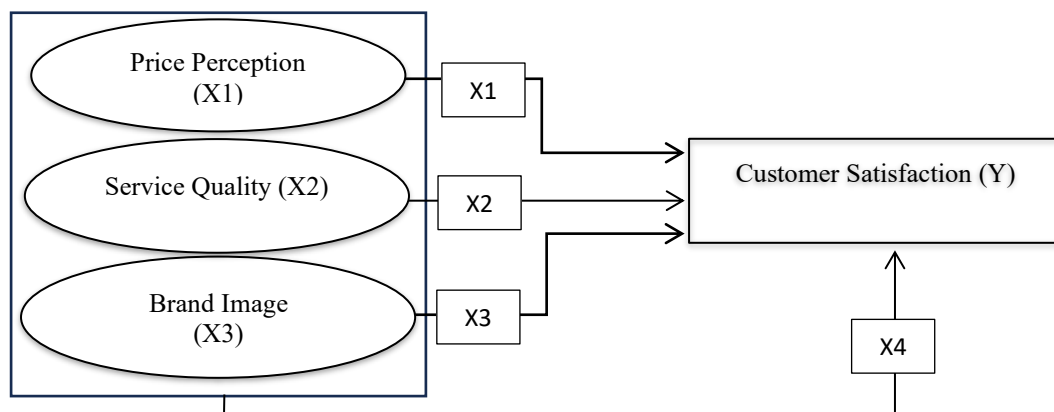


Figure 1. Framework for Thought

The hypotheses proposed in this study are as follows: H1: There is a positive and significant influence between price perception on customer satisfaction of Hajj travel at Bawazier Travel. H2: There is a positive and significant influence between service quality on customer satisfaction of Hajj travel at Bawazier Travel. H3: There is a positive and significant influence between brand image on customer satisfaction of Hajj travel at Bawazier Travel. H4: There is a positive and significant influence simultaneously between price perception, service quality and brand image on customer satisfaction of Hajj travel at Bawazier Travel.

2. METHOD

The type of research used is a quantitative approach (Hair, 2014). quantitative research methods as research approaches based on the philosophy of positivism (Neuman, 2014). This method is applied to a specific population or sample, where data is collected using research instruments. Data analysis is conducted quantitatively or statistically, with the aim of describing conditions and testing predetermined hypotheses.

Population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn (Nurhasanah & Vikaliana, 2021; Santosa, 2018). Population is also defined as the total number to be observed or studied, not only people/individuals but also other living creatures or objects, such as certain animal or plant populations, and others (Nisfiannoor, 2009 as quoted in Agustianti, et al., 2024)). The population in this study is the Hajj travel pilgrims at Bawazier Travel who departed from January to November 2024, totaling 201 people.

The population in this study was all customers who had used Bawazier Travel services in 2024, totaling 201 people. Using a census method, this study aimed to obtain accurate and representative data from the entire population without the risk of sampling bias. This method was chosen because the population size was relatively small, making it possible to reach all respondents directly (Taherdoost, 2018).

The multiple linear regression equation is the analytical technique used in this study. Sugiyono (2022) explains that multiple linear regression is applied to analyze the relationship between several independent variables and one dependent variable to understand how much influence these independent variables have on the dependent variable. The multiple linear regression model in this study aims to determine the effect of price perception (X1), service quality (X2), and brand image (X3) on customer satisfaction (Y). The regression equation used is:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Description: Y = Customer Satisfaction X1 = Price Perception X2 = Service Quality X3 = Brand Image a = Constant β_1 , β_2 , β_3 = Regression coefficient of each independent variable e = Error term / Error value

3. RESULTS AND DISCUSSION

Results

Respondent characteristics in this study included data on gender, age, and occupation. This data provides a profile of the respondents who were the subjects of the study, thus supporting the analysis of the research results. The following is a breakdown of the respondent data obtained.

Table 2. Respondent Characteristics Based on Gender

Information	Frequency	Percentage (%)
Male	99	49.25%
Female	102	50.75%
Amount	201	100%

Source: processed by SPSS

It was explained that 99 respondents in this study were male, or 49.25 percent, and 102 were female, or 50.75 percent. Thus, the majority of respondents were female, although the difference was not significant compared to male respondents.

Table 3. Respondent Characteristics Based on Age

Information	Frequency	Percentage (%)
17 – 25 years old	15	7.5%
26 – 35 years old	23	11.4%
36 – 45 years old	76	37.8%
46 – 55 years old	52	25.9%
56 years and above	35	17.4%
Total	201	100%

Source: Processed data, 2024

The study's respondents spanned a wide range of age groups, with the majority falling within the productive age range of 36–45 years (37.8 percent). The lowest age group was 17–25 years (7.5 percent). This diversity is expected to represent the views of various age groups as a whole.

Table 4. Respondent Characteristics Based on Type of Work

Information	Frequency	Percentage (%)
Students	7	3.5%
Housewife	61	30.3%
Civil Servants/Teachers/Police	8	4%
Private employees	79	39.3%
Businessman	46	22.9%
Total	201	100%

Source: Processed data, 2024

The data above shows the distribution of respondents by occupation, reflecting the diversity of their professional backgrounds. The largest number of respondents were private sector employees at 39.3 percent. The smallest number of respondents were students at 3.5 percent. This information is expected to provide insight into how respondents' occupational characteristics may influence their perspectives and responses to the research.

Respondents' perceptions of price perception.

The Price Perception variable in this study was analyzed based on the average score obtained from each statement and the percentage distribution of respondents' answers.

Details of the average score results and distribution of respondents' answers can be seen in Table 5 following:

Table 5. Price Perception Variable Indicator Score (X1)

No	Frequency	Percentage (%)
1	The Umrah package price at Bawazier Travel is affordable for me	4.19
2	Bawazier Travel's Umrah package prices are cheaper than other travel agencies.	3.64
3	The price I paid was commensurate with the quality of service I received.	4.60
4	The Umrah package price at Bawazier Travel is in accordance with the benefits I received.	4.70
Average score of the Price Perception variable		4.28

Source: Processed data, 2024

Table 6. Service Quality Variable Indicator Score (X2)

No	Frequency	Percentage (%)
1	The facilities at Bawazier Travel are very good and comfortable.	4.56
2	Bawazier Travel always provides reliable service.	4.67
3	The Bawazier Travel team was quick to help when I needed it.	4.71
4	I felt safe and comfortable during Umrah with Bawazier Travel.	4.79
5	The Bawazier Travel team really cared about my needs during my Umrah trip.	4.72
Average score of the Price Perception variable		4.69

Source: Processed data, 2024

Table 7. Brand Image Variable Indicator Score (X3)

No	Frequency	Percentage (%)
1	Bawazier Travel is known as a trusted Umrah travel agency.	4.68
2	Bawazier Travel services have unique characteristics that other travel agencies do not have.	4.53
3	The name Bawazier Travel is easy for many people to remember.	4.64
Average score of the Price Perception variable		4.62

Source: Processed data, 2024

Table 8. Customer Satisfaction Variable Indicator Score (Y)

No	Frequency	Percentage (%)
1	Bawazier Travel is easy to contact if I have any complaints or suggestions.	4.72
2	Bawazier Travel's service is always good, whatever the circumstances.	4.65
3	I don't want to move to another travel agency because I am satisfied with Bawazier Travel.	4.17
4	I am satisfied with the service from Bawazier Travel.	4.68
Average score of the Price Perception variable		4.56

Source: Processed data, 2024

According to Sugiyono (2022), data analysis is conducted after all data from respondents has been collected. This process involves several stages, such as grouping data based on variables and

respondent type, tabulating data according to the variables studied, presenting data for each research variable, performing calculations to answer the research questions, and testing previously formulated hypotheses.

1. Test of Validity

The validity test aims to measure the feasibility of each statement instrument in the questionnaire used in the research.

Table 9. Results of the Validity Test of the Price Perception Variable (X1)

Indicator	r Table	r count	Information
Statement 1	0.318	0.513	Valid
Statement 2	0.318	0.463	Valid
Statement 3	0.318	0.556	Valid
Statement 4	0.318	0.528	Valid

Source: Processed data, 2024

Table 10. Results of the Validity Test of the Service Quality Variable (X2)

Indicator	r Table	r count	Information
Statement 1	0.318	0.688	Valid
Statement 2	0.318	0.859	Valid
Statement 3	0.318	0.858	Valid
Statement 4	0.318	0.794	Valid
Statement 5	0.318	0.789	Valid

Source: Processed data, 2024

Table 11. Results of the Validity Test of the Brand Image Variable (X3)

Indicator	r Table	r count	Information
Statement 1	0.318	0.725	Valid
Statement 2	0.318	0.456	Valid
Statement 3	0.318	0.444	Valid

Source: Processed data, 2024

Table 12. Results of the Validity Test of the Customer Satisfaction Variable (Y)

Indicator	r Table	r count	Information
Statement 1	0.318	0.732	Valid
Statement 2	0.318	0.791	Valid
Statement 3	0.318	0.511	Valid
Statement 4	0.318	0.760	Valid

Source: Processed data, 2024

2. Reliability Test

The purpose of this reliability test is to measure the consistency of the questionnaire on each variable, even if repeated measurements are taken.

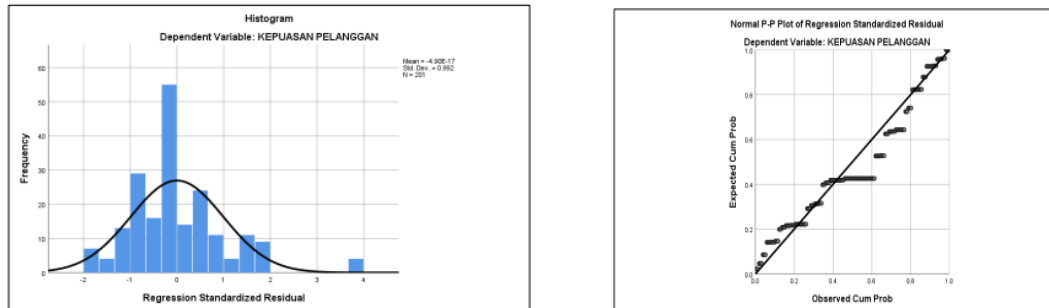
Table 13. Reliability Test Results

Variables	Cronbach's Alpha
Price Perception (X1)	0.709
Service Quality (X2)	0.919
Brand Image (X3)	0.706
Customer Satisfaction (Y)	0.843

Source: Processed data, 2024

3. Test of Classical Assumptions

The residual distribution pattern in the normality test forms a bell-shaped curve, indicating that the residual values have a normal distribution. Furthermore, in Figure 3, the Normal Probability Plot (PP Plot), the points are scattered around the diagonal line, following the line's pattern without any striking pattern. This indicates that the residual values in the regression model meet the assumption of normality. Therefore, this regression model is acceptable for further analysis.



The multicollinearity test aims to test

Is there a correlation between the independent variables in the regression model? It is known that the VIF value for all variables is less than 10. This indicates that there is no multicollinearity symptom, which means there is no high correlation between the independent variables in this study.

The heteroscedasticity test aims to identify whether there are differences in residual variance between one observation and another in a regression model. The results of the heteroscedasticity test show that the points do not form a clear pattern and are randomly distributed, both above and below zero on the Y-axis. This indicates that there is no heteroscedasticity in the analyzed data.

4. Multiple Linear Regression Analysis

Multiple linear regression analysis is applied to analyze the relationship between several independent (free) variables and one dependent (bound) variable in order to understand how much influence the independent variables have on the dependent variable.

Table 14. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Constantine	-2,064	.677		-3,047	.003
Price Perception	.245	.039	.241	6,258	.000
Quality of Service	.251	.038	.310	6,547	.000
Brand Image	.737	.062	.497	11,837	.000

Source: Processed data, 2024

Based on the results of the multiple linear regression analysis test in Table 21, the regression equation that can be compiled is as follows: Customer Satisfaction

$$(Y) = -2.064 + 0.245X_1 + 0.251X_2 + 0.737X_3 + e$$

The regression equation above can be interpreted as follows:

1. The constant of -2.064 means that if all independent variables have a value of zero, then the value of the dependent variable is -2.064.
2. The coefficient of the Price Perception variable (X_1) is 0.245: Each one-unit increase in the Price Perception variable will increase the Customer Satisfaction value by 0.245, assuming other variables remain constant. This means that better price perception tends to increase customer satisfaction.
3. The coefficient of the Service Quality variable (X_2) is 0.251: Every one unit increase in the Service Quality variable will increase the Customer Satisfaction value by 0.251, assuming other variables

remain constant. This indicates that better service quality has a positive influence on customer satisfaction.

4. The coefficient of the Brand Image variable (X3) is 0.737: Every one unit increase in the Brand Image variable will increase the Customer Satisfaction value by 0.737, assuming the other variables remain constant. This coefficient is the largest, indicating that brand image has the most significant influence in increasing customer satisfaction compared to the other two variables.

Coefficient of Determination (R²)

The coefficient of determination (R²) measures how accurately a regression model explains the dependent variable. R² values range from 0 to 1, with the closer it is to 1.

Table 17. Results of Determination Coefficient

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin Watson
1	.907a	.823	.820	.882	1,711
a. Predictors: (Constant), Price Perception, Service Quality, Brand Image					
b. Dependent Variable: Customer Satisfaction					

Source: Processed data, 2024

Based on table 23, the coefficient of determination value is 0.823, it can be concluded that the regression model used in this study is able to explain approximately 82.3 percent of the variation in the dependent variable, namely Customer Satisfaction, which is influenced by three independent variables: Price Perception, Service Quality and Brand Image. This means that the three independent variables have a very large contribution in influencing customer satisfaction, while the remaining 17.7 percent is influenced by other factors not included in this model.

t-test (Partial coefficient test)

The t-test (partial coefficient test) is used as a temporary answer to test the relationship between two or more variables, in order to see the significant influence of the independent variable on the dependent variable partially. The hypothesis criteria used are:

Table 18. t-test (Partial coefficient test)

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Constantine	-2,064	.677		-3,047	.003
Price Perception	.245	.039	.241	6,258	.000
Quality of Service	.251	.038	.310	6,547	.000
Brand Image	.737	.062	.497	11,837	.000

Based on the t-test results in the table, the significance value for the price perception variable, service quality variable, and brand image variable is 0.000. It can be concluded that all independent variables have a significant influence on the dependent variable, as the significance value for all three variables is much smaller than 0.05. This indicates that each independent variable contributes statistically to increasing customer satisfaction.

F test (Simultaneous coefficient test)

Simultaneous testing is performed using the calculated F test to determine the calculated F value, which is then compared with the F table. If the calculated F result $\geq$ F table, it means that the independent variables simultaneously have a significant influence on the dependent variable. Conversely, if the calculated F $\leq$ F table, then the independent variables do not have a significant influence on the dependent variable. With this F test, we can determine whether the overall regression model is able to explain variations in the dependent variable or not.

Table 18. F-Test Results (Simultaneous coefficient test)

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	711,565	3	237,188	304,681	,000b
Residual	153,361	197	,778		
Total	864,925	200			

Source: Processed data, 2024

Based on Table 18, the F value obtained is 304.681, which is greater than the F table, and the significance value of 0.000 is much smaller than 0.05. This means that the independent variables (Brand Image, Price Perception, and Service Quality) simultaneously have a significant influence on Customer Satisfaction. This regression model can explain significant variations in the dependent variable.

The results of this study indicate that price perception has a significant influence on customer satisfaction, with a regression coefficient of 0.245. This finding is in line with the research of Chulaifi and Setyowati (2018), which also identified the influence of price perception. The results of this study indicate that price perception has a significant influence on customer satisfaction, with a regression coefficient of 0.245. This finding is in line with the research of Chulaifi and Setyowati (2018), which also identified the influence of price perception.

In this study, service quality was shown to have a significant effect on customer satisfaction, with a coefficient of 0.251. This finding is similar to Prasetyo's (2021) study, which showed that service quality positively impacts customer satisfaction in the hospitality sector. Although the context of this study differs, specifically in travel services, the conclusions are similar: good service quality, such as fast, friendly, and meeting customer expectations, plays a significant role in creating customer satisfaction.

Brand image has been shown to have a highly significant influence on customer satisfaction, with a coefficient of 0.737. These results align with research by Fadhil (2022), which identified the influence of company image on consumer decisions in selecting Hajj and Umrah travel services. Although Fadhil's research focused more on the decision to become a member, both studies emphasized the importance of brand image in building customer loyalty and satisfaction. A positive brand image will create a deep sense of trust in customers, which in turn will increase their satisfaction with the services provided.

The findings of this study, which identify the influence of perceived price, service quality, and brand image on customer satisfaction, are also relevant to Sukma's (2023) research, which examined the relationship between these three variables and customer satisfaction in the context of electronic products. Although Sukma's research focused on physical products, the finding that all three variables had a positive and significant effect on customer satisfaction supports the findings of this study, which indicates that reasonable prices, good service quality, and a positive brand image have a significant impact on increasing customer satisfaction across various sectors.

Discussion

This study aimed to analyze the effects of price perception, service quality, and brand image on customer satisfaction at Bawazier Travel PT. Sutan Alzahira Wisata. The findings reveal several key insights regarding how these factors influence customer satisfaction within the umrah travel industry.

Firstly, the study demonstrates that price perception significantly affects customer satisfaction. The results show that respondents generally feel that the price of umrah packages at Bawazier Travel is reasonable and aligned with the services offered, as indicated by the high average score for price perception (4.28). This finding is consistent with prior studies, such as Chulaifi & Setyowati (2018), who also found that price perception plays a crucial role in shaping customer satisfaction in the travel industry. When customers perceive the price as fair, it leads to higher satisfaction, which is essential in a competitive industry where price sensitivity is a significant factor. It can be concluded that Bawazier Travel's pricing strategy contributes positively to the overall customer experience and satisfaction.

Service quality was another significant factor influencing customer satisfaction. The study found that respondents rated the quality of service at Bawazier Travel highly, with an average score of 4.69. Customers were particularly satisfied with the responsiveness, helpfulness, and reliability of the service

provided during their umrah journey. This aligns with the findings of Prasetyo (2021), which also highlighted the importance of high-quality service in fostering customer satisfaction in service industries, particularly in hospitality and travel services. In the context of Bawazier Travel, maintaining excellent service quality, such as providing prompt assistance and ensuring customer comfort and safety, directly impacts the satisfaction levels of their customers.

Moreover, brand image was found to be the most significant factor influencing customer satisfaction, with a score of 4.62. Respondents viewed Bawazier Travel as a trusted and reliable travel agency, which positively affected their satisfaction. This finding is consistent with the research by Fadhil (2022), who identified that a positive brand image fosters consumer trust and loyalty. A strong, positive brand image not only attracts new customers but also retains existing ones. In the case of Bawazier Travel, its reputation for being a trustworthy provider of umrah services has likely contributed to the high satisfaction levels observed in this study. The relationship between brand image and customer satisfaction emphasizes the need for the company to continue building and maintaining its reputation (Chao, 2015), which is crucial in a market where trust is a primary determinant for choosing a travel provider (Rehman Khan et al., 2017).

The combined effect of price perception, service quality, and brand image on customer satisfaction was also confirmed in this study. The regression analysis shows that these three factors, when considered together, have a significant impact on customer satisfaction, explaining 82.3% of the variation in the satisfaction levels of the respondents. This supports the findings of previous studies, such as Sukma (2023), which also found that these three variables work together to enhance customer satisfaction. This highlights the importance of a holistic approach in service delivery, where pricing, service quality, and brand perception should not be viewed in isolation, but rather as interconnected elements that contribute to a positive customer experience (El Naggar & Bendary, 2017).

This study provides valuable insights into the factors influencing customer satisfaction in the umrah travel sector. The findings suggest that Bawazier Travel's competitive pricing, high service quality, and positive brand image significantly contribute to customer satisfaction. These results underscore the importance of continuously improving these aspects to maintain and increase customer loyalty in an increasingly competitive market. Future research could explore the influence of additional factors, such as customer expectations and post-purchase behavior, to further understand the drivers of customer satisfaction in the travel industry.

4. CONCLUSION

The study shows that respondents were highly satisfied with Bawazier Travel, with average scores of 4.28 for price perception, 4.69 for service quality, 4.62 for brand image, and 4.56 for customer satisfaction. Customers felt the price was fair, the service was reliable, and the company was trusted. However, there is room to improve service uniqueness and loyalty.

Price perception significantly affects customer satisfaction, with fair pricing boosting satisfaction. Service quality, particularly friendliness and timeliness, also plays a crucial role, emphasizing the need for continuous improvement. A positive brand image further enhances satisfaction, with a strong reputation fostering trust.

Overall, price perception, service quality, and brand image collectively impact customer satisfaction. Bawazier Travel should focus on maintaining competitive prices, excellent service, and a strong brand image to further improve satisfaction.

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