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The Influence of Service Quality on Repeat Purchases at the Hajj and Umrah Travel Services Bureau at PT Ambassador Tour and Travel

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Abstract

The number of Umrah pilgrims in Indonesia has increased significantly in recent years, in line with the Saudi Arabian government's reopening of Umrah pilgrims from outside Arabia after a two-year ban in 2020 and 2021 due to COVID-19. This increase is influenced by factors such as stable economic growth, improvements in facilities and services, and innovations in access and communication technology that make it easier to plan Umrah trips online. The Indonesian government's support for implementing the Umrah pilgrimage is also essential. This has led to a significant increase in the number of Umrah pilgrims in Indonesia, as reported in the 1445 H December 2023 season. PT Ambassador Tour and Travel also recorded increased Umrah pilgrims, standing out with its commitment to service quality. The service quality factor is the primary consideration for prospective pilgrims when choosing a travel agent, and maintaining customer satisfaction and ensuring repeat purchases are the keys to business success in a competitive industry. Further research is planned to explore the influence of service quality on repeat purchases at PT Ambassador Tour and Travel. This research applies a quantitative survey approach with an associative approach, which involves surveying PT Ambassador tours and travel Umrah pilgrims. In its implementation, this survey method presents a structured questionnaire to respondents. The sampling technique in this research used a non-probability sampling technique with a purposive sampling technique with a total of 145 respondents. The data analysis technique used is Statistical Program for Social Science (SPSS) version 23. With the expected results, service quality and repeat purchases will have a positive and significant influence; apart from that, this research can contribute to further study

Key Words:Service quality,Repeat purchase,Travel Services,PT. Ambassador Tour and Travel

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INTRODUCTION

The number of Umrah pilgrims in Indonesia has increased significantly in recent years. This happened because the Saudi Arabian government had reopened Umrah pilgrims from outside Arabia, after in 2020 and 2021 the Saudi Arabian government prohibited foreign tourists from coming to Saudi Arabia to overcome the spread of the Covid-19 virus. This phenomenon of increasing the number of Umrah pilgrims can be seen as the result of various factors, including the economic growth of each country which has returned to stability, as well as the facilities and services offered improving compared to previous years. In addition, innovations in ease of access to technology and communication enable prospective pilgrims to do research and

reservations online, making the Umrah trip planning process easier and more efficient (Peck, 2014).

Another factor that plays a role is support from the Indonesian government which pays attention to the interests of carrying out the Umrah pilgrimage for citizens. All these factors have collectively led to a significant increase in the number of Umrah pilgrims in Indonesia. Reporting from sardines.id regarding the arrival of Umrah pilgrims in the 1445 H season in the December 2023 period, based on the numbers. Based on the data above, the number of Umrah pilgrims in Indonesia is starting to return to normal and is increasing slowly after 2020 to 2021 closed the total number of foreign tourist arrivals and there were no departures for Umrah pilgrims because the Saudi Arabian government suspended Umrah visa applications to limit the spread of the virus during Covid-19. . However, in 2023 the departure of Indonesian Umrah pilgrims will reach 1,333,040 million pilgrims, this figure is 39% greater than in 2022 which reached 957,016 pilgrims. This is due to the community's economy becoming stable again, the increase in the quota for Umrah pilgrims provided by the Saudi Arabian government, the ease of accessing information regarding Hajj and Umrah travel, as well as the good quality facilities and services offered by each Umrah provider agent (Ediwar et al., 2023).

PT Ambassador tour and Travel only sent 3 groups of Umrah pilgrims in January due to the closure of Umrah activities in February 2020 due to the Covid-19 virus. Even though the percentage has increased from 2019, the total congregation in 2020 was only 117 congregations, smaller than the total congregation in 2019 of 1,035 congregations. 2021 is a year where all travel agents experience setbacks, with no pilgrims departing. This was caused by very strict travel restrictions and the closure of access to the Umrah pilgrimage in response to the pandemic, thereby stopping all community activities. Then in 2022, the Umrah pilgrimage was reopened, although it was still recovering that year, there were 8 congregations that made repeat orders out of a total congregation of 83 congregations with a percentage of 10%. This shows the gradual recovery of all previously restricted activities and consumer interest in performing the Umrah pilgrimage. Then in 2023, the number of congregations who made repeat orders was 33 congregations out of the total number of congregations departing in 2023 of 903 congregations. This was due to the fact that new congregations were more numerous and dominated that year compared to congregations who made repeat orders (Alanzi, 2023).

(Amroni Wardani Indah, 2022) explains that the decision to make a repeat purchase refers to the act of making repeated orders or more than once, which reflects loyalty to a particular product, company or brand. The decision to repurchase occurs when consumers choose to use the same product or service as before, indicating that the product or service has met their expectations. Repurchase occurs when consumers buy the same product again without any significant change in feelings towards the product. Most purchases will occur repeatedly over time. When repeat purchases

occur, there are two potentials that arise, namely repeated purchases to overcome certain problems and decisions that are taken routinely (Almehmadi, 2023).

In this context, maintaining customer satisfaction and ensuring repeat purchases are key factors in business success for travel agents. Customer satisfaction is not only about providing a satisfying experience during the journey, but also involves efforts to build sustainable long-term relationships with customers. Repeat purchases by customers not only reflect their satisfaction with the services provided, but are also an indicator of business sustainability for travel agents. Satisfied customers have a tendency to return to use the same travel agent's services for their next trip, and are more likely to give recommendations to their family and friends. Therefore, focusing on quality service and efforts to build strong relationships with customers is an important strategy for travel agents like PT Ambassador Tour & Travels to achieve long-term success in this competitive industry (Moshin et al., 2020).

Based on data, the number of PT Ambassador Tour and Travel congregations in 2019 was 1,035 congregations. This is due to the increasing growth in interest from consumers. Then in 2020 the number of PT Ambassador tour and travel congregations decreased because PT Ambassador only sent 3 departure groups of congregations who registered in January. This was due to the restrictions and closure of the Umrah pilgrimage due to the Covid-19 pandemic in February 2020 (Ravi, 2019). Then in 2021 there were no Umrah pilgrims departing because the Saudi Arabian government closed Mecca during the Covid-19 pandemic, so no pilgrims left for the holy land. In the following year, namely in 2022, the number of pilgrims began to increase, namely 83 pilgrims, this was because the Saudi Arabian government had reopened Mecca and PT Ambassador Tour and Travel was still conducting Umrah departure tests after in 2021 the Saudi Arabian government issued a policy to suspend Umrah visas. to prevent the spread of the Covid-19 virus. Then in 2023 the number of Umrah pilgrims will increase significantly compared to the previous year, reaching 903 pilgrims. This increase is due to the fact that people's activities have returned to normal in various countries, the economy has returned to normal, the increase in the number of Umrah quotas from the government, and the growing longing of the people for the holy land to perform the Umrah pilgrimage after not being able to perform the Umrah pilgrimage in the previous year (Mahmudi, 2011).

According to (Kotler & Keller, 2019) Service quality can be interpreted as an assessment made by consumers of the extent to which the service they receive is in accordance with their expectations. If the service received meets expectations, then the service quality is considered good and satisfactory. The satisfaction that has been formed can motivate consumers to make repeat purchases and then become loyal customers. The consumer's view of the service is a continuous assessment of certain aspects of the transfer service. Companies that are committed to quality and consistently deliver quality service will gain an edge over the competition, allowing them to build customer loyalty and establish successful customer relationships more smoothly. In this context, the rapid growth of the Hajj and Umrah travel industry has

resulted in increasingly fierce competition among various travel agents. Quoted from the Ministry of Religion's website, the total PPIU (Umrah Travel Organizers spread across Indonesia as of September 2023 reached 2,180 trips. This number has increased by 30% compared to 2021, namely 1,600 trips. (www.detik.com) With the number of pilgrims continuing to increase every year Every year, Umrah travel agents compete to attract the attention of prospective pilgrims and offer attractive travel packages and quality services. PT Ambassador Tour and Travel, is a company providing Hajj and Umrah travel services. As one of the players in this industry, PT Ambassador Tour and Travel stands out with its commitment to service quality. They not only offer safe and comfortable travel for pilgrims, but also prioritize a satisfying experience for each customer. The service quality factor is a major consideration for prospective pilgrims in choosing their travel agent entrust them to organize their Hajj and Umrah trips. Along with this, PT Ambassador Tour & Travels is faced with the challenge of continuing to improve the quality of their services in order to win this competition and maintain a competitive advantage in an increasingly complex and dynamic market (Edwards, 2021).

In this research, "the variables used are also based on previous research by Siti Suryani and Sylvia Sari Rosalina (2019) with the research title The Influence of brand image, brand trust, and service quality on repurchase decisions with consumer satisfaction as a moderating variable with t test results stated that the service quality variable is the variable that has the most influence and significance on repeat purchases. This also means that the greater the quality of service, the greater the possibility of repeat purchases." The variables in this research are also supported by previous research conducted by "I Dewa Gde Agung Ekaprana , I Made Jatra, and I Gusti Ayu Ketut Giantari (2020) with the research title The Influence of product quality, service quality and brand image on repeat purchases with the results of the t test research showing that service quality has a positive influence on repurchase decisions "with the condition that if The stronger the service quality, the more consumers will make repeat purchases (Zhen & Wang, 2023). Starting from the phenomena and problems identified, the author aims to dig deeper into the influence of service quality on repeat purchases at the Hajj and Umrah travel service bureau at PT Ambassador Tour and Travel. Therefore, the author intends to propose a title that reflects this problem.

RESEARCH METHOD

The focus of the object in this research is the quality of service at the Hajj and Umrah travel service bureau PT Ambassador Tour and Travel and its impact on repeat purchases (Sugiyono, 2022). This research applies a quantitative survey approach with an associative approach, which involves conducting a survey of PT Ambassador tour and travel Umrah pilgrims. In its implementation, the use of this survey method involves presenting a structured questionnaire to respondents. The questionnaire has been carefully designed to collect specific information through questions and

statements presented to respondents. This allows systematic and relevant data collection for further research analysis. According to (W Lawrence dalam Sugiyono, 2023) states Survey research is a type of quantitative research in which researchers ask questions to a number of respondents about beliefs, opinions, characteristics of an object, and past or current behavior. This research was conducted to determine the impact of service quality on repurchase decisions at the Hajj and Umrah travel service bureau PT Ambassador Tour and Travel. In this research, the independent variable (X) is service quality (Sugiyono, 2023). In this research, the dependent variable (Y) is repeat purchases (Elvera & Astarina Yesita, 2021). Data sources in primary and secondary research. Primary contains the type of primary data applied in this research, including the creation of a questionnaire containing carefully compiled statements, as well as direct observations of the research object. Therefore, these factors will support respondents in assessing how much impact service quality has on the decision to make a repeat purchase at the Hajj and Umrah travel agency PT Ambassador tour and travel. Meanwhile, secondary data includes additional information collected through sources such as books, journals, articles, the internet, and other sources that are relevant to the topic being researched by the researcher (Sugiyono, 2022).

According to (Corper et al., dalam Sugiyono, 2023) states that Population refers to all the elements that will be the basis of generalization. Population elements are all the subjects to be measured, which constitute the research unit under consideration. In this research, the sample population was the entire Umrah congregation of PT Ambassador tour and travel who made repeat purchases from 2019 to 2023, totaling 227 pilgrims according to manifest data obtained by the author from the PT Ambassador tour and travel company. According to (Arikunto dalam fadul, 2019) The technique used in this research is purposive sampling. According to (Sugiyono, 2019) Purposive sampling is a sample selection method based on certain considerations. In this method, samples are selected based on criteria previously determined by the researcher. The data collection technique in this research uses a questionnaire that is given to respondents who have performed Umrah using PT Ambassador tour and travel's Umrah services. "In this research, the measurement scale applied is the differential semantic scale.

In this research, the variables included in the research instrument to be measured are service quality and repurchase decisions at the Hajj and Umrah travel service bureau at PT Ambassador tour and travel. Each statement in the questionnaire is measured using a differential semantic scale. Each respondent is expected to provide a response ranging from very positive to very negative, with the researcher providing five number options that the respondent will choose. Secondary includes literature studies, journal articles (Sugiyono, 2019). Data analysis techniques, through data analysis, researchers can interpret and produce meaning that is useful in solving research problems. In the calculation process, researchers used the help of IBM SPSS Statistics Version 23 computer software for Windows. SPSS is a program or software

used to analyze statistical data version 23. Before using SPSS, researchers are advised to have a basic understanding of statistics so that they can more easily understand the data analysis process and the results (Muhadjir dalam Nurdewi, 2022). Researchers collected data by distributing questionnaires using a semantic differential scale. Statements related to dependent and independent variables, in operationalizing variables are measured using measuring tools in the form of questionnaires. Each statement or indicator is evaluated using a semantic differential scale. After that, the frequency of each category (answer choices) is calculated and added up. "Verification Analysis. This analysis technique is used to find out how much influence service quality (X1) has on repeat purchases (Y). Verification analysis can use several methods which researchers will discuss in the next sub-chapter. In this research, a simple linear regression equation is used to determine the extent to which service quality (X1) influences repeat purchases (Y). with a total score. Normality testing in this study used the One Kolmogorov-Smirnov test with a Monte Carlo approach. Heteroscedasticity testing in this study used the Glejser test. The basis for making decisions regarding the heteroscedasticity test is as follows: After the data is collected, statistical analysis is then carried out, and the results of the analysis are interpreted. "Research location refers to the location or area where the research will be carried out. The choice of research location must be appropriate and relevant to the research topic. The research location that will be carried out by researchers is at PT Ambassador tour and travel.

RESULT AND DISCUSSION

A. Profile PT. Ambassador *Tour and Travel*

PT. Ambassador Tour and Travel started from The Ambassador Team, a handling team that provides accommodation booking services in Medina, Makkah and Jeddah as well as offering Landing Arrangement services for Umrah and Hajj. Founded in Medina, Saudi Arabia, in mid-2006 by a hotel worker from Sukabumi. The Ambassador Team is the solution that is expected in the world of handling, offering the best solution for managing Umrah and Hajj programs amidst the high needs at that time. In 2009, The Ambassador Team officially became an Umrah organizing company under the name PT. Ambassador Tour and Travel, based in Sukabumi, West Java. The struggle began by offering a very different Umrah program amidst intense competition, providing open and clear information to the people of Sukabumi. On February 10 2014, after a long wait, we finally obtained legality from the Ministry of Religion, with the appointment of Ambassador Tour and Travel as PPIU (Umrah Travel Organizer) with number: D/78 of 2014 by the Director General of Hajj and Umrah Organisations. Currently, PT. Ambassador Tour and Travel in Indonesia and The Ambassador Team in Saudi Arabia have become an inseparable unit. Together, they are committed to providing the best service for God's guests who will carry out their worship in the holy land. With the full support of all Umrah and Hajj Congregation Alumni and the Sukabumi community in general, we will continue to strive to serve lovers and longings of the holy land so that they can carry out their worship perfectly. The Company's vision is to become a leading Umrah tour and

travel company with the best services and facilities, complete with guidance on worship according to the Qur'an and Sunnah through superior studies that are easy to understand. Company Mission: (1) provide teaching and guidance on the Hajj and Umrah pilgrimages perfectly in accordance with the Qur'an and Sunnah; (2) provide services and guidance regarding the Umrah pilgrimage through simple methods while maintaining professionalism and responsibility. Making mmbassador a medium for friendship, sharing knowledge, a center for information and study as well as a place to develop all creativity and business that is beneficial for the entire congregation, management, the environment around the company and the general public.

B. Product Description

PT Ambassador tour and travel presents Umrah packages specifically designed to provide an unforgettable spiritual experience for pilgrims. PT Ambassador tour and travel offers various Umrah packages that can be tailored to consumer needs and preferences, including accommodation options, transportation and other supporting services that ensure comfort and tranquility while carrying out worship in the Holy Land. Supported by a team of experienced and highly committed professionals, we strive to provide the best service from preparation for departure to the congregation's return to Indonesia. The following are the Umrah package products offered by PT Ambassador tour and travel; (1) Regular Umrah Package. PT Ambassador Tour and Travel offers a wide selection of Regular Umrah Packages designed to meet the various needs and preferences of pilgrims. PT Ambassador tour and travel provides a 9 Day Umrah package with three choices of facilities: Executive Package with 5 star hotel accommodation, Business Package with 4 star hotel, and Economy Package with 3 star hotel. Apart from that, we also have the Arbain Umrah Package, a program PT Ambassador Tour and Travel offers a wide selection of Regular Umrah Packages designed to meet the various needs and preferences of pilgrims. PT Ambassador tour and travel provides a 9-day Umrah package with three choices of facilities: Executive Package with 5 star hotel accommodation, Business Package with 4 star hotel, and Economy Package with 3 star hotel. Apart from that, we also have the Arbain Umrah Package, a program 15 days of worship which allows the congregation to perform 40 obligatory prayers at the Nabawi Mosque in Medina or the Grand Mosque in Makkah. for 15 days which allows the congregation to carry out 40 obligatory prayers at the Nabawi Mosque in Medina or the Grand Mosque in Makkah; (2) 1) Umrah Plus Package. PT Ambassador Tour and Travel presents an Umrah plus package which offers the experience of Umrah as well as religious tourism to various interesting destinations. The choice of destination consists of an Umrah plus Istanbul-Bursa package for 13 days inviting pilgrims to enjoy the beauty of the cities of Istanbul and Bursa in Turkey, visiting historical places such as Topkapi Palace, Hagia Sophia, Blue Mosque and Grand Bazaar. Then there is the Umrah plus Aqsa-Amman-Petra package for 13 days taking pilgrims to Jerusalem, Palestine, and Amman-Petra in Jordan, to see the Al Aqsa Mosque, the Dead Sea, and the ancient city of Petra. In the descriptive analysis, the characteristics of the respondents consisted of gender, age, status, highest level of education, occupation, monthly income, monthly expenses, Umrah packages used, and number of uses of PT Ambassador tour and travel Umrah products.

Table 1.1 Identification of Respondents Based on Number of users using Umrah package products

No.	Number of Umrah products used	Frekuence	Persentase
1	1 time	0	0%
2	2 time	142	98%
3	3 time	2	1%
4	4 time	1	1%
5	5 time	0	0%
6	>5 time	0	0%
Total		145	100%

Based on the table above, it describes the frequency of use of Umrah products by 145 respondents. The vast majority of respondents, 142 people (98%), used Umrah products twice. Meanwhile, only 2 respondents (1%) used Umrah products three times, and 1 respondent (1%) used Umrah products four times. There were no respondents who used Umrah products only once or more than five times. This data shows that the majority of respondents have experience using Umrah products repeatedly, with two uses being the most common choice, while more than three uses are relatively rare. The results of descriptive analysis of research variables provide a comprehensive picture of the characteristics and distribution of data observed in this study. This analysis includes a series of descriptive statistics such as mean, median, and standard deviation for each variable, which helps in understanding the patterns and variations of the data in detail. This information not only provides a basis for viewing the distribution of data but also prepares a strong foundation for further analysis, including hypothesis testing and building a regression model that will be used to answer research questions. Descriptive Analysis of Service Quality Variables In this section the author explains the descriptive analysis obtained from responses to service quality variables, as well as answers the question in problem formulation number 1, namely "What is the description of service quality at the Hajj and Umrah travel service bureau at PT Ambassador Tour and Travel.

1. Descriptive analysis of the tangible dimension

Analysis in the Tangibles dimension consists of two main indicators, namely employee appearance and completeness of facilities and infrastructure. Each indicator is represented by one statement in the questionnaire to collect data. The results of the descriptive analysis of respondents' responses to the Tangibles dimension have been presented in the table below:

Table 1.2-Dimensional Respondent Responses Tangibles

No.	Statement	Alternatife					Actual Score	Ideal Score
		1	2	3	4	5		
1	Consumers feel impressed with penampilan Karyawan PT Ambassador tour and travel	11	10	26	65	33	534	725

2	PT Ambassador has complete facilities and infrastructure	6	11	21	64	43	562	725
TOTAL SCORE							**1.096**	
TOTAL AVERAGE SCORE							**548**	

Based on the data in the table above, it can be seen that PT Ambassador tour and travel has shown a positive impression to consumers in terms of employee appearance and complete infrastructure. The tangibles aspect regarding employee appearance received an actual score of 534 from an ideal score of 725, with the majority of responses being on a scale of 4 and 5 which indicated a positive impression. Then the aspect regarding completeness of facilities and infrastructure received an actual score of 562 from an ideal score of 725, also with a majority response on a scale of 4 and 5. The actual total score for these two indicators was 1,096, with an average score of 548. This shows that PT Ambassador Tour and Travel has met consumer expectations in terms of tangibles, although there is still room for improvement to achieve the ideal score.

Referring to theory (Kotler & Keller in Cesariana et al. 2022), the Tangibles dimension includes the physical aspects of the service, including the facilities and equipment used by employees as a means of communication. In this context, PT Ambassador Tour and Travel has succeeded in creating a positive impression through the appearance of its employees and the completeness of its facilities and infrastructure. This is important because the physical aspects of the service can influence the overall perception of quality. The neat and professional appearance of employees as well as complete and well-maintained facilities can increase consumer trust and satisfaction.

2. Descriptive analysis of Responsiveness dimensions

No.	Statement	Alternative					Actual Score	Ideal Score
		1	2	3	4	5		
1	PT Ambassador tour and travel employees quickly and responsively serve consumers	11	8	27	70	29	533	725
2	Consumers find it easy to get information from PT Ambassador tour and travel employees	6	13	28	73	25	533	725
TOTAL SCORE							**1.066**	
TOTAL AVERAGE SCORE							**533**	

Analysis in the responsiveness dimension consists of two main indicators, namely speed of responsiveness and information that is clear and easy to understand. Each

indicator is represented by one statement in the questionnaire to collect data. The results of the descriptive analysis of respondents' responses to the responsiveness dimension have been presented in the table below: Table 4. 12 Respondent Responses to the Responsiveness Dimension. (Source: Author's Processed Results, 2024). Based on the data in the table above, it can be seen that the first statement regarding speed of responsiveness obtained an actual score of 533 from an ideal score of 725, with the majority of responses being on a scale of 4 and 5 which indicates a fairly good response from employees. The second statement regarding ease of obtaining information also received an actual score of 533 from an ideal score of 725, with a similar distribution of responses. The total actual score for these two indicators is 1,066, with an average score of 533. This shows that PT Ambassador tour and travel has demonstrated good performance in responding to consumers and conveying the information needed by consumers clearly. Referring to theory (Kotler & Keller in Cesariana et al. 2022), the Responsiveness dimension refers to the employee's ability to responsively help buyers and be ready to meet the buyer's needs well. In this context, PT Ambassador Tour and Travel has shown that their employees are quite responsive in serving consumers and providing the required information. Speed and responsiveness in serving consumers and ease of obtaining information are important aspects that influence consumer satisfaction. Even though the score obtained shows a good level of responsiveness, there is room for improvement in order to achieve the ideal score. This is important to ensure that every interaction with consumers provides a satisfying experience and increases consumer loyalty towards PT Ambassador Tour and Travel.

3. Descriptive analysis of the Reliability dimension

Analysis in the reliability dimension consists of two main indicators, namely ease of making complaints and employees' ability to answer questions. Each indicator is represented by one statement in the questionnaire to collect data. The results of the descriptive analysis of respondents' responses to the Empathy dimension have been presented in the table below:

Table 1.2 Respondents' Responses to Reliability Dimensions:

No.	Pernyataan	Alternatif					Skor Aktual	Skor Ideal
		1	2	3	4	5		
1.	Konsumen melakukan pengaduan dengan mudah kepada PT Ambassador tour and travel	6	16	42	64	17	505	725
2.	Karyawan PT Ambassador tour and travel mampu menjawab pertanyaan konsumen	10	10	40	63	22	512	725
TOTAL SKOR							**1.017**	
TOTAL RATA-RATA SKOR							**508,5**	

Based on the data in the table above, analysis of the Reliability dimension at PT Ambassador Tour and Travel shows that there are two main indicators assessed by consumers: ease of making complaints and employees' ability to answer questions. The first statement regarding the ease of making complaints received an actual score of 505 from the ideal score of 725, with the majority of responses being on a scale of 3 and 4 which shows that consumers find it quite easy to make complaints. The second statement regarding the employee's ability to answer questions obtained an actual score of 512 from an ideal score of 725, with a similar distribution of responses. The actual total score for these two indicators is 1,017, with an average score of 508.5. Even though PT Ambassador Tour and Travel has demonstrated quite good reliability in serving consumers, they need to improve their service quality further to achieve the ideal score. Focusing on increasing speed and accuracy in responding to complaints and improving employees' ability to answer questions can help increase customer satisfaction and build stronger loyalty.

Referring to theory (Kotler & Keller in Cesariana et al. 2022), the Reliability dimension refers to the ability of employees to provide services according to consumer expectations quickly, accurately and satisfactorily. In this context, PT Ambassador Tour and Travel shows that consumers are quite satisfied with the ease of making complaints and the ability of employees to answer questions. However, the scores obtained indicate that there is still room for improvement in this aspect of reliability. Employees' ability to provide consistent and satisfying service is the key to building consumer trust.

a. Descriptive analysis of the Empathy dimension

Analysis in the Emphaty dimension consists of two main indicators, namely employee friendliness and employee ability to understand consumer wants and needs. Each indicator is represented by one statement in the questionnaire to collect data. The results of the descriptive analysis of respondents' responses to the Empathy dimension have been presented in the table below:

Tabel 4. 1 Tanggapan Responden Dimensi Emphaty

No.	Pernyataan	Alternatif					Skor Aktual	Skor Ideal
		1	2	3	4	5		
1.	Karyawan PT Ambassador memperlakukan konsumen dengan penuh perhatian	10	16	35	62	22	505	725
2.	Kemampuan karyawan PT Ambassador tour and travel dalam memahami keinginan dan kebutuhan konsumen	8	21	30	65	21	505	725
TOTAL SKOR							**1.010**	
TOTAL RATA-RATA SKOR							**505**	

Based on the data in the table, analysis of the Empathy dimensions at PT Ambassador Tour and Travel shows that there are two main indicators assessed by consumers: employee friendliness and employee ability to understand consumer wants and needs. The first statement regarding attentive treatment from employees received an actual score of 505 from an ideal score of 725, with the majority of responses being on a scale of 3 and 4 which indicates that consumers feel they are cared for enough by employees. The second statement regarding employees' ability to understand consumer wants and needs also received an actual score of 505 from an ideal score of 725, with a similar distribution of responses. The total actual score for these two indicators is 1,010, with an average score of 505. It can be concluded that PT Ambassador Tour and Travel has succeeded in showing an adequate level of empathy in serving consumers, but still needs to increase personal attention and understanding of consumer needs to achieve the score ideal.

Referring to theory (Kotler & Keller in Cesariana et al. 2022), the Empathy dimension involves a caring response to provide personal attention to customers by understanding their expectations, as well as comfort in communicating. In this context, PT Ambassador Tour and Travel has demonstrated a fairly good level of empathy through employee friendliness and efforts to understand consumer needs. However, the scores obtained indicate that there is still room for improvement in this aspect of empathy. Strengthening emotional connections with consumers and ensuring every interaction is met with care and concern can help increase consumer satisfaction and loyalty. Efforts to improve this can be done through employee training in better communication skills and techniques for understanding consumer needs in more depth.

4. Descriptive analysis of the Assurance dimension

Analysis in the Assurance dimension consists of two main indicators, namely trust in consumers and security guarantees. Each indicator is represented by one statement in the questionnaire to collect data. The results of the descriptive analysis of respondents' responses to the Empathy dimension have been presented in the table below:

Tabel 4. 2 Tanggapan Responden Dimensi Assurance

No.	Pernyataan	Alternatif					Skor Aktual	Skor Ideal
		1	2	3	4	5		
1.	Karyawan PT Ambassador tour and travel memberikan kepercayaan penuh kepada konsumen	12	12	36	57	28	512	725
2.	Jaminan yang ditawarkan oleh PT Ambassador tour and travel sesuai dengan yang dijanjikan	7	21	37	57	23	503	725

TOTAL SKOR	**1.015**	
TOTAL RATA-RATA SKOR	**507,5**	

(Sumber: Hasil Olahan Penulis, 2024)

Based on the data in the table, the Assurance dimension analysis at PT Ambassador Tour and Travel shows that there are two main indicators assessed by consumers: the trust given to consumers and security guarantees. The first statement regarding full trust from employees to consumers received an actual score of 512 from an ideal score of 725, with the majority of responses being on a scale of 3 and 4 which shows that consumers feel quite trusted by employees. The second statement regarding the guarantee offered as promised received an actual score of 503 from an ideal score of 725, with a similar distribution of responses. The actual total score for these two indicators is 1,015, with an average score of 507.5. This shows that PT Ambassador Tour and Travel has demonstrated an adequate level of guarantee in serving consumers, but needs to increase trust and suitability of guarantees to achieve the ideal score.

According to Kotler & Keller in Cesariana et al. (2022), the Assurance dimension refers to the knowledge possessed by officers, including the skills, politeness and trust given to customers to ensure they are free from risk. In this context, PT Ambassador Tour and Travel has demonstrated a fairly good level of guarantee through the trust given by employees to consumers and the conformity of the guarantee with what was promised. However, the scores obtained indicate that there is still room for improvement in this aspect of assurance. Ensuring that employees have adequate knowledge and skills and are able to provide guarantees that match the company's promises can help increase consumer confidence and reduce risk. These improvement efforts can be made through employee training in technical and communication skills, as well as ensuring transparency and consistency in offering guarantees to consumers.

From the discussion of the five dimensions above, a recapitulation of the results of respondents' responses to the Service Quality (X) variable based on each measurement dimension is obtained as follows:

Tabel 1.5 Recapitulation of Respondents' Responses to Service Quality Variables (X)

No.	Dimensi	Total Skor	Rata-Rata Skor Total
1	*Tangibles*	1.096	548
2	*Responsiveness*	1.066	533
3	*Reliability*	1.017	508,5
4	*Empathy*	1.010	505
5	*Assurance*	1.015	507,5
Total		5.204	2.602

Based on the recapitulation of the results of respondents' responses to the Service Quality (X) variable at PT Ambassador Tour and Travel, the total score for the five dimensions is 5,204 with an average total score of 2,602. The Tangibles dimension obtained the highest total score of 1,096 with an average score of 548, showing a positive impression through complete facilities and neat employee appearance. The Responsiveness, Reliability, Empathy and Assurance dimensions show quite good

scores but there is still room for improvement. According to Gilbert in Asti & Ayuningtyas (2020), service quality is important for maintaining long-term customers and improving the company's financial performance. Therefore, PT Ambassador Tour and Travel needs to continue to improve all dimensions of service quality to maintain customer loyalty and satisfaction. It can be concluded that in the recapitulation table of respondents' responses to the service quality variable, the tangibles dimension has the largest value with a total score of 1,096 and an average score of 548, referring to the physical aspect of the service. According to the service quality theory by Kotler & Keller, this dimension includes the facilities and equipment used by employees to communicate and provide services to customers. The highest score on this dimension indicates that the physical facilities and equipment used in the service are very adequate and give a positive impression to customers. On the other hand, the empathy dimension has a total score of 1,010 with an average score of 505, which is the dimension with the smallest total score. This dimension according to Kotler & Keller includes personal attention given to customers, understanding their expectations, and ensuring comfort in communication. A lower score on this dimension indicates that there is room to improve attention and understanding of customer needs and expectations. It can be concluded that although the physical aspects and facilities used in the service are good, attention to customers and understanding of their needs still need to be improved. This is important to create a service that not only looks professional from a physical perspective but also provides a satisfying and personalized experience for customers. A balance between these two dimensions will be very helpful in improving the overall quality of service. After a recapitulation of respondents' responses has been made, this is then proven by a continuum line. The value interpretation criteria are as follows:

Table 1.6 Continuum Line for Recapitulation of Service Quality Variables (X)

1.	Nilai Kumulatif setiap responden.	: Nilai dari setiap item jawaban dari	
2.	Jumlah Responden	: 145 Responden	
3.	Nilai Minimum	: 1 x 10 x 145	= 1.450
4.	Nilai Maksimum	: 5 x 10 x 145	= 7.250
5.	*Range*	: 7.250 – 1.450	= 5.800
6.	Jenjang *Range*	: 5.800 : 5	= 1.160

Sangat Negatif Negatif Netral Positif Sangat Positif

1.450 2.9004.350 5.204 5.8007.250

Based on the continuum line and value interpretation criteria, the total cumulative score of 5,204 from 145 respondents for the Service Quality (X) variable at PT Ambassador Tour and Travel is in the positive range. With a minimum score of 1,450, a maximum score of 7,250, and a range of 5,800 divided into five levels (1,160 per level), the score of 5,204 lies between 4,350 and 5,800, which indicates that the majority of respondents gave positive responses to the company's service quality. This

shows that PT Ambassador Tour and Travel has generally succeeded in providing satisfactory service, although there is still room for improvement towards the very positive category.

5. Descriptive Analysis of Repeat Purchase Variables

Descriptive analysis of the dimensions of making purchases from the same brand. Analysis of the dimensions of making purchases from the same brand consists of two main indicators, namely purchases of the same brand and purchases in the future. Each indicator is represented by one statement in the questionnaire to collect data. The results of the descriptive analysis of respondents' responses to the Empathy dimension have been presented in the table below:

Table 1.7 Respondent Responses to Dimensions of Making Purchases from the Same Brand

No.	Pernyataan	Alternatif					Skor Aktual	Skor Ideal
		1	2	3	4	5		
1.	Konsumen ingin melakukan pembelian ulang terhadap produk umrah PT Ambassador tour and travel	4	13	21	78	29	550	725
2.	Konsumen merasa puas pada pembelian pertamanya dan ingin melakukan pembelian selanjutnya dimasa mendatang	2	14	33	79	17	530	725
TOTAL SKOR							**1.080**	
TOTAL RATA-RATA SKOR							**540**	

Based on the results of descriptive analysis of the dimensions of making purchases from the same brand, there are two main indicators that are assessed: consumers' desire to make repeat purchases of PT Ambassador Tour and Travel Umrah products, and consumer satisfaction with the first purchase and the desire to make subsequent purchases in the future . The first indicator obtained an actual score of 550 from an ideal score of 725, with the majority of respondents providing responses on a scale of 4 and 5, indicating a strong desire to make repeat purchases. The second indicator obtained an actual score of 530 from an ideal score of 725, with the majority of responses also on a scale of 4 and 5, indicating that consumers were satisfied with their first purchase and interested in purchasing again in the future. The total score for these two indicators is 1,080 with an average score of 540.

According to (Tjiptono in Permatasari et al. 2022), an indicator of repeat purchases is making purchases from the same brand, which means consumers choose to continue buying products or services from certain brands repeatedly. Based on the data obtained, PT Ambassador Tour and Travel has succeeded in achieving a fairly high level of consumer satisfaction, which is reflected in consumers' desire to make repeat purchases and their loyalty to the brand. This shows that the company has been able to provide a positive experience to consumers, which has the potential to increase customer retention and encourage repeat purchases. To maximize customer satisfaction and loyalty, PT Ambassador Tour and Travel needs to continue to improve service quality and consistently meet consumer expectations.

6. Descriptive Analysis of Recommending Dimensions to Others

Analysis in the dimension of recommending to others consists of two main indicators, namely recommending the product to others and brand trust in consumers which influences them to recommend it to others. Each indicator is represented by one statement in the questionnaire to collect data. The results of the descriptive analysis of respondents' responses to the Empathy dimension have been presented in the table below:

Table 1.8 Respondents' Responses to Recommend Dimensions to Others

No.	Pernyataan	Alternatif					Skor Aktual	Skor Ideal
		1	2	3	4	5		
1.	Konsumen bersedian untuk merekomendasikan produk umrah PT Ambassador tour and travel ke orang lain	8	9	20	69	39	557	725
2.	Konsumen percaya terhadap PT Ambassador tour and travel sehingga mempengaruhi konsumen untuk merekomendasikan ke orang lain	8	6	23	73	35	556	725
TOTAL SKOR							**1.113**	
TOTAL RATA-RATA SKOR							**556,5**	

(Sumber: Hasil Olahan Penulis, 2024)

Based on the results of descriptive analysis of the dimensions of recommending to others, there are two main indicators that are assessed: consumers' willingness to recommend PT Ambassador Tour and Travel's Umrah products to others and consumers' trust in the company which influences them to provide recommendations. The first indicator obtained an actual score of 557 from an ideal score of 725, with the majority of respondents providing responses on a scale of 4 and 5, indicating that many consumers are willing to recommend this product to others. The second indicator obtained an actual score of 556 from an ideal score of 725, with the majority

of responses also on a scale of 4 and 5, which shows a high level of trust in PT Ambassador Tour and Travel, thus influencing consumers to recommend it to others. The total score for these two indicators is 1,113 with an average score of 556.5. According to Tjiptono in Permatasari et al. (2022), repeat purchase indicators include recommending to others, where consumers recommend a product or service based on the positive experience they have had. Based on the data obtained, PT Ambassador Tour and Travel has succeeded in creating a positive experience for its consumers, which is reflected in their willingness to recommend Umrah services to others and their high level of trust in the company. This shows that the company is not only successful in providing satisfactory service but also building strong relationships with consumers that can potentially support growth through word of mouth recommendations. To strengthen this, PT Ambassador Tour and Travel needs to continue to improve service quality and maintain consumer trust so that they continue to receive positive support and recommendations from them.

7. Descriptive Analysis of the Dimension of Not Wanting to Move to Another Brand

The analysis of not wanting to switch to another brand consists of two main indicators, namely the brand product being the main choice compared to other brands and the brand product being a superior product. Each indicator is represented by one statement in the questionnaire to collect data. The results of the descriptive analysis of respondents' responses to the Empathy dimension have been presented in the table below:

Table 1.9 Respondents' Responses to the Dimension of Not Wanting to Switch to Another Brand

No.	Pernyataan	Alternatif					Skor Aktual	Skor Ideal
		1	2	3	4	5		
1.	Konsumen akan memilih produk umrah PT Ambassador tour and travel sebagai pilihan utama dibanding produk travel umrah lain	5	13	30	60	37	546	725
2.	Konsumen akan memilih PT Ambassador tour and travel sebagai jasa travel yang unggul	2	16	28	71	28	542	725
TOTAL SKOR							**1.088**	
TOTAL RATA-RATA SKOR							**544**	

Based on the results of descriptive analysis of the dimension of not wanting to switch to another brand, two main indicators are assessed: consumers' desire to

choose PT Ambassador Tour and Travel's Umrah products as their main choice compared to other Umrah travel products, and consumers' perception that PT Ambassador Tour and Travel is a service. superior travel. The first indicator obtained an actual score of 546 from an ideal score of 725, with the majority of respondents responding to a scale of 4 and 5, indicating that many consumers choose PT Ambassador Umrah products as their main choice. The second indicator obtained an actual score of 542 from an ideal score of 725, with the majority of responses also on a scale of 4 and 5, indicating that many consumers consider PT Ambassador a superior travel service. The total score for these two indicators is 1,088, with an average score of 544.

According to Tjiptono in Permatasari et al. (2022), repeat purchase indicators include not wanting to switch to another brand, which shows a high level of loyalty when consumers do not want to switch to another brand. Based on the data obtained, PT Ambassador Tour and Travel has created high loyalty among its consumers. Consumers tend to choose PT Ambassador's Umrah products as their main choice and consider them to be superior travel services, which reflects a strong level of satisfaction and loyalty to the brand. This is important for companies because high consumer loyalty can increase customer retention and support long-term growth. To maintain and increase this loyalty, PT Ambassador Tour and Travel must maintain high service standards and consistently meet consumer expectations. From the discussion of the three dimensions above, a recapitulation of the results of respondents' responses to the Repurchase (Y) variable based on each measurement dimension is obtained as follows:

Table 1. 10 Recapitulation of Respondents' Responses to the Repeat Purchase Variable (Y)

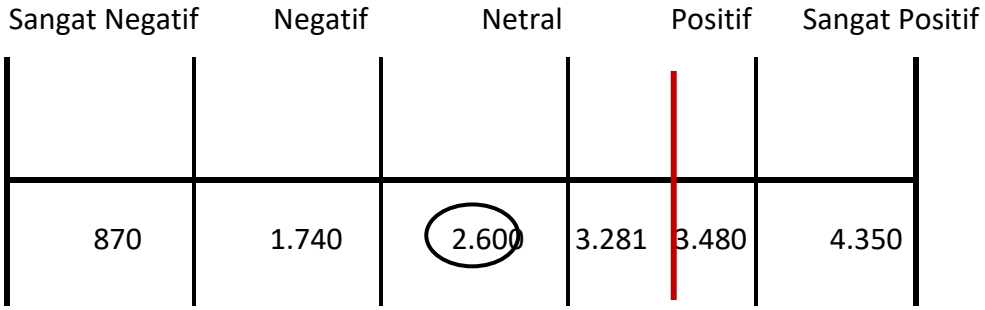
No.	Dimensi	Total Skor	Rata-Rata Skor Total
1.	Melakukan Pembelian Pada Merek yang Sama	1.080	540
2.	Merekomendasikan Kepada Orang Lain	1.113	556,5
3.	Tidak Ingin Pindah Merek Lain	1.088	544
Total		3.281	1.640,5

Based on the recapitulation of the results of responses from respondents to the Repeat Purchase variable (Y), the total score for the three dimensions is 3,281 with an average score of 1,640.5. The dimension with the highest score is “Recommend to Others” with a total score of 1,113 and an average score of 556.5, followed by the dimension “Don't Want to Switch to Another Brand” with a total score of 1,088 and an average score of 544, and the dimension “Make a Purchase On the Same Brand” with a total score of 1,080 and an average score of 540.

According to Hellier et al. in Ginting et al. (2022), repurchase can be interpreted as a customer's evaluation of repurchasing a product or service from the same seller, taking into account the current situation and possible future events. This analysis shows that PT Ambassador Tour and Travel has high potential to gain repeat purchases from consumers, especially because consumers are willing to recommend

their services to others and show significant loyalty to the brand. This reflects good consumer satisfaction and strong loyalty, which are important indicators for retaining customers and ensuring long-term business sustainability. PT Ambassador needs to continue to maintain and improve service quality to maintain and increase this repeat purchase rate. After a recapitulation of respondents' responses has been made, this is then proven by a continuum line. The value interpretation criteria are as follows:

1. Nilai Kumulatif : Nilai dari setiap item jawaban dari setiap responden.
2. Jumlah Responden : 145 Responden
3. Nilai Minimum : 1 x 6 x 145 = 870
4. Nilai Maksimum : 5 x 6 x 145 = 4.350
5. *Range* : 4.350 – 870 = 3.480
6. Jenjang *Range* : 3.480 : 5 = 696



Gambar 4. 1 Garis Kontinum Rekapitulasi Variabel Pembelian Ulang (Y)

Based on the recapitulation of responses from 145 respondents to the Repurchase (Y) variable, it can be seen that the cumulative value distribution covers a range from 870 to 4,350. Using the given interpretation criteria, the values can be classified as follows: very negative (870 - 1.739), negative (1.740 - 2.599), neutral (2.600 - 3.280), positive (3.281 - 3.479), and very positive (3.480 - 4,350). This indicates that the majority of respondents have a positive perception towards repeat purchases of the PT Ambassador Tour and Travel brand based on the dimensions measured. The distribution of values that leads to this positive area shows that most respondents tend to choose the same brand and are willing to recommend it to others, and have a tendency not to switch to another brand. Thus, the results of this survey show a relatively high level of loyalty and satisfaction with the services offered by PT Ambassador Tour and Travel.

7. Simple Linear Regression Analysis

Simple linear regression analysis is used to find out how much the independent variable influences the dependent variable and to predict the value of the dependent variable if the value of the independent variable increases or decreases. The following is a simple linear regression analysis test in this research:

Coefficients[a]

Model	Unstandardised Coefficients	Standardised Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	5.174	1.059		4.886	.000
	Kualitas Pelayanan	.486	.029	.817	16.934	.000

Dependent Variable: Pembelian Ulang

Figure 2.1 Results of Simple Linear Regression Analysis

Based on the table above, the regression equation model can be formulated as follows: Y = 5,174 (α) +0.486 (X) The regression equation model is meaningful

a. Constanta value (α) = 5.174, meaning that if there is a change in the service quality variable, the repurchase variable will change by 5.174.
b. The value of the regression direction coefficient/β(X) = 0.486 (positive value) means, if the quality-of-service increases or decreases by one (1) unit, then repurchases will also increase or decrease by 0.486.

A positive sign (+) indicates that there is a unidirectional relationship. Meanwhile, the negative sign (-) indicates that there is an inverse direction between the independent variable (X) and the dependent variable (Y). So based on Figure 4.4 above, the constant value of the Service Quality variable (X) has a positive value, meaning that there is a positive unidirectional relationship between the Service Quality and Repeat Purchase variables.

8. Validity Test and Reliability Test Results

The validity test used in this research can be considered valid if the calculated R test ≥ R table, which means the statement is accepted. And conversely, if the calculated R test ≤ R table then the statement is rejected or invalid. This test was carried out using data from 145 respondents. Given N (df-2): 145-2=143 and α = 5%, then R table = 0.1631. The following is a validity table for service quality variables.

Table 1.11 Validity Test Results for Service Quality Variables

No.	Indikator Pernyataan	R (hitung)	R (tabel)	Keterangan
1	SQ.1	0,767	0,163	Valid
2	SQ.2	0,808	0,163	Valid
3	SQ.3	0,799	0,163	Valid
4	SQ.4	0,829	0,163	Valid
5	SQ.5	0,789	0,163	Valid
6	SQ.6	0,830	0,163	Valid
7	SQ.7	0,808	0,163	Valid
8	SQ.8	0,806	0,163	Valid
9	SQ.9	0,793	0,163	Valid
10	SQ.10	0,712	0,163	Valid

The table above shows that all the indicators used to measure the variables used in this research have a calculated r value ≥ r table with a sample of 145 respondents. These results show that all statement indicators of the service quality variable are said to be valid. The following is a validity test of the dependent variable (repurchase):

Table 1.12 Validity Test Results for Repurchase Variables

No.	Indikator Pernyataan	R (hitung)	R (tabel)	Keterangan
1	PU.1	0,857	0,163	Valid
2	PU.2	0,846	0,163	Valid
3	PU.3	0,856	0,163	Valid
4	PU.4	0,865	0,163	Valid
5	PU.5	0,869	0,163	Valid
6	PU.6	0,856	0,163	Valid

The table above shows that all the indicators used to measure the variables used in this research have a calculated r value ≥ r table with a sample of 145 respondents. These results show that all statement indicators of the repurchase variable are valid.

9. Reliability Test

Reliability testing is the extent to which measurement results using the same object will produce the same data. A variable will be said to be reliable if it provides a Cronbach Alpha value ≥ 0.60. The following is a reliability testing table using Cronbach Alpha:

Table 4. 23 Reliability Test Results

No.	Variable	Cronbach's Alpha	Nilai Standar	Keterangan
1.	Kualitas Pelayanan	0,934	0,60	Reliabel
2.	Pembelian Ulang	0,927	0,60	Reliabel

Based on the table above, it shows that the results of the reliability test of the independent variable (service quality) and the dependent variable (repurchase) produce a Cronbach Alpha value ≥ 0.60. So, it can be concluded that the instruments used in this research are reliable.

10. Normality Test

The normality test aims to determine whether data is normal or not. The normality test can be seen in 3 ways, namely by looking at the normality test graph, the Normal P-Plot of Regression Standardized Residual histogram graph, and the Kolmogorov-Smirnov Normality Test. The following is a graph of the normality test in this study using the Kolmogorov-Smirnov normality test with the following conditions:

a. If the significance value (Sig.) ≥ 0.05 then the research data can be said to be normally distributed.
b. If the significance value (Sig.) ≤ 0.05 then the research data can be said to be not normally distributed

The following is a normality test using Kolmogorov-Smirnov:

One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	145
Normal Parameters[a,b] Mean	.0000000

		Std. Deviation	1.37850878
Most Differences	Extreme	Absolute	.059
		Positive	.056
		Negative	-.059
Test Statistic			.059
Asymp. Sig. (2-tailed)			.200[c,d]

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

Figure 2.3 Kolmogoror – Smirnov Normality Test Results

Based on the table above, it can be seen that the significance test value is at 0.20. This means that the significance test value in this study is ≥ 0.05, so it can be stated that the data used in this study is normally distributed.

11. Multicollinearity Test

The multicollinearity test aims to determine whether the regression test data has a correlation between independent variables. A good regression model means there is no correlation between independent variables. If the independent variables are subject to correlation then it can be said that the variables are not orthogonal. To find out whether a model is affected by correlation, it can be seen using the Variance Inflation Factor (VIF) value and tolerance value. A good torque value must be ≥0.10, and the VIF value must be ≤10. The following are the results of the analysis test using the SPSS application for the multicollinearity test: multikolinearitas:

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Kualitas Pelayanan	1.000	1.000

a. Dependent Variable: Pembelian Ulang

Figure 4. 2 Hasil Multikolinearitas Test

Based on the test results in the table above, it can be seen that the service quality variable has a tolerance value of 1,000 and a VIF value of 1,000. Based on the test results, it shows that there are no independent variables that have a tolerance value of ≥0.10 and based on the VIF value the service quality variable has a value of ≤10. So it can be concluded that this research does not occur multicollinearity between the independent variable (service quality) and the dependent variable (repurchase).

12. Heteroscedasticity Test

The heteroscedasticity test is part of the classic assumption test in regression analysis which aims to test whether in the regression model there is an inequality of variance (variation) from the residual value of one observation to another. If the variance from the residual value of one observation to another is constant, it is called homoscedasticity, but if the variance from the residual value of one observation to

another is different, it is called heteroscedasticity. A good regression model should not have heteroscedasticity. The basis for decision making in the heteroscedasticity test using the Glejser test is as follows:

a. If the significance value (Sig.) ≥ 0.05, then there are no symptoms of heteroscedasticity in the regression model.
b. If the significance value (Sig.) ≤ 0.05, then symptoms of heteroscedasticity occur in the regression model. The following is the heteroscedasticity test in this study:

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.597	.307		1.947	.054
	Kualitas Pelayanan	.012	.008	.136	1.639	.103

a. Dependent Variable: ABS_RES

Figure 4. 3 Result Heteroskedastisitas Test

Based on the table above, it can be seen that the significance value in the regression model of this research is sig. 0.103, which means the significance value is ≥ 0.05, so the regression model in this research can state that there are no symptoms of heteroscedasticity.

13. Uji T (Parsial)

The T test aims to determine each independent variable against the dependent variable partially. Testing is done by looking at the significant level value (p-value). If the resulting significant level value is below 0.05, then the hypothesis is accepted and vice versa. If the calculated t value > t table, then each independent variable influences the dependent variable. The following are the results of the T-test which can be seen in the table below:

Coefficients

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.174	1.059		4.886	.000
	Kualitas Pelayanan	.486	.029	.817	16.934	.000

a. Dependent Variable: Repeat purchase

Based on the table above, it can be explained that the independent variable (service quality) has a significant value of <0.05 and the calculated t value is greater than the t table, so the independent variable (service quality) partially has an influence

and is significant. Parameters to determine partial influence can also use a comparison between T count and T table, the calculation of which is as follows:

T table = $(\frac{\alpha}{2} ; n - k)$

T table = $(\frac{0,05}{2} ; 145 - 2)$

T table= 0,025; 143

T table = 1, 977

Based on the test results above, it can be seen that t count ≥ t table, namely 16,934 ≥ 1.977, so it can be concluded that service quality has a positive and significant effect on repeat purchases. which means that the higher the level of service quality provided, repeat purchases will also increase. So, the hypothesis which states that there is a positive influence of service quality on repeat purchases is partially "accepted".

14. Coefficient of Determination

The coefficient of determination is a value that shows how much the independent variable influences the dependent variable. The coefficient of determination (R square) value is a number that ranges from 0 to 1 which indicates the magnitude of the combination of independent variables that together influence the value of the dependent variable. The following are the results of the R square test in this research:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.817[a]	.667	.665	2.926

a. Predictors: (Constant), Service quality

Figure 4. 9 Coefficient of Determination Test Results

Based on the table above, it can be seen that the value of R^2 Square in this study is 0.667. It can be interpreted that service quality has a positive and significant effect on repeat purchases by 66.7%. Meanwhile, the remaining 33.3% is influenced by other factors. Based on the results of hypothesis testing and determination efficiency, the following path diagram is obtained:

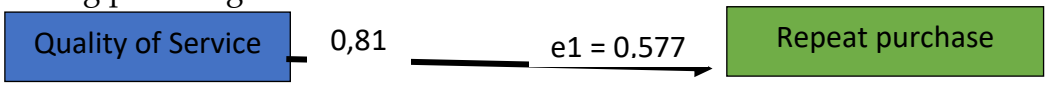


Figure 2. 4 Research Path DiagramsInformation:

The Standardized Coefficient value is 0.817 The value of e1 can be found using the formula e1 = √(1-0.667)= 0.577

CONCLUSSION

In this research, the focus is placed on analysing the influence of service quality on repeat purchases at the Hajj and Umrah travel service bureau at PT Ambassador tour and travel. The method used in data analysis is IBM SPSS Statistics Version 23 for Windows. From the results of this analysis, several conclusions were obtained, as follows: (1) PT Ambassador Tour and Travel shows a strong commitment to providing

positive experiences to consumers through five dimensions of service quality, namely Tangibles, Responsiveness, Reliability, Empathy, and Assurance. The Tangibles Dimension stands out with complete facilities and good employee appearance. Although all dimensions perform well, there is room for improvement. The majority of respondents gave positive responses, indicating that the company was successful in meeting consumer expectations. To maintain and increase long-term consumer loyalty, companies need to continue to improve all dimensions of service quality; (2) Based on descriptive analysis of the repeat purchase variable, it can be concluded that the majority of respondents showed a very positive perception of the PT Ambassador Tour and Travel brand, with high scores on repeat purchases, recommendations to others, and loyalty to the brand. These results reflect the company's success in creating positive experiences that support high consumer satisfaction and loyalty. The company's strategy of maintaining and improving service quality appears to be successful, with high potential for repeat purchases and support through recommendations from satisfied consumers; (3) Service quality has a positive and significant effect on repeat purchases. which means that the higher the level of service quality provided, repeat purchases will also increase with an influence that falls into the medium category.

Based on the conclusions from the analysis of PT Ambassador Tour and Travel's service quality, the author recommends several steps for companies to maintain and increase long-term consumer loyalty, which must focus on increasing Responsiveness, Reliability, Empathy and Assurance through better employee training and service consistency. Companies must also continue to invest in physical facilities and ensure that employees' appearance remains professional and friendly. In addition, the systematic use of consumer feedback needs to be improved to adapt services to consumer expectations. These steps will help solidify the company's position as the top choice in the Umrah services industry and strengthen customer loyalty and attract new customers through recommendations.

Based on the conclusions from the results of descriptive analysis of the repeat purchase variable for the PT Ambassador Tour and Travel brand, the author recommends several strategic steps for companies to maintain and improve their position in the market. First, regularly measure and monitor consumer satisfaction levels through surveys and feedback to maintain or improve service quality standards. Second, strengthen customer loyalty strategies by offering attractive incentives or loyalty programs, as well as expanding the word-of-mouth recommendation network through promotions and developing relationships with existing consumers. Third, continue to develop service innovation, both in terms of technology and customer experience, to remain relevant in a competitive market. These steps are expected to capitalize on high levels of consumer satisfaction and loyalty, as well as ensure positive business growth and sustainability.Based on the findings that service quality significantly influences repurchase decisions with an influence that is in the medium category, PT Ambassador Tour and Travel should

prioritize improving the quality of their services. An in-depth evaluation of each dimension of service quality such as Tangibles, Responsiveness, Reliability, Empathy and Assurance needs to be carried out to identify areas that require improvement and those that have been successful. Implementing employee training and development programs to strengthen technical and interpersonal skills is also important to ensure consistently high service standards. In addition, companies must actively monitor consumer satisfaction through regular surveys and feedback, as well as build strong relationships with consumers through open communication and personalization of service. With these steps, it is hoped that PT Ambassador Tour and Travel can maximize the positive influence of service quality on repeat purchases, secure customer loyalty, and support long-term business growth. For further research regarding service quality regarding repeat purchases, there are several suggestions that can be used as a reference. First, researchers can expand the variables studied by including new factors such as customer trust, brand loyalty, and the influence of social media. Research can also be focused on various industrial sectors to see whether there are significant differences in the influence of service quality on repeat purchases. Then, it is hoped that this research will be useful as a reference in further research dealing with the influence of service quality on repeat purchases. It is hoped that these suggestions will enrich existing literature and provide practical guidance for business people in improving their service quality and customer retention strategies.

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