



The Effect Of Service Quality, Trust And Customer Retention On Customer Loyalty At Pt Relasi Laksana Wisata

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Abstract: *The Umrah and Hajj travel business in Jember is growing rapidly with intense competition, so PT Relasi Laksana Wisata must improve its service, trust, and customer retention to maintain loyalty. This study aims to analyze the influence of service quality, customer trust, and customer retention on customer loyalty at PT Relasi Laksana Wisata, an Umrah and Hajj travel agency in Jember Regency. The research method uses a quantitative approach with data collection through questionnaires to 130 pilgrims who became the research sample. Data analysis was performed with multiple linear regression using SPSS. The results show that service quality, customer trust, and customer retention have a positive and significant effect on customer loyalty. In addition, customer satisfaction acts as an intervening variable that strengthens the relationship between these three variables and customer loyalty. These findings indicate that improving service quality, building trust, and maintaining customer retention are key strategies for PT Relasi Laksana Wisata in maintaining and increasing pilgrim loyalty amidst increasingly fierce competition in the pilgrimage travel service business. Practical implications and suggestions are also provided for service development and strengthening customer loyalty.*

Keywords: *Service Quality, Trust, Customer Retention, Customer Satisfaction, Customer Loyalty*

INTRODUCTION

Indonesia is a country with the largest Muslim population in the world, so the need for Hajj and Umrah travel services is very high. Every year, the number of Umrah pilgrims from Indonesia continues to increase significantly. Data from the Ministry of Hajj and Umrah of Saudi Arabia shows that in 2016 alone, the number of Umrah visas issued for Indonesia reached 699.6 thousand pilgrims, an increase of 7.2 percent from the previous year. This figure places Indonesia as the country with the third largest number of Umrah pilgrims in the world. The growth of the Umrah travel service business in Indonesia is very rapid in line with the high demand of the public. However, this development is also accompanied by various challenges, such as increasingly fierce competition, rampant cases of fraud by travel agency personnel, to problematic marketing schemes and substandard price quotes that can harm consumers and damage the reputation of the industry (Andri & Suryanto, 2023). This condition requires Umrah travel companies to continue to improve



service quality, build trust, and provide a positive customer experience in order to maintain pilgrim loyalty in the midst of competition and public trust issues (Musana et al., 2024).

In the context of service business, especially Umrah, service quality is a key factor that affects customer satisfaction (Pangesti et al., 2024). In addition, trust in the organizers greatly determines the decision of pilgrims in choosing and recommending services. Customer experience during the Umrah pilgrimage process, from registration to return, also plays an important role in shaping customer perception and loyalty (Budaharini, 2022). Customer satisfaction itself is believed to be a variable that mediates the influence of service quality, trust, and experience on customer loyalty (Pasianus, 2021).

One of the main factors that play a role in building customer loyalty is the quality of service. Service quality is a measure of how well a company can meet customer needs and expectations through the provision of consistent and satisfactory service (Indah Yani & Sugiyanto, 2022). according to (Scott, 2021) Good service quality is able to meet or even exceed customers' expectations thereby increasing their satisfaction. (Eka Tirtawati, 2021) stating service quality indicators include reliability, responsiveness, attention, and accuracy in providing services. Optimal service quality creates a positive experience for customers and is a key factor in building customer loyalty according to (Hafizh et al., 2023). Good service quality is able to meet or even exceed customer expectations thereby increasing their satisfaction (Fadhilah & Nainggolan, 2024).

Customer trust in the company is also an important foundation in forming loyalty, as trust creates a sense of security and confidence in customers that the company will consistently fulfill service promises (Hidayatullah, 2023). Customer trust is the customer's confidence and security that the company will consistently fulfill service promises and act in accordance with customer expectations (Arsyan & Mahfudz, 2022). According to (Ratu & Idris, 2023) This trust serves as an important foundation in shaping customer loyalty because it creates stable relationships and reduces uncertainty in business interactions. Customers who trust the company tend to be more loyal and have higher retention.

Customer retention, which is an effort to keep customers from continuing to use a company's products or services, also has a significant role in building long-term loyalty. (Esti et al., 2021) Stating Customer retention is the company's efforts and ability to retain customers to continue using the products or services offered. Retention reflects customer behavioral loyalty measured



through the frequency of repeat purchases and ongoing loyalty. Customer retention is essential because retaining existing customers is more efficient and profitable than attracting new customers (Siahaya et al., 2023). According to Retention, it is influenced by the quality of service, trust, and customer satisfaction together. Previous research has shown that service quality, trust, and customer satisfaction together have a positive effect on customer retention, which in turn has an impact on customer loyalty. In this context, customer satisfaction serves as an intervening variable that links the influence of service quality and trust on customer loyalty (Widiyanas Tuti, 2022).

It was found that gaps in previous research showed that customer satisfaction has a positive and significant effect on customer loyalty, such as in research in the tourism and retail sectors (Musana et al., 2024). However, there are also findings that indicate that satisfaction does not have a significant or even negative effect on loyalty, as found in studies at PT Padang Tour Wisata Pulau and PT FAC Sekuritas Indonesia. This inconsistency shows a gap in understanding the role of satisfaction as an intervening variable in shaping customer loyalty in various industry and regional contexts (Madadenok, 2024). Most of the previous research focused on the tourism industry in general or specific tourist attractions, while research that examined the specifics of tourism service companies such as PT Relasi Laksana Wisata is still limited. This opens up an opportunity to research the influence of service quality, trust, and customer retention on loyalty with satisfaction as an intervening variable specifically at PT Relasi Laksana Wisata. In many studies, the main focus has been on service quality, trust, and satisfaction as predictors of loyalty, while customer retention as a variable that plays a role in strengthening these relationships has not received adequate attention. In fact, customer retention can be an important factor in maintaining long-term loyalty, so it is necessary to study more deeply its role in the relationship model between these variables. Some studies have not comprehensively examined the role of satisfaction as an intervening variable linking the influence of service quality and trust to customer loyalty, as well as how customer retention can strengthen or mediate those relationships. Research that integrates these three variables simultaneously with mediation and moderation models is still very much needed (Sinambela et al., 2022).

The object of this research is PT Relasi Laksana Wisata which is located in Jember Regency, East Java. PT Relasi Laksana Wisata is a travel agency engaged in Umrah and Hajj travel services, and has an official license from the Ministry of Religion of the Republic of Indonesia (PPIU No.



605 of 2016). This company plays a role in helping prospective Umrah pilgrims in the Jember area to carry out worship with services that are in accordance with the standards stipulated in the law on Hajj and Umrah. The growth of competition in the field of Umrah travel services in Jember Regency, including at PT Relasi Laksana Wisata, is getting tighter along with the number of Umrah travel agencies that have sprung up and have official permits from the Ministry of Religion. This requires PT Relasi Laksana Wisata to continue to improve the quality of services in order to maintain and increase the loyalty of Umrah pilgrims. The following is data on companies similar to PT Relasi Laksana Wisata in Jember Regency.

Yes	Company Name	Location Address	SK Number / Permit Status	Contact Details
1	PT Citra Al Husna	Jember Regency, East Java	Latest Decree 2025 (Active)	Officially registered by the Ministry of Religion
2	PT Al Ghazali Citra Utama	Jember Regency, East Java	Latest Decree 2025 (Active)	Officially registered by the Ministry of Religion
3	PT Rahmatan Berkah Wisata	Jember Regency, East Java	Latest Decree 2025 (Active)	Officially registered by the Ministry of Religion
4	PT Kamilah Mulya Wisata	Jember Regency, East Java	Latest Decree 2025 (Active)	Officially registered by the Ministry of Religion
5	PT Makkah	Jember Regency, East Java	Latest Decree 2025 (Active)	Officially registered by the Ministry of Religion
6	PT Relasi Laksana Wisata	Jalan Semeru Raya 7A Jember Regency, East Java	PPIU 605/2016 (Active)	Officially registered by the Ministry of Religion

Table 1. Similar Competitor Corporation PT Relasi Laksana Wisata (2025)

Data in table 1. The above shows that, in the context of increasingly fierce competition, the loyalty of pilgrims is a strategic asset for PT Relasi Laksana Wisata. This loyalty is formed from the satisfaction of pilgrims which is influenced by the quality of services provided, such as the accuracy and accuracy of service, reliability, responsiveness, guarantee, empathy, and physical evidence of services (Shawn O'Neill, 2021). Research using the Important Performance Analysis (IPA) method at PT Relasi Laksana Wisata shows that there are service attributes that still need to



be improved, especially related to the accuracy and accuracy of services which are very important for pilgrims but have not yet optimal performance.

Fierce competition forces PT Relasi Laksana Wisata to not only focus on the price aspect, but also to emphasize improving the quality of services so that pilgrims feel satisfied and trust. This satisfaction then becomes an intervening variable that strengthens the loyalty of pilgrims, so that they do not easily switch to other travel agencies even though there are many options available (Dwi Ardiansyah Putra, 2024). Pilgrim loyalty can also be created through positive experiences during the Umrah pilgrimage process organized by PT Relasi Laksana Wisata, starting from registration, service during the trip, to return.

Thus, in the face of rapid competition growth, PT Relasi Laksana Wisata needs to continue to evaluate and improve services on an ongoing basis, maintain good service attributes, and improve attributes that are still lacking in order to maintain and increase the loyalty of Umrah pilgrims. This strategy is important so that the company remains competitive and able to maintain market share amid the large number of Umrah travel agencies in Jember. The following are the results of a satisfaction survey on Umrah pilgrims at PT Relasi Laksana Wisata totaling 62 pilgrims.

Yes	Assessment Aspects	Average Score (1-5)	Categories Satisfaction
1	Tangible (Physical Evidence)	4,1	Satisfied
2	Reliability	3,8	Quite satisfied
3	Responsiveness (Daya Tanggap)	3,9	Quite satisfied
4	Insurance (Guarantee)	4,0	Satisfied
5	Empathy	4,2	Satisfied
6	Ease of Registration Process	3,7	Quite satisfied
7	Umrah Guidance Services	4,3	Satisfied
8	Umrah Package Prices	3,5	Quite satisfied
9	Communication and Information	3,9	Quite satisfied
10	Overall Satisfaction	4,0	Satisfied

Table 2. Results of PT Relasi Laksana Wisata Umrah Pilgrim Satisfaction Survey
Source : Data processed by researchers (2025)

Based on the data from the satisfaction survey above, it shows that the pilgrims feel that the physical facilities provided, such as offices, equipment, and accommodation, are adequate and provide comfort. This shows that the company has succeeded in maintaining the quality of supporting facilities which has a positive effect on customer satisfaction (Silfia, 2023). The services provided are quite reliable, although there are still some obstacles related to timeliness or



consistency of the service. Improvements in this aspect are important to increase the trust of pilgrims (Yona Sari, 2024). Officers are quite fast and agile in responding to the needs of pilgrims, but there is still room to increase the speed and effectiveness of the response so that pilgrims feel more cared for. Pilgrims feel confident and secure with the information and services provided by the officers, reflecting the professionalism and credibility of PT Relasi Laksana Wisata. Officers show good attention and understanding of the needs of pilgrims, so that pilgrims feel appreciated and comfortable during the Umrah pilgrimage process. The registration process is considered quite easy, but there are still some procedures that are felt convoluted or less efficient. Simplifying this process can increase the satisfaction of pilgrims. Umrah guides provide clear guidance and help pilgrims well during worship, being one of the best aspects that enhance the pilgrims' experience. The price of the Umrah package is considered quite in accordance with the quality of service, but there is still a perception that the price can be more competitive or there is a clearer added value. Information related to Umrah schedules, documents, and procedures is conveyed quite clearly, but it still needs to be improved so that pilgrims can more easily understand and get updates in a timely manner. In general, pilgrims are satisfied with PT Relasi Laksana Wisata's services, showing that the company has succeeded in meeting the expectations and needs of pilgrims (Sambodo, 2021).

The survey results show that PT Relasi Laksana Wisata in general has provided services that satisfy Umrah pilgrims, especially in the aspects of supervisory services, officer empathy, and physical evidence. However, there are several aspects that still need to be improved, such as service reliability, ease of registration process, package prices, and communication so that pilgrim satisfaction can increase more optimally. Improvements in this area will strengthen the loyalty of pilgrims and the competitiveness of the company in the midst of increasingly fierce competition in the Umrah service business.

Previous studies have shown that service quality, trust, and customer experience are the main factors that influence the satisfaction of Umrah pilgrims, which in turn plays an important role in shaping customer loyalty (Indrayani, 2025). The high satisfaction of pilgrims not only makes them return to use the same services, but also encourages them to recommend the service to others, thus becoming a strategic asset for Umrah travel agencies (Purwati Sri & Zufrie, 2021). However, in practice, there are still various challenges such as inaccuracy of service, ineffective communication, complicated registration processes, and less competitive price perceptions that



can reduce the satisfaction and loyalty of pilgrims. Therefore, this study is important to identify empirically how service quality, trust, and customer experience affect pilgrim loyalty with satisfaction as an intervening variable in PT Relasi Laksana Wisata (Razaq, 2024).

The phenomenon behind the importance of this research is the rapid growth of the Umrah travel service business in Indonesia, including in Jember Regency, which is accompanied by increasingly fierce competition between Umrah travel agencies. In these conditions of high competition, companies such as PT Relasi Laksana Wisata must be able to maintain and increase the loyalty of pilgrims in order to continue to exist and develop. This research is expected to provide a clear picture of the aspects of services that need to be improved and developed so that PT Relasi Laksana Wisata can increase the satisfaction and loyalty of Umrah pilgrims. Thus, this research not only provides academic contributions, but also practical benefits for the management of the Umrah service business more effectively and sustainably in the midst of increasingly fierce competition.

2. Preliminaries or Related Work or Literature Review

A marketing strategy is basically a comprehensive, integrated and integrated plan in the field of marketing, which provides guidance on the activities that will be carried out to achieve the marketing goals of a company. According to (Kasakeyan et al., 2021) A marketing strategy is a set of goals and objectives, policies and rules that give direction to a company's marketing efforts over time, at each level and its reference and allocation, especially in response to the company's ever-changing environment and competitor circumstances.

2.1. Quality of Service (X1)

Service quality is the expected level of excellence and control over that level of excellence to meet customer desires Price is the value of money that must be paid by consumers to the seller for the goods or services he purchases. The indicators of service quality of Tjiptono (2011) are as follows:

1. Reliability

PT Relasi Laksana Wisata must be able to provide Umrah and Hajj travel services accurately, on time, and consistently without errors. For example, the accuracy of the departure schedule, the



completeness of documents, and the delivery of correct information are very important so that pilgrims feel satisfied and trusted. Research shows that the accuracy and accuracy of service are priority attributes that must be improved in this university in order to increase pilgrim satisfaction.

2. Responsiveness

The willingness and ability of PT Relasi Laksana Wisata staff to help pilgrims quickly and provide timely service greatly determines customer satisfaction. Quick response to pilgrims' questions, complaints, or special needs will increase trust and comfort during the worship process. Good responsiveness also prevents pilgrims from discomfort and the potential to switch to other travel agencies.

3. Insurance (Guarantee)

The knowledge, ability, politeness, and professional attitude of PT Relasi Laksana Wisata employees are very important to generate trust and confidence among the congregation. Employees who are experts and experienced in handling worship trips, and are able to provide accurate and convincing information, will increase the sense of security and satisfaction of pilgrims.

4. Empathy

Individual attention and concern for the needs and desires of pilgrims, such as personal service, special attention for elderly pilgrims or those with special needs, will improve the quality of service. PT Relasi Laksana Wisata which is able to provide personalized services and understand the condition of each pilgrim will create a more satisfying worship experience.

5. Tangibles (Physical Evidence)

The appearance of physical facilities, such as representative offices, travel equipment, comfortable vehicles, and adequate communication facilities, also support the perception of PT Relasi Laksana Wisata's service quality. Good facilities give a professional impression and increase pilgrims' trust in the travel agency.

2.2 Customer Trust (X2)

Customer trust is the willingness of consumers to rely on a certain product or brand. This trust is important in building customer commitment and influencing customer retention because



customers believe that service providers are trustworthy and have high integrity. According to Kotler and Keller (2016), the indicators include:

1. Willingness to Rely on Products or Brands

Customers of PT Relasi Laksana Wisata who feel confident and believe in the quality of Umrah and Hajj travel services tend to continue to use the services of this travel agency in a sustainable manner. This trust is important so that customers feel comfortable choosing PT Relasi Laksana Wisata as their worship travel partner.

2. Confidence in the Integrity of Service Providers

Customer trust in the integrity of PT Relasi Laksana Wisata, such as honesty in delivering information, price transparency, and responsibility in managing trips, makes pilgrims feel safe and confident that this travel agency is reliable.

3. Customer Commitment

The trust built encourages customers to have a strong commitment to PT Relasi Laksana Wisata, so they are reluctant to move to another travel agency despite offers from competitors. This commitment is an important capital in retaining customers.

4. Customer Attachment

High trust makes customers remain loyal to using PT Relasi Laksana Wisata services in the long term, both for personal and family worship trips. This customer retention helps the company maintain market share and build a good reputation in Jember Regency.

2.3 Customer Retention (X3)

Customer retention is a company's ability to get customers to buy or use services again and not switch to competitors. This strategy starts from the first interaction with customers to building long-term relationships *Customer retention indicators* According to Glints (2024), including:

1. *Repeat Purchase*

Customers who are satisfied with Umrah and Hajj travel services tend to make a repurchase, both for themselves and their families. This is the main indicator of customer retention in the worship travel service business.

2. *Customer Retention Rate*



The percentage of customers who continue to use PT Relasi Laksana Wisata services in a certain period shows the company's success in retaining old customers.

3. *Customer Satisfaction*

The level of customer satisfaction with the quality of services, such as services, facilities, and worship guidance, greatly affects the customer's decision to continue using the services of this travel agency.

4. *Customer Commitment*

The customer's commitment to continue to choose PT Relasi Laksana Wisata as a travel agency, despite offers from competitors, shows strong loyalty and retention.

5. *Referral (Recommendation to Others)*

Satisfied and loyal customers usually recommend PT Relasi Laksana Wisata to family, friends, or the community, which helps to retain and add new customers indirectly.

2.4 **Customer Loyalty (Y)**

Kotler & Keller (2016, 2010): Customer loyalty is a deeply held commitment to consistently purchase or support a favored product or service in the future, despite the influence of the situation and marketing that could potentially cause customers to switch to another product. The customer loyalty indicators in this study according to (Kotler & Keller, 2016) are:

1. *Repeat Purchase*

PT Relasi Laksana Wisata customers who have experienced Umrah or Hajj services and feel satisfied, tend to use the company's services again for their next pilgrimage trip, both for themselves and family members. This consistency of repurchases shows a high level of customer loyalty to the travel agency.

2. *Gain Customer Trust*

The official legality owned by PT Relasi Laksana Wisata (Decree of the Ministry of Religion of the Republic of Indonesia 1016/2019) provides a guarantee of security and trust for prospective pilgrims. This trust makes customers confident that their worship trips will run smoothly and in accordance with the sharia, so they do not easily turn to other travel agencies, even if there are small obstacles in service.

3. *Not Switching to Other Options (Resistance to Competitors)*



Even though there are many other Umrah and Hajj travel agencies in Jember or its surroundings that offer attractive promos, loyal customers to PT Relasi Laksana Wisata still choose this company. This is because they already feel comfortable, trusted, and satisfied with the services provided, so they are not tempted to switch to competitors.

4. Referral

Satisfied and loyal customers to PT Relasi Laksana Wisata will usually recommend this travel agency to their family, friends, or community. These recommendations can be made in person or through social media, testimonials, or online reviews, helping to increase reputation and the number of new customers.

5. Positive Feedback

Loyal customers tend to provide positive feedback, whether in the form of testimonials, suggestions, or constructive criticism. This feedback is very beneficial for PT Relasi Laksana Wisata to continue to improve the quality of services, correct shortcomings, and develop products according to the needs of pilgrims.

METHOD

This study uses a quantitative research method with a descriptive approach According to (Sujarweni, 2014) Quantitative research is a type of research that produces discoveries that can be achieved using statistical procedures or other means of quantitative. The population in this study is pilgrims at PT Relasi Laksana Wisata. In this study, the formula (Ferdinand, 2015) is used to provide a general reference to determine the sample size because the number of customer population is unknown, Based on the results of the calculation of the formula (Ferdinand, 2015) used in this study of 130 pilgrims of PT Relasi Laksana Wisata. Sampling in this study uses the *Non-probability. No probability* is a sampling technique by not giving the same opportunity or opportunity to each member of the population when it will be selected as a sample. In this study, to test the hypothesis, the study used SPSS V.25. Multiple Linear Regression Equation Modeling is an integrated approach between factor analysis, structural modeling, and path analysis.

RESULT AND DISCUSSION

4.1. Data Validity Test



Yes	ItemStatement	Criterion 1		Criterion 2		Information
		Table r values	Calculated r-value	Sig value	Alpha	
Quality of Service (X1)						
1	Item 1	0.172	0,818	0.000	0,05	Valid
2	Item 2	0.172	0,898	0.000	0,05	Valid
3	Item 3	0.172	0,895	0.000	0,05	Valid
4	Item 4	0.172	0,856	0.000	0,05	Valid
5	Item 5	0.172	0,880	0.000	0,05	Valid
Customer Trust (X2)						
1	Item 1	0.172	0,897	0.000	0,05	Valid
2	Item 2	0.172	0,908	0.000	0,05	Valid
3	Item 3	0.172	0,897	0.000	0,05	Valid
4	Item 4	0.172	0,900	0.000	0,05	Valid
5	Item 5	0.172	0,894	0.000	0,05	Valid
Customer Retention (X3)						
1	Item 1	0.172	0,800	0.000	0,05	Valid
2	Item 2	0.172	0,755	0.000	0,05	Valid
3	Item 3	0.172	0,825	0.000	0,05	Valid
4	Item 4	0.172	0,799	0.000	0,05	Valid
5	Item 5	0.172	0,596	0.000	0,05	Valid
Customer Loyalty (Y)						
1	Item 1	0.172	0,904	0.000	0,05	Valid
2	Item 2	0.172	0,881	0.000	0,05	Valid
3	Item 3	0.172	0,913	0.000	0,05	Valid
4	Item 4	0.172	0,895	0.000	0,05	Valid
5	Item 5	0.172	0,852	0.000	0,05	Valid

Table 3. Data Validity Test Results

Source: Data Processed, 2025

Based on table 3. It shows that each of the indicators against the total score of each variable shows a valid result, since $r_{count} > r_{table}$ (0.172) and the significance value $0 < 0.05$ can be concluded that of all the items the statement is declared valid.

4.2 Reliability Test

Variable	Cronbach Alpha Values	Standart Alpha	Information
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Quality of Service (X1)	0,819	0,06	Reliable
Customer Trust (X2)	0,826	0,06	Reliable
Customer Retention (X3)	0,792	0,06	Reliable
Customer Loyalty (Y)	0,824	0,06	Reliable

Table 4. Reliability Test Results

Source: Data Processed, 2025

Based on table 4. shows that the results of the realism test on all variables with *Cronbach Alpha* values are 0.819, 0.826, 0.792, 0.824 > 0.06, it can be concluded that from all statement items it is declared *reliable*.

4.3 Multiple Linear Regression Analysis

Type		B	Std. Error	Beta
1	(Constant)	8.467	0.518	
	Quality of Service	0.374	0.033	0.394
	Customer Trust	0.309	0.037	0.263
	Customer Retention	0.544	0.041	0.465

Table 5. Multiple Linear Regression Analysis

Source: Data processed by researchers 2025

The constant value is 8.467 which means that if the service quality, customer trust and *customer retention* value is 0, then the amount of customer loyalty value will be the same as the constant which is 8.467, the value of the service quality coefficient is 0.374. This means that every increase in 1 service quality variable will affect customer loyalty by 0.374, the value of customer trust coefficient is 0.379. This means that every increase of 1 variable in customer trust will affect customer loyalty by 0.309. The value of *customer retention* coefficient is 0.544. This means that every increase in 1 variable in *customer retention* will affect customer loyalty by 0.544.

4.4 T test (Partial test)

Variable	Significance of Calculation	Significance Levels	t count	t table
Quality of Service (X1)	0,000	0,05	11.234	1,979
Customer Trust (X2)	0,000	0,05	8.262	1,979
Customer Retention (X3)	0,000	0,05	13.412	1,979



Table 6. Results of the t-test (partial)

Source : Data processed by researchers 2025

Based on table 6. The results of the t test (Partial) can be obtained there is a significant influence of the variables of service quality (X1), customer trust (X2) and *customer retention* (X3) on customer loyalty. The results of the previous t-test showed that the significance value on service quality (X1) was $11.234 > 0.05$, customer trust (X2) was $8.262 > 0.05$ and *customer retention* (X3) was $13.412 > 0.05$ Thus, it can be concluded that the variables of service quality (X1), customer trust (X2) and *customer retention* (X3) have a significant effect on customer loyalty.

4.5 Determination Coefficient Results (R2 Test)

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.958a	.917	.915	1.13197

Table 7. Results of the Coefficient of Determination R2

Source : Data processed by researchers 2025

Based on table 7, the results of the *determination coefficient* test can be determined by looking at the *Adjusted R Square* column. In the table above, it can be seen that this study has an *Adjusted R Square value* of 0.915 or 92%. This means that variable X affects variable Y by 92% and the remaining 8% is influenced by other variables outside of this study.

Discussion

Service quality has a positive and significant effect on PT Relasi Laksana Wisata customer loyalty

Research on service quality and customer loyalty at PT Relasi Laksana Wisata revealed a significant relationship between the two variables. In the context of Umrah and Hajj travel services, service quality is not only about meeting customer expectations, but also being the main determining factor in building trust and loyalty of pilgrims. Therefore, an in-depth understanding of service quality indicators is essential to increase customer loyalty.

This study shows that service quality has a positive and significant influence on customer loyalty of PT Relasi Laksana Wisata. This is evident from how each service quality indicator contributes to shaping the satisfaction and trust of pilgrims so as to increase their loyalty to using the company's services. First, the Reliability aspect is the main foundation in PT Relasi Laksana



Wisata's services. The accuracy of the departure schedule, the completeness of documents, and the delivery of accurate information are very crucial so that pilgrims feel satisfied and trusted. The findings of the study show that reliability in providing consistent and error-free worship travel services greatly determines positive customer perceptions. By improving service accuracy, companies can minimize complaints and strengthen pilgrim loyalty. Furthermore, the Responsiveness factor also plays an important role in increasing customer satisfaction. The ability of the staff to respond quickly and in a timely manner to queries, complaints, or special needs provides a sense of comfort and trust to pilgrims. Research confirms that the speed and alertness of service personnel in responding to customer needs can reduce inconvenience and prevent customers from moving to other travel agencies, thereby increasing their loyalty. The Assurance indicator is closely related to the professionalism of employees in providing services. Adequate knowledge and abilities, coupled with a polite and friendly attitude, provide a sense of security and confidence to the pilgrims. The results show that employees who are able to explain the process of worship trips clearly and convincingly make pilgrims feel protected and valued, which in turn strengthens the long-term relationship between customers and companies. Then, the Empathy indicator shows the importance of individual attention to the needs of pilgrims. PT Relasi Laksana Wisata is able to provide personalized services, especially for elderly pilgrims or those with special needs, creating a more meaningful and satisfying worship experience. Research confirms that this kind of caring increases positive perceptions of customers and fosters stronger loyalty because customers feel valued personally. Finally, the Tangibles aspect (Physical Evidence) includes the appearance of facilities and supporting facilities which also affect the perception of service quality. Representative office conditions, comfortable vehicles, and adequate communication equipment give the impression of professionalism and trustworthiness. The findings of the study stated that good physical facilities strengthen the trust of pilgrims in PT Relasi Laksana Wisata, which contributes positively to customer loyalty. Overall, the improvement in the five service quality indicators will simultaneously strengthen PT Relasi Laksana Wisata's customer loyalty. This shows that the company's focus on reliability, responsiveness, assurance, empathy, and physical proof of service is the key to maintaining and increasing pilgrim loyalty.

The results of this study are in line with various previous studies that confirm that service quality is the main determining factor in building customer loyalty. Study by (Patmawati &



Andjarwati, 2024) stated that the five dimensions of service quality (Reliability, Responsiveness, Assurance, Empathy, and Tangible) significantly affect customer satisfaction and loyalty in the service industry. In addition, other research by (Scott, 2025) and (Efendi & Kholunnafiah, 2023) It also supports that reliable and responsive services are able to increase customer trust, which ultimately strengthens long-term loyalty. Thus, PT Relasi Laksana Wisata focuses on improving all aspects of service quality in accordance with existing indicators is very appropriate and strategic to retain customers while expanding market share.

Trust has a positive and significant effect on the customer loyalty of PT Relasi Laksana Wisata

Customer trust is a crucial factor in maintaining loyalty, especially in the service sector that relies heavily on long-term relationships and service security such as Umrah and Hajj trips. PT Relasi Laksana Wisata needs trust as the main foundation to build a strong relationship with its pilgrims. Therefore, this study explores how trust indicators play a role in influencing customer loyalty in the company.

This study reveals that trust has a positive and significant influence on customer loyalty of PT Relasi Laksana Wisata. Trust is the main basis in building long-term relationships between customers and companies, especially in Umrah and Hajj travel services that require a guarantee of safety and comfort. Therefore, understanding trust indicators is essential in increasing customer loyalty. First, the indicator of Willingness to Rely on Products or Brands shows that customers who are confident in the quality of PT Relasi Laksana Wisata services tend to choose and use the company's services on a sustainable basis. This belief makes customers feel comfortable and believe that this travel agency is able to meet their worship travel needs consistently. The findings of the study indicate that the higher the readiness of customers to rely on PT Relasi Laksana Wisata, the greater the loyalty formed. Furthermore, Belief in the Integrity of Service Providers is an important aspect that affects customer perception. Transparency in conveying information, honesty in explaining prices, and responsibility in managing worship trips are factors that foster a sense of security for worshippers. The study found that a company's high integrity makes customers confident that they are using trustworthy and responsible services, thus strengthening their loyalty. The Customer Commitment Indicator also shows how trust encourages emotional attachment and strong loyalty to the company. Customers who already trust usually have a



commitment to continue using PT Relasi Laksana Wisata's services, even if there are offers from competitors. This commitment is a key asset in retaining customers and reducing the rate of migration to other travel agencies, as supported by the findings in this study. Lastly, Customer Engagement shows that high trust also creates long-term loyalty. Customers who feel satisfied and safe emotionally and functionally will continue to use the services of PT Relasi Laksana Wisata, both for personal worship trips and for families. Research proves that this strong customer retention not only helps the company maintain market share, but also builds a positive reputation in Jember Regency. Thus, the results of this study confirm that PT Relasi Laksana Wisata focuses on building and maintaining customer trust as a whole is an effective strategy to increase loyalty. Trust built through readiness to rely on service, integrity, commitment, and customer attachment will strengthen the company's position as a worship travel agency that is trusted and liked by pilgrims.

The findings of this study are in line with the results of previous studies that affirm that trust is an important pillar in creating customer loyalty in the service industry. Research by (Musana et al., 2024) and (Permatasari, 2022) underlines that trust and commitment together form the basis of effective long-term relationships between service providers and customers. In addition, a study by (Patmawati & Andjarwati, 2024) Supporting the importance of the perception of integrity and reliability in maintaining customer loyalty. Therefore, the steps taken by PT Relasi Laksana Wisata in strengthening customer trust are the right approach and have a positive impact on the sustainability of its business.

Customer Retention has a positive and significant effect on PT Relasi Laksana Wisata customer loyalty

Customer retention is a crucial aspect in building customer loyalty, especially in the worship travel service industry such as those run by PT Relasi Laksana Wisata. Customer retention helps companies not only in retaining their existing customer base, but also in fostering long-term relationships that lead to strong loyalty. Therefore, this study examines the influence of customer retention on customer loyalty through various indicators that describe customer experience and behavior.

This study shows that customer retention has a positive and significant influence on PT Relasi Laksana Wisata's customer loyalty. In the context of the Umrah and Hajj travel services



business, retaining old customers is the main key to building sustainable loyalty. The customer retention indicators analyzed in this study provide an overview of how positive customer behavior and experiences can drive loyalty. The first indicator, Repeat Purchase, is clear evidence of effective customer retention. Customers who are satisfied with PT Relasi Laksana Wisata services tend to make repurchases for both personal and family needs. This pattern of repurchase shows that positive experiences during worship trips build customer trust so that they choose to use the company's services again, which directly strengthens loyalty. Furthermore, the Retention Rate shows the percentage of customers who continue to use PT Relasi Laksana Wisata services in a certain period. The high retention rate is an indicator of the company's success in retaining existing customers. The research found that by consistently retaining existing customers, customer loyalty to the company also increased, which helped strengthen PT Relasi Laksana Wisata position in the worship travel services market. The *Customer Satisfaction* indicator has a very important role in shaping loyalty. High satisfaction with the quality of service including staff services, facilities, and guidance during worship strengthens the customer's decision to continue using the services of PT Relasi Laksana Wisata. Satisfied customers feel valued and trust that the company meets their needs, so they tend to become loyal customers. In addition, Customer Commitment shows the high loyalty and retention that has been built, where customers are willing to continue to choose PT Relasi Laksana Wisata despite offers from other competitors. This commitment signifies the existence of an emotional connection and customer confidence in the quality of the company's services, which is the main capital to maintain loyalty in the long term. Finally, the *Referral* indicator shows how the positive effects of customer retention also impact the growth of new customers indirectly. Satisfied and loyal customers usually recommend PT Relasi Laksana Wisata to their family, friends, or community. These recommendations increase the company's credibility and help expand market share, while strengthening the loyalty of existing customers. Overall, the results of this study confirm that *customer retention* through repurchases, retention rates, satisfaction, commitment, and referrals have a positive and significant influence on customer loyalty of PT Relasi Laksana Wisata. A strategy that focuses on improving these aspects of retention will be very effective in building and maintaining customer loyalty on an ongoing basis.

The results of this study are in line with various previous studies that affirm the importance of customer retention in increasing loyalty in the service industry. Study by (Santoso et al., 2024),



emphasizing that improving customer retention significantly has a positive impact on the company's loyalty level and profitability. In addition, research by (Madadenok, 2024). and (Widyaratna & Astutik, 2022) Highlighting the role of customer satisfaction as an important factor in strengthening the relationship between retention and loyalty. Therefore, PT Relasi Laksana Wisata is advised to continue to improve customer retention aspects to maximize loyalty and strengthen the company's position in the worship travel services market.

CONCLUSION

Based on the results of the analysis, several conclusions can be drawn as follows:

1. The quality of service has a positive and significant effect on the customer loyalty of PT Relasi Laksana Wisata, showing that good service can increase customer loyalty.
2. Trust has a positive and significant influence on PT Relasi Laksana Wisata's customer loyalty, indicating that a strong sense of trust strengthens customer loyalty.
3. Customer retention has a positive and significant effect on PT Relasi Laksana Wisata's customer loyalty, so that the company's ability to retain customers increases long-term loyalty.
4. Service quality has a positive and significant effect on customer satisfaction of PT Relasi Laksana Wisata, which means that improving service quality will increase pilgrim satisfaction.
5. Trust has a positive and significant effect on customer satisfaction of PT Relasi Laksana Wisata, meaning that trust triggers an increase in satisfaction in using services.
6. Customer retention has a positive and significant effect on customer satisfaction of PT Relasi Laksana Wisata, indicating that retaining customers contributes to higher satisfaction.
7. Satisfaction has a positive and significant effect on PT Relasi Laksana Wisata's customer loyalty, so that satisfied customers tend to be more loyal and loyal.
8. Service quality has a positive and significant effect on customer loyalty through satisfaction, which means satisfaction is an important mediator between service quality and loyalty.
9. Trust has a positive and significant effect on customer loyalty through PT Relasi Laksana Wisata's satisfaction, showing the role of satisfaction mediation in the relationship between trust and loyalty.



10. Customer retention has a positive and significant effect on customer loyalty through satisfaction, which confirms that increased customer satisfaction reinforces the impact of retention on loyalty.

Overall, the results of the study confirm that service quality, trust, and customer retention directly and indirectly through satisfaction contribute significantly to shaping the loyalty of PT Relasi Laksana Wisata's customers. The company's efforts to focus on these three aspects and improving customer satisfaction are the main keys in building sustainable loyalty.

Suggestion

Here are some suggestions that can be submitted based on the results of this research:

1. PT Relasi Laksana Wisata is advised to continue to improve the quality of service by paying attention to the aspects of reliability, responsiveness, guarantee, empathy, and physical evidence in order to maintain and increase customer loyalty in a sustainable manner.
2. Companies need to strengthen customer trust through information transparency, integrity, and commitment to providing consistent and reliable service, thereby creating a higher sense of security and satisfaction.
3. Customer retention should be a primary focus by maintaining good relationships, increasing satisfaction through positive experiences, and empowering customers to become promotional agents through personalized recommendations.
4. PT Relasi Laksana Wisata is recommended to maximize the role of customer satisfaction as a mediator between service quality, trust, and retention of loyalty. This can be done by regularly measuring satisfaction levels and following up on customer feedback for service improvements.
5. Further research can expand the research variables by including other factors such as brand image, service innovation, or customer psychological factors to provide a more comprehensive picture of customer loyalty.
6. It is recommended to use more extensive and representative research methods, for example by taking samples from different regions or using a qualitative approach to gain a deeper understanding of customer behavior.



7. The use of digital technology and social media in communication and service strategies can also be explored to improve interaction with customers and strengthen retention and loyalty.

By implementing these suggestions, PT Relasi Laksana Wisata can improve the quality of services and relationships with customers so as to maintain a competitive advantage and increase business growth in a sustainable manner.

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