Journal of Academic Tourism and Hospitality
Fakultas Ekonomi, Universitas Garut
P-ISSN: XXXX; E-ISSN: XXXX

Analysis of Factors Affecting the Decision of Umrah Pilgrims in Choosing PT. Intan Raudah Madinah (IRM) Tour and Travel

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Abstract

This study aims to find out how the decision level of Umrah pilgrims chooses PT.Intan Raudah Madinah (IRM) Tour and Travel, what factors drive the decision of Umrah pilgrims to choose PT.Intan Raudah Madinah (IRM) Tour and Travel and the most dominant factor. The research method used in this research is exploratory factor analysis. Data collection techniques used are literature studies and field studies such as surveys, interviews and questionnaires. The population in this study were Umrah pilgrims who had already departed for IRM tour and travel in 2022. The sample used in this study was the purposive sampling method of 131 respondents. The data was tested using exploratory factor analysis with the help of IBM SPSS version 26. Based on the results of this study, the decision rate of Umrah pilgrims choosing PT.Intan Raudah Madinah (IRM) Tour and Travel is in the very high criteria. In factor analysis, of the 20 indicators determined after the correlation test was carried out, they were reduced to 18 indicators. After carrying out the factoring and rotation processes, 5 factors are formed correctly according to their correlation values, namely responsive and friendly factors, trust factors, service factors, responsibility factors, and safety and location factors. Of these 5 factors, the most dominating are responsive and friendly factors consisting of being responsive to needs, friendly, safe transportation, and affordable hotels.

Keywords: Exploratory Factor Analysis, Choosing Decision

1. Introduction

The majority of Indonesia's population practices Islam, making Indonesia the country with the largest Muslim population in the world. As a result, many Muslims in Indonesia perform the Hajj and Umrah pilgrimages. Many Muslims in Indonesia are eager to perform Hajj, which has resulted in an increasingly long waiting list. Additionally, since the Covid-19 pandemic, the quota for Hajj pilgrims has been limited, including for Indonesia, causing the waiting list for Indonesian Hajj pilgrims to grow even longer. Due to the long waiting time, especially for the elderly, many prospective Hajj pilgrims decide to perform Umrah first.

The number of Umrah pilgrims in Indonesia has been increasing each year, from the period of 1435H to 1439H. However, during the 1440H Hajj season (2018-2019), from September to June, there was a slight decline, with 974,650 pilgrims. Despite this, Indonesia remained the second-largest country in

terms of the number of Umrah pilgrims, after Pakistan, which sent about 1.5 million Umrah pilgrims (Bareska, 2019). Even though there were issues of fraud affecting pilgrims' trust in choosing an Umrah travel agency, it did not diminish the enthusiasm of the pilgrims to perform Umrah. The high enthusiasm and interest from Muslims wanting to go on Umrah present an attractive business opportunity for entrepreneurs. This is evidenced by the many travel agencies or tour operators offering Umrah services, from official agencies to branches of well-known travel companies scattered across Indonesia. Various efforts are made in the hope that pilgrims will choose their company's services when making a decision. In 2020, the world was impacted by the Covid-19 pandemic, which originated in Wuhan, China. The pandemic spread quickly to various parts of the world. One of the impacts of the Covid-19 pandemic was the disruption of religious activities, including Hajj and Umrah, halting the arrival of international Umrah pilgrims and causing several countries to postpone the Umrah pilgrimage, including Indonesia. However, on January 8, 2022, the first Umrah departure took place, following strict health protocols (Kompas.com, 2022).

To avoid any undesirable events, prospective pilgrims are advised to be more selective and not be tempted by cheap offers for Umrah packages. They should choose Umrah travel agencies that are licensed by the Ministry of Religious Affairs (Kemenag) in Indonesia. As of 2022, the Ministry of Religious Affairs' website listed 1,615 PPIUs (Umrah Pilgrimage Organizing Bodies), often referred to as Umrah Travel Agencies, on the official list of the Ministry of Religious Affairs of the Republic of Indonesia (KEMENAG, 2022). In Garut Regency, there are 3 official Umrah travel agencies that are registered with Kemenag: PT. MDL 525 Group, PT. Intan Raudah Madinah, and PT. Elittihad Global Wisata. These three travel agencies have begun sending Umrah pilgrims post-pandemic. The number of Umrah pilgrimages in 2022 from these three travel agencies is shown in Table 1.1.

Table 1.1: Number of Post-Pandemic Umrah Departures in 2022

No	Umrah Travel Name	No. SK	Number of Departures
1	PT. MDL 525 Group	Nomor 1030 Tahun 2019	105
2	PT. Intan Madinah Raudah	Nomor 126 Tahun 2020	195
3	PT. Elittihad Global Wisata	Nomor U.366 Tahun 2021	169

Source: Researcher Survey Results, 2022

Based on Table 1.1, among the 3 Umrah travel agencies in Garut Regency with Ministry of Religious Affairs (Kemenag) approval, PT. Intan Raudah Madinah has sent the most Umrah pilgrims post-pandemic in 2022. Therefore, the researcher chose PT. Intan Raudah Madinah as the research location. PT. Intan Raudah Madinah is a company in the Umrah and Hajj services sector. The company has been established since 2017. IRM Tour and Travel is a company under the umbrella of PT. Intan Raudah Madinah. IRM Tour and Travel is licensed with Number 125 of 2020, and it has been accredited with a B rating since August 2019. It is located at Jl. Pasundan No.8, Kota Kulon, Garut Regency, West Java 44114. IRM Tour and Travel is known for its friendly service and reasonable pricing, as the company prioritizes the comfort and desires of the pilgrims, so they can focus on their Umrah worship. Since its establishment in 2017, the number of IRM Tour and Travel's pilgrims has fluctuated year by year. In 2018, the number of departures was 376; in 2019, it was 183; in 2020, it was 193; in 2021, there were no departures; and in 2022, the number was 195 (from February to April).

Just like a consumer deciding to buy a product, choosing a travel agency to perform Umrah is a decision made by prospective pilgrims. Swastha & Irawan (2005) stated that companies must understand the factors that drive purchasing decisions. Therefore, the decision made by the consumer can be driven by several factors and does not happen randomly. There are many factors that influence the pilgrims in

deciding to make a purchase. To understand the factors that influence pilgrims' decisions when choosing IRM Tour and Travel, the researcher conducted a pre-research survey with 30 pilgrims. From the pre-research survey conducted by the researcher, which involved distributing questionnaires to Umrah pilgrims who had traveled with IRM Tour and Travel post-pandemic in 2022, several reasons were identified as to why the pilgrims chose IRM Tour and Travel. These reasons are presented in Table 1.2 as follows:

Table 1.2: Pre-Research Survey Results

Decision to Choose :
1 | Trust in product quality
2 | Trust in service quality
3 | Legality
4 | Responsibility
5 | Providing excellent service
6 | Responsive to needs
7 | Friendly
8 | Satisfying mutawwif service
9 | Knowledgeable guide
10 | Clear pilgrimage material and guidebook
11 | Responsive in handling problems
12 | Guaranteed security
13 | Easy to reach location
14 | Comfortable facilities
15 | Safe transportation
16 | Affordable hotels
17 | Price according to financial situation
18 | Price in accordance with service and facilities
19 | Recommendation from relatives
20 | Positive information from alumni

Based on the results of the pre-research survey, as shown in Table 1.2 above, the survey results from 30 pilgrims identified 20 indicators, which will be reduced into factors that drive the decision of pilgrims in choosing an Umrah travel agency at IRM Tour and Travel.

2. Literature Review

2.1 Tourism

Tourism has proven to contribute to the prosperity of a country, as tourism itself is one of the driving forces of the global economy. According to Law No. 10 of 2009, Article 1, Paragraph 3, tourism is defined as “various types of tourism activities supported by various facilities and services provided by the community, entrepreneurs, government, and regional governments.”

2.2 Tourism Management

According to Manulang (2012), management is “the art and science of planning, organizing, moving, directing, and controlling resources to achieve the predetermined goals.” Meanwhile, tourism is “the activity of traveling for leisure, whether planned or unplanned, which allows tourists to gain experiences” (Hidayah, 2019). From this, it can be concluded that tourism

management is an action of planning, organizing, moving, directing, and controlling actions taken to determine and achieve goals that have been set through the use of human resources and other resources in the tourism sector.

2.3 Marketing Management

One of the factors that can achieve success in business is the implementation of marketing management. According to Kotler and Armstrong (2018), marketing management is the art and science of making decisions on market selection and target markets, as well as creating connections that can generate profits with the target market. It is one of the most commonly used promotional tools because of its effectiveness in reaching consumers. Advertising, according to Tjiptono (2015), is one of the most commonly used forms of promotion by companies to advertise their products. At the very least, this can be seen from the large advertising budgets spent by companies on the brands they produce.

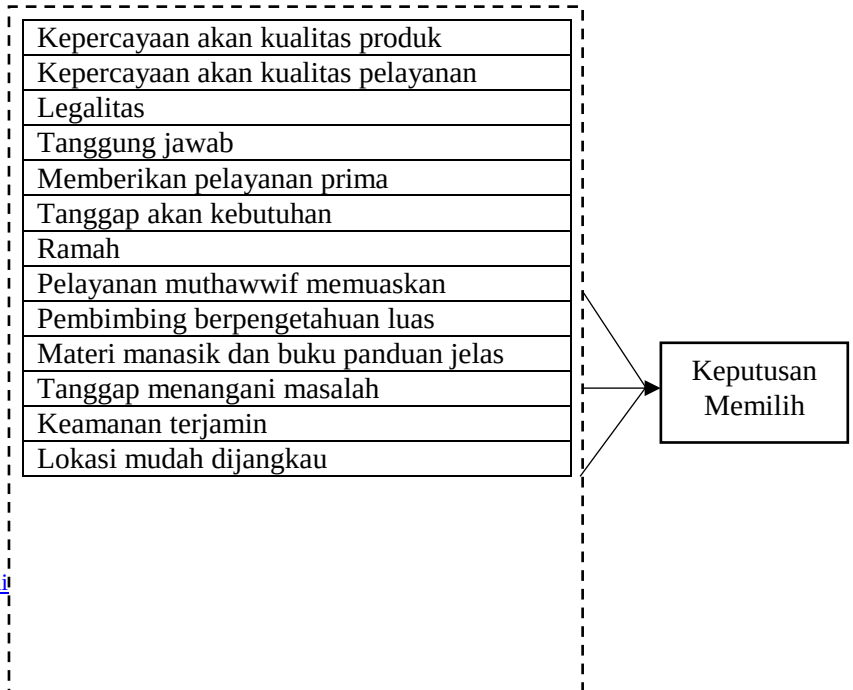
2.4 Religious Tourism

Religious tourism is part of the da'wah activities that offer tourism at sites or attractions with religious nuances, which can raise awareness of the Supreme Being, Allah SWT, and one's religion (Tanjung, 2019). The goal of religious tourism is to serve as a lesson to always remember the oneness of Allah SWT, and to guide people to avoid being misled into shirk (polytheism) or kufr (disbelief).

2.5 Purchasing Decision

In the process of making a purchasing decision for goods or services offered by a seller, it is the consumer who directly makes the decision. Due to the desires and needs of the consumer, the purchasing decision occurs. Purchasing decisions are defined by Sangadji and Sopiah (2013) as all behaviors undertaken based on desires when consumers consciously choose from the available options.

Based on the results of the pre-research survey conducted by the researcher on 30 pilgrims, 20 indicators were obtained. These indicators will be reduced into several factors, such as factor 1, factor 2, and so on, which drive the pilgrims' decision to choose IRM Tour and Travel.



Fasilitas nyaman
Transportasi aman
Hotel terjangkau
Harga sesuai kondisi keuangan
Harga sesuai dengan pelayanan dan fasilitas
Rekomendasi kerabat
Informasi positif dari alumni

H1: Trust in product quality, trust in service quality, legality, responsibility, providing excellent service, responsiveness to needs, friendliness, satisfying mutawwif service, knowledgeable guides, clear pilgrimage material and guidebooks, responsiveness in handling problems, guaranteed security, easily accessible location, comfortable facilities, safe transportation, affordable hotels, price according to financial situation, price in accordance with service and facilities, recommendations from relatives, and positive information from alumni are the factors that drive Umrah pilgrims' decisions to choose PT. Intan Raudah Madinah (IRM) Tour and Travel.

3 Research Method

The research method used by the researcher is factor analysis. According to Santoso (2015), factor analysis attempts to identify the interrelationships between several independent variables, which can ultimately be grouped into a smaller set of variables than the original ones. In this research, factor analysis is used to identify the factors that influence Umrah pilgrims' decisions to choose IRM Tour and Travel.

The research is conducted at IRM Tour and Travel, which is under the management of PT. Intan Raudah Madinah, located at Jl. Pasundan No.8, Kota Kulon, Garut Regency, West Java 44114, and is licensed with Number 125 of 2020. The sources of data used are primary and secondary data. The primary data is obtained from the main source, which includes surveys and questionnaires distributed offline and online to IRM Tour and Travel Umrah pilgrims. Secondary data is collected from various sources such as the company's profile file, pilgrim data, books, scientific articles, and previous research.

The population for this research consists of Umrah pilgrims who have traveled with IRM Tour and Travel in 2022, totaling 195 pilgrims. This total reflects the departures during February, April, and May of 2022. The sample used is a subset of the Umrah pilgrims, with the sampling technique employed being purposive sampling, which is a non-probability sampling technique. Therefore, this research establishes the criteria for sample selection as Umrah pilgrims from IRM Tour and Travel who are residents of Garut Regency.

To determine the number of respondents to be used as the sample, the calculation is done using Slovin's formula. The margin of error is 5% or α = 0.05. The population for this research is 195 pilgrims, so the formula is:

$$n = \frac{N}{1 + Ne^2}$$
$$= \frac{195}{1 + 195\ (0{,}05^2)}$$
$$= \frac{193}{1 + 0{,}4875}$$
$$= \frac{195}{1{,}4875} = 131{,}092$$

The sample size from Slovin's formula results in 131.092 respondents, and it is rounded to 131 respondents.

4 Results and Discussion

4.1 Data Processing Process

Factor Analysis

In analyzing the factors that drive Umrah pilgrims' decisions to choose PT. Intan Raudah Madinah (IRM) Tour and Travel, the researcher utilized the IBM SPSS 26 software for factor analysis. Based on the survey results, 20 indicators were identified and will be reduced to several factors. Below are the steps and output from the factor analysis:

Step 1: KMO and Bartlett's Test
Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,809
Bartlett's Test of Sphericity	Approx. Chi-Square	2109,183
	Df	190
	Sig.	,000

In the output results, the MSA value is 0.809, which is greater than 0.50. Then, Bartlett's Test of Sphericity has a significance value (Sig.) of 0.000, which is less than 0.05. This indicates that the indicators are correlated and are suitable for further analysis.

Step 2: Anti-image matrix
From the output of the factor analysis regarding the anti-image correlation data, it shows that the MSA value is above 0.05. Therefore, the requirements are met, and no further testing is needed.

Step 3: Communalities
Communalities represent the amount of variance of an indicator that can be explained by the rotated factors. To meet the communalities requirement, the value should be greater than 0.5. In the output results of this study, there are 2 indicators that do not meet the communalities requirement, with values <0.5, specifically indicators X3 and X20. Therefore, a retest was conducted from the beginning to proceed to the next analysis stage. In the second test, the indicators X3 and X20 were excluded. Thus, the indicators tested were 18 in total.

Table 4: KMO and Barlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,800
Bartlett's Test of Sphericity	Approx. Chi-Square	2032,215
	Df	153
	Sig.	,000

In the output results, the MSA value is 0.800, which is greater than 0.50. Then, Bartlett's Test of Sphericity has a significance value (Sig.) of 0.000, which is less than 0.05. This indicates that the sample is adequate and there is a correlation among the indicators. This means the analysis can proceed to the next step, as it is deemed suitable.

Table 5: Anti Image Correlation

Indikator	MSA	Indikator	MSA
X_1	664[a]	X_{11}	869[a]

X_2	806[a]	X_{12}	844[a]
X_4	823[a]	X_{13}	872[a]
X_5	903[a]	X_{14}	867[a]
X_6	792[a]	X_{15}	706[a]
X_7	646[a]	X_{16}	853[a]
X_8	833[a]	X_{17}	802[a]
X_9	814[a]	X_{18}	898[a]
X_{10}	679[a]	X_{19}	766[a]

In Table 5, the output results show that the MSA value is above 0.05. Therefore, the requirements are met, and no further testing is needed. The next step is to fulfill the communalities requirement.

Table 6: *Communalities*

	Initial	**Extraction**
X_1	1.000	,849
X_2	1.000	,750
X_4	1.000	,718
X_5	1.000	,667
X_6	1.000	,806
X_7	1.000	,826
X_8	1.000	,522
X_9	1.000	,603
X_{10}	1.000	,851
X_{11}	1.000	,885
X_{12}	1.000	,888
X_{13}	1.000	,888
X_{14}	1.000	,601
X_{15}	1.000	,817
X_{16}	1.000	,779
X_{17}	1.000	,743
X_{18}	1.000	,681
X_{19}	1.000	,639

Extraction Method: Principal Component Analysis.

In Table 6, all 18 indicators meet the communalities requirement, which is > 0.5. This means that these indicators can be explained by the rotated factors. For example, for indicator X1, the extraction value is 0.849, indicating that 84.9% of the variance in indicator X1 can be explained by the rotated factor. The same applies to the other indicators.

Step 4: Factoring

The fourth step is the factoring process, where this process extracts a set of indicators using the Principal Component Analysis (PCA) method.

Table 7: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8,026	44,588	44,588	8,026	44,588	44,588
2	1,920	10,669	55,257	1,920	10,669	55,257
3	1,279	7,108	62,365	1,279	7108	62,365

4	1,214	6,742	69,107	1,214	6,742	69,107
5	1,074	5,965	75,072	1,074	5,965	75,072
6	,863	4,792	79,864			
7	,738	4,100	83,964			
8	,594	3,297	87,262			
9	,517	2,874	90,135			
10	,476	2,645	92,780			
11	,378	2,099	94,879			
12	,313	1,738	96,617			
13	,201	1,119	97,735			
14	,157	,871	98,607			
15	,123	,685	99,292			
16	,066	,366	99,659			
17	,033	,182	99,840			
18	,029	,160	100,000			

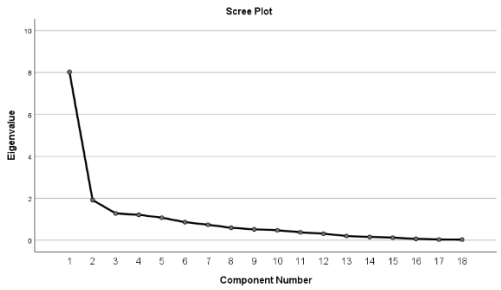
Extraction Method: Principal Component Analysis.

In the output results in **Table 7**, it can be seen that from the 18 indicators included in the factor analysis, these 18 components were summarized into 5 factors. The components and their respective eigenvalues are as follows: Component 1 with an eigenvalue of 8.026, Component 2 with an eigenvalue of 1.920, Component 3 with an eigenvalue of 1.279, Component 4 with an eigenvalue of 1.214, and Component 5 with an eigenvalue of 1.074. This occurs because the eigenvalues of components 1 to 5 are above 1, while the eigenvalues for components 6 to 18 are below 1. Therefore, the factoring process stops at 5 factors. If these 18 indicators are summarized into 1 factor, the variance explained by that single factor is: 8,026 / 18 x 100% = 44,588%

If the indicators are extracted into 5 factors, the variance for each factor is as follows:

- Variance of the first factor: 44.588%
- Variance of the second factor: 1.920 / 18 x 100% = 10.669%
- Variance of the third factor: 1.279 / 18 x 100% = 7.108%
- Variance of the fourth factor: 1.214 / 18 x 100% = 6.742%
- Variance of the fifth factor: 1.074 / 18 x 100% = 5.965%

Thus, the total variance explained by the five factors is:
44.588% + 10.669% + 7.108% + 6.742% + 5.965% = 75.072% from the 18 indicators.
Below is the scree plot shown in Figure 5.



Gambar 4.5 Scree Plot

In Figure 5, the scree plot shows the same explanation as the table of total variance, except it is presented in graphical form.

Table 8: Component Matrix

	Component				
	1	2	3	4	5
X_1	,685	,358	,421	,248	,112
X_2	,719	417	,090	-,012	-,226
X_4	,534	222	-,612	,098	-,002
X_5	,766	,230	-,091	-,071	-,119
X_6	,706	-,501	,220	,000	-,095
X_7	,577	-,604	,155	,274	-,174
X_8	,578	-,029	,193	-,284	-,262
X_9	,443	,287	-,091	-,356	-,435
X_{10}	,698	,374	,387	,246	,114
X_{11}	,828	-,130	-,186	-,347	,169
X_{12}	,851	-,163	-,136	-,312	,148
X_{13}	,820	-,168	-,169	-,348	,194
X_{14}	,576	,166	-,285	,296	,270
X_{15}	,643	-,379	-,259	,407	-,167
X_{16}	,689	-,503	,203	,068	-,072
X_{17}	,710	,409	,156	,042	-,214
X_{18}	,655	,121	-,224	,361	,237
X_{19}	,291	-,004	,313	-,257	,624

Extraction Method: Principal Component Analysis.
a. 5 components extracted.

Table 8 explains that after determining that 5 factors have been formed, the Component Matrix table shows the distribution of the 18 indicators across the existing factors. The process of determining which indicators will be included in the formed factors is done by comparing the correlation magnitudes based on the factor loadings, which must be greater than 0.5. To see a more tangible and clearer distribution, this can be observed in the Rotated Component Matrix table, where the factor loadings that were previously small will become smaller, and the larger factor loadings will become even larger.

Table 9: Rotated Component Matrix

	Component				
	1	2	3	4	5
X7	.894	.126		.104	
X6	.816	.170	.227		.238
X16	.816	.180	.166		.211
X15	.705			.532	-.153
X1	.186	.853	.151	.165	.191
X10	.173	.847	.165	.199	.191
X17	.135	.635	.516	.234	
X2	.112	.582	.571	.268	
X9		.132	.758		
X8	.352	.226	.563		.165
X5	.212	.379	.543	.406	.135
X4			.324	.781	
X14	.125	.318		.679	.150
X18	.234	.389		.677	.130
X19		.241			.756

X13	.407		.471	.416	.570
X11	.385		.499	.432	.545
X12	.443		.486	.406	.531
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 10 iterations.					

As shown in Table 9, the result of the rotation process displays a clear and tangible distribution of the indicators. The factor loadings that were previously small become even smaller, and the factor loadings that were larger become even larger. Thus, the 18 existing indicators have been reduced into 5 newly formed/rotated factors.

Table 11: Component Transformation Matrix

Component	**1**	**2**	**3**	**4**	**5**
1	,519	,449	,471	,465	,301
2	-,776	,539	,264	,155	-,117
3	,184	,582	-,120	-,762	,178
4	,220	,408	-,621	,337	-,535
5	-,213	,056	-,555	,256	,760

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Based on Table 11, it shows that the numbers in the marked columns are Component 1 with 1, Component 2 with 2, and Component 5 with 5. From these 5 components, it can be seen that there are 3 factors with values greater than 0.5, namely Component 1, Component 2, and Component 5. This indicates that these 3 factors have been formed/rotated correctly, as they have high correlation values. Based on the data processing results using factor analysis, the indicators for legalitas (X3) and positive information from alumni (X20) were excluded from the analysis due to not meeting communalities. Therefore, the research hypothesis is rejected.

4.1 Discussion

The following are the factors that have been formed along with their assigned names:

1. Responsive and Friendly Factor

Factor 1 has an eigenvalue of 8.026 and a total variance of 44.588%. Actually, it is a bit challenging to assign a precise name directly to this factor in relation to the indicators. However, based on the indicators present, Factor 1 is named the "Responsive and Friendly" factor because it includes several related indicators. Factor 1 consists of indicators (X6) responsiveness to needs, (X7) friendliness, (X15) safe transportation, and (X16) affordable hotels. This factor is very important to ensure that the umrah pilgrims trust IRM tour and travel. Therefore, the "Responsive and Friendly" factor is a consideration when making a decision to choose IRM tour and travel.

2. Trust Factor

Factor 2 has an eigenvalue of 1.920 and a total variance of 10.669%. It is somewhat difficult to directly assign a name based on the relationship between the indicators. According to Ghozali (2005), sometimes the naming of a factor is based on the variable/indicator with the highest factor loading. Thus, based on the highest factor loading of 0.853, Factor 2 is named the "Trust" factor because it includes several related indicators. Factor 2 consists of indicators (X1) trust in product quality, (X2) trust in service quality, (X10) clear manasik materials and guidebooks, and (X17) prices in line with financial conditions. This trust factor aligns with the research conducted by Biaz (2020), which states

that trust is one of the factors considered by pilgrims when choosing. Companies must build significant trust to ensure that pilgrims are confident in their decision. Therefore, the "Trust" factor is a determinant when pilgrims are deciding to choose IRM tour and travel.

3. Service Factor

Factor 3 has an eigenvalue of 1.279 and a total variance of 7.108%. Like Factor 2, it is difficult to directly assign a name based on the relationship between the indicators. However, based on the indicators present, Factor 3 is named the "Service" factor because it includes several related indicators. Factor 3 consists of indicators (X5) providing excellent service, (X8) satisfying mutawwif service, and (X9) knowledgeable guides. This service factor is consistent with the research by Wenny and Korry (2021), which highlights that service quality is a major consideration when choosing a umrah travel agency. When good service is provided, pilgrims are more likely to choose that agency. Service should not only be provided during the manasik, departure, and return phases, but also during the registration process, where employees should provide excellent service to convince prospective pilgrims. Therefore, the "Service" factor is a determinant when pilgrims decide to choose IRM tour and travel.

4. Responsibility Factor

Factor 4 has an eigenvalue of 1.214 and a total variance of 6.742%. Naming this factor is also challenging based on the relationship between the indicators. According to Ghozali (2005), sometimes factors are named based on the variable/indicator with the highest factor loading. Based on the highest factor loading of 0.781, Factor 4 is named the "Responsibility" factor because it includes several related indicators. Factor 4 consists of indicators (X4) responsibility, (X14) comfortable facilities, and (X18) price in line with service and facilities. Responsibility is critical when choosing a travel agency. In the midst of widespread umrah travel scams, where irresponsible agencies take money from pilgrims without fulfilling their promises, pilgrims want a travel agency that is responsible and transparent in order to gain their trust. According to some pilgrims, IRM tour and travel is always responsible for all aspects of the umrah pilgrimage, including providing comfortable facilities and ensuring prices match the services and facilities provided. Therefore, the "Responsibility" factor is a determinant when pilgrims decide to choose IRM tour and travel.

5. Security and Location Factor

Factor 5 has an eigenvalue of 1.074 and a total variance of 5.965%. As with the previous factors, it is challenging to assign a name directly based on the relationship between the indicators. However, based on the indicators present, Factor 5 is named the "Security and Location" factor because it includes several related indicators. Factor 5 consists of indicators (X11) responsiveness in handling issues, (X12) guaranteed security, (X13) easily accessible location, and (X19) recommendations from relatives.

The "Security and Location" factor is crucial when making a decision because pilgrims want to ensure they receive the best possible experience during their umrah pilgrimage. Therefore, the "Security and Location" factor is a determinant when pilgrims decide to choose IRM tour and travel. Based on the results of the factor analysis, it can be seen that the decision factors for pilgrims choosing PT. Intan Raudah Madinah (IRM) Tour and Travel have formed into five factors: Responsive and Friendly, Trust, Service, Responsibility, and Security and Location. The most dominant factor is the Responsive and Friendly factor, with an eigenvalue of 8.026 and a total variance of 44.588%. The eigenvalue and total variance of this factor are higher compared to the others.

5. Conclusions and Suggestions

Based on the results and discussions of the factor analysis of decision factors for pilgrims choosing PT. Intan Raudah Madinah (IRM) Tour and Travel, the researcher draws the following conclusions:

1. The results of the factor analysis on the decision factors for choosing PT. Intan Raudah Madinah (IRM) Tour and Travel, based on responses from 131 respondents, showed that out of 18 indicators, after the extraction and rotation process, five factors emerged. These factors are: Responsive and Friendly Factor, Trust Factor, Service Factor, Responsibility Factor, and Security and Location Factor.
2. The most dominant factor in the decision-making process for choosing PT. Intan Raudah Madinah (IRM) Tour and Travel is the Responsive and Friendly Factor.

After conducting the research on the factor analysis of pilgrims' decision-making, the researcher offers the following suggestions:

1. For PT. Intan Raudah Madinah (IRM) Tour and Travel:

It is recommended that IRM Tour and Travel focus on improving and enhancing the factors identified in this study, especially the dominant factor, the Responsive and Friendly factor. This factor includes indicators such as responsiveness to needs, friendliness, safe transportation, and affordable hotels. IRM should improve its responsiveness to the needs of pilgrims, ensuring that employees are attentive to what pilgrims need and providing them with their rights. Additionally, employees should always exhibit friendliness and refrain from bringing personal issues into the workplace, as this could affect their interactions with pilgrims. Moreover, the transportation provided should be safe and meet pilgrims' needs before departure, during the trip, and on their return. The hotels selected should be conveniently located near the holy mosques to save time and reduce fatigue for elderly pilgrims.

By improving these factors, IRM can assure prospective pilgrims that they can meet their needs and expectations, making the "Responsive and Friendly" factor a key consideration in their decision to choose IRM. Furthermore, the other factors should also be improved to build greater trust with pilgrims. This can help expand the customer base and maintain market share.

2. For Future Researchers:

Since the sample in this study was limited to pilgrims who had already completed their umrah pilgrimage with IRM Tour and Travel in February, April, and May 2022, future researchers should consider expanding the sample to include prospective pilgrims as well. Additionally, alternative methods, such as Maximum Likelihood, could be used to compare results. Furthermore, future research could delve deeper into the theoretical aspects of factor analysis to gain a clearer and more comprehensive understanding.

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