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International Journal of Social Science and Business
Volume xx, Number xx, 2022, pp. xx-yy
P-ISSN: 2614-6533 E-ISSN: 2549-6409
Open Access: https://dx.doi.org/10.23887/ijssb.v6i1

THE EFFECT OF CUSTOMER PERCEPTION VALUE ON CUSTOMER SATISFACTION ON CONSUMERS OF RELIGIOUS TOUR PACKAGES IN BEKASI-WEST JAVA; PURCHASE INTENTION AS AN INTERVENING VARIABLE

Dhian Tyas Untari[1], Fata Nidaul Khasanah[1], Timorora Sandha Perdhana[1], Tulus Sukreni[1], Fakhrudin[2], Basuki Antariksa[2],Yanuar Farida Wismayanti[2]

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ARTICLE INFO

Article history:
Received March 19, 2021
Revised April 03, 2021
Accepted May 01, 2021
Available online May 25, 2021

Keywords:
Marketing, Religious tourism, Customer Perceived Value, Purchase Intention, Customer Satisfaction

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ABSTRACT

In the business concept of being a provider of religious tour packages, creating, improving and maintaining customer satisfaction is one of the most important things, considering that competition in the tour and travel business is getting tougher. One dimension that influences Customer Satisfaction is Customer Perceived Value. Creating, enhancing and maintaining Customer Perceived Value is the foundation for marketing, where companies try to provide better value than competitors. Based on this background, the research objective is to analyze the effect of Customer Perceived Value on Customer Satisfaction with Purchase Intention as an Interverning variable for consumers of religious tour packages in Bekasi. The research involved 300 tourists spread across the Greater Jakarta area. The criteria for determining respondents are those who have enjoyed religious tour packages provided by 10 religious tour package providers based in Bekasi (30 people each per religious tour package operator). This data analysis is based on data obtained from the results of the questionnaires distributed, then processed using statistical methods. Statistical testing on the path analysis model was carried out using the Partial Least Square (PLS) method. The results of the study show that Customer Perceived Value has a positive and significant influence on Customer Satisfaction, Customer Perceived Value has a positive and significant influence on Purchase Intention and Purchase Intention has a considerable influence on Customer Satisfaction.

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1. INTRODUCTION

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The development of Indonesian tourism has experienced ups and downs and is not always proportional to the times. This also applies to religious tourism in Indonesia. Many potential tourism objects are visited by both domestic and foreign tourists. Religious tourism is a potential market niche that has very specific market segments and targets (Untari, 2019). In this regard, the Government should strive to increase religious tourism objects by planning and carrying out a mature and effective strategy so that religious tourism can play an active role in increasing foreign exchange in Indonesia (Untari et al., 2017).

Religious tourism is carried out in order to take compassion or lessons from Allah's creation or the history of human civilization to open the heart so as to raise awareness that life in this world is not eternal (Fatimah, 2015). Tourism is essentially a journey to witness the signs of God's power, its implementation in tourism is related to the da'wah process by instilling belief in the existence of signs of God's greatness as evidence shown in the form of verses in the Qur'an (Ali et al., 2019).

The tourism sector is a sector that has the potential to be developed as a source of regional income (Untari, 2020), so programs for the development and utilization of regional tourism resources and potential are expected to contribute to economic development (Ali et al., 2019). Tourism is seen as an activity that

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has a multidimensional nature of the development process. The development of the tourism sector involves socio-cultural, economic and political aspects (Untari, 2019). Therefore, the development of the tourism sector is seen as a strategic asset to encourage development in certain areas that have tourism potential and provide benefits to many parties from government, society and the private sector (Comerio et al, 2018). This is because tourism is a sector that is considered profitable to be developed as one of the assets that is used as a promising source for the government and the community around tourist objects (Fadhli et al, 2019).

The development of religious tourism, various motives of tourists in carrying out religious tourism. Religious tourism in general review by Chotib is defined as religious tourism, which is a type of tourism product related to the religious side of humanity (Pearson et al, 2012). Religious tourism is related to the intentions and goals of tourists in order to obtain blessings, compassion, tausiah and wisdom in their lives. But often also for specific purposes such as to obtain blessings, inner strength, firmness of faith and even abundant wealth (Tohiharan, 2018). Meanwhile, in a review of rituals, Chotib mentions the general form of religious tourism that is usually carried out by the community, namely pilgrimages to visit the graves of saints, scholars, sultans, warriors, ancestors, and families with the aim of praying and showing respect for them. This motivates the pilgrims to hope for blessings or good luck because the figures residing in the tomb are considered to have extraordinary prowess(Ho et al, 2014). Their belief is that the tomb can invite blessings for pilgrims who perform penance solemnly and sincerely (Leninkumar, 2017). Based on this background, the research objective is to analyze the effect of Customer Perceived Value on Customer Satisfaction with Purchase Intention as an Interverning variable for consumers of religious tour packages in Bekasi.

LITERATURE REVIEW

Customer Perceived Value

Purchase Intention is the customer's perception and evaluation of how beneficial the relationship with the supplier is from the benefits and sacrifices given. Going deeper, Pearson et al (2012) identify two types of benefits, namely core benefits, which are core requirements in customer-supplier relationships, and add-on benefits, which are other attributes that do not have to exist, but add value to customer-supplier relationships. The development of Purchase Intention is considered as the center of the marketing concept and the source of competitive advantage (Lin and Sun, 2009). Kotler & Keller (2016) suggest starting from a value exploration process to get an understanding of what customers think, want, do, and worry about. After knowing this, the company can proceed with value development.

According to Hussain and Ali (2015) the perceived value felt by consumers can be measured by four dimensions, namely, emotional value, social value, quality/performance value and price/value for money. value (price/value for money). Emotional value is a utility that comes from the affective component, namely positive feelings from consuming the product. Emotional value is felt when the products or services provided can evoke feelings. In this component it is assumed that consumers evaluate several alternative choices and use their emotional connection to choose the destination brand.

Social value is a utility derived from the product's ability to enhance consumers' social self-concept. This utility leads to products or services, social value related to social acceptance and increased self-image among individuals and society. Support for the importance of social reputation in the form of price will affect the amount of use of a product or service that is shared with others. Quality/performance value is a utility that is obtained from the perception of the expected quality and performance of the product. Performance is the result of changing the quality dimension which represents the totality of physical work performed. Performance is a critical essence in every brand. If a brand cannot carry out the functions according to the design to be purchased, consumers will not buy products and brands that have low equity. Price/value for money value is the utility obtained from the product due to the influence of short-term and long-term costs. Price (price) is the definition of value as perceived brand utility relative to cost, where the consumer's choice of brand depends on the perceived balance between the price of the product and all the utilities in it.

Customer Satisfaction

According to Kotler (2016) customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing perceptions or impressions of performance below expectations, customers are dissatisfied. However, if performance exceeds expectations, the customer is highly satisfied and happy. If the perceived performance is below expectations, the customer will feel disappointed, if the performance meets customer expectations, the customer will feel satisfied, whereas if the performance exceeds expectations, the customer will feel very satisfied (Kisifla et al, 2016). This satisfaction will certainly be felt after the customer concerned consumes the product.

In marketing, the concept of customer satisfaction is the main result of the whole process and marketing goals in theory and practice. Satisfaction is a consideration of the consumer's pleasure or displeasure about a product or service. Eom and Seock (2017) pointed out two ways to determine customer satisfaction. Cognitive Nature is the difference between expectations and performance, and Affective Nature is related to feelings of pleasure. Customers are satisfied when their expectations are met or will be very satisfied if customer expectations are exceeded. According to Irshad et al (2017) there are five main dimensions of customer satisfaction, namely; Price, Service Quality, Product Quality, Emotional Factor and Efficiency.

Purchase Intentions

Purchase intention can be interpreted as the possibility that consumers will purchase certain products. In addition, it can also be interpreted as a plan from consumers to make efforts to buy. The customer's willingness to buy has a higher probability, even though the customer may not actually buy it. Purchase intention is determined by the benefits and value perceived by consumers (Wang and Tsai, 2014). The indicators of the purchase intention variable according to Rahman et al & Thamizvanan (2012) are; the willingness of consumers to make purchases, the desire of consumers to make purchases in the future, and recognize the benefits of the product to be purchased (Toor et al, 2017).

Hypothesis

H1: Customer Perceived Value has a positive effect on Customer Satisfaction
H2: Customer Perceived Value has a positive effect on Purchase Intention
H3: Purchase Intention has a positive effect on Hipotesis Customer Satisfaction

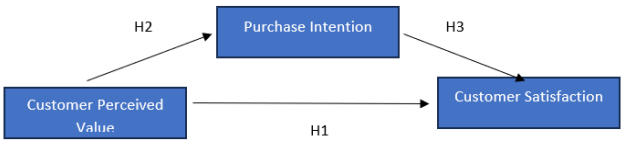

Figure 1. Research framework

2. METHODS

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1. Research subjects, who are involved in research
2. Data collection methods and instruments (the method used is complete with instrument grids and instrument validity tests)
3. The method of analysis, the analysis carried out.

The research involved 300 tourists spread across the Greater Jakarta area. The criteria for determining respondents are those who have enjoyed religious tour packages provided by 10 religious tour package providers based in Bekasi (30 people each per religious tour package operator). This data analysis is based on data obtained from the results of the questionnaires distributed, then processed using statistical methods.

3. RESULTS AND DISCUSSIONS

Results

Evaluasi Model Pengukuran (Outer Model)

Tabel 1. Internal Consitency Reliability

Variabel	Composite Reliability	Explanation
Customer Perceived Value	0,889	Realiable
Purchase Intention	0,903	Realiable
Customer Satisfaction	0,825	Realiable

Source : Processed datas, 2023

Table 1 can be explained that the variables Customer Perceived Value, Purchase Intention, and Customer Satisfaction have a composite reliability value above 0.70 so it can be concluded that all variables have a high level of internal consistency reliability, so they can proceed to the next process.

Validity test

Data processed on the validity test using convergent validity. At the convergent validity stage, it can be seen the validity of a latent variable. Measurements based on loading factor values > 0.70, and AVE > 0.50 will be said to be valid or have convergent validity that is suitable for use at a later stage. The results of processing validity test data can be seen in table 2 below,

Tabel 2. Average Variance Extracted (AVE)

Variabel	Average Variance Extracted (AVE)	Explanation
Customer Perceived Value	0,621	Valid
Purchase Intention	0,604	Valid
Customer Satisfaction	0,637	Valid

Source : Processed datas, 2023

Table 2 can be explained that each variable has an AVE above 0.50 so that each variable is said to be valid or has convergent validity that is feasible to use for the next process.

Evaluasi Model Struktural (Inner Model)

Evaluasi Path Coefficient, Coefficient of Determination (R2) dan Prediction Relevance (Q2).

Tabel 3. Path Coefficient

Variabel	Path Coefficient
Customer Perceived Value -> Customer Satisfaction	0,213
Customer Perceived Value -> Purchase Intention	0,649
Purchase Intention -> Customer Satisfaction	0,869

Source : Processed datas, 2023

In table 3 it can be explained that the largest path coefficient value is shown from the effect of Purchase Intention on Customer Satisfaction of 0.869. As well as the effect of Customer Perceived Value on Purchase Intention of 0.649. Meanwhile, the effect of Customer Perceived Value on Customer Satisfaction is only 0.213. So it shows the influence of Customer Perceived Value through Purchase Intention as intervening on Customer Satisfaction has a greater influence than the direct influence of Customer Perceived Value on Customer Satisfaction. So it can be interpreted that the Purchase Intention variable is an intervening variable that strengthens the relationship between the Customer Perceived Value variable and the Customer Satisfaction variable.

Coefficient of Determination (R^2)

At this stage the coefficient of determinant is used to measure how much the endogenous variables are influenced by other variables. This measurement is based on the value of R^2. If the R^2 value is between 0.50 – 0.75 it is said to be moderate, if it is > 0.75 it is said to be strong. The results of research data processing are shown in table 4 below,

Tabel 4. Coeefficient of Determinant

Variabel	Path Coefficient
Customer Perceived Value	
Purchase Intention	0,611
Customer Satisfaction	0,826

Source : Processed datas, 2023

So it can be seen that the R^2 value for Customer Perceived Value affects the Purchase Intention variable by 6.11%, which can be interpreted as that Purchase Intention is influenced by Customer Perceived Value of 6.11% and the rest is influenced by factors outside the variable. Then the Customer Satisfaction variable which is influenced by Customer Perceived Value and Purchase Intention has a value of 82.6% and the rest is influenced by factors outside the two variables.

Goodness of Fit (GOF)

The goodness of fit (GOF) assessment of PLS is known from the Q^2 value. The Q^2 value has the same value as the Q-square in the regression analysis where it can be said that the higher the Q-Square value, the model shows good predictive relevance (> 0). Q^2 value as follows:

$Q^2 = 1 - [(1-R_1^2)(1-R_2^2)]$
$= 1 - [(1-0.611)(1-0.826)]$
$= 1 - [(0.389)(0.114)]$
$= 1 - 0.068 = 0.932$ (93,2%)

The calculation results it is known that the Q2 value is 0.932 which can be interpreted that the magnitude of the diversity of the research data is 92.7% and 7.3% is influenced by other factors outside the variables.

Hypothesis testing

The effect of Customer Perceived Value on Purchase Intention is 0.649 with a T-statistic of 17.079. Thus it can be concluded that Customer Perceived Value has a significant influence on Purchase Intention. Meanwhile, the effect of Purchase Intention on Customer Satisfaction has a value of 0.869 with a T-statistic value of 14.483. Thus it can be concluded that Purchase Intention has a significant influence on Customer Satisfaction. The influence of Customer Perceived Value on Customer Satisfaction has a value of 0.213 with a T-statistic of 2.958. It can be concluded that Customer Perceived Value has a significant influence on Customer Satisfaction but if it is through Purchase Intention first it will become more significant.

Table 5. T-Statistic

	Original Sample (O)	Standard Deviation (STDAV)	T Statistics (IO/STDAVI)
Customer Perceived Value -> Customer Satisfaction	0,213	0,072	2,958
Customer Perceived Value -> Purchase Intention	0,649	0,038	17,079
Purchase Intention -> Customer Satisfaction	0,869	0,06	14,483

Source : Processed datas, 2023

Discussion

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Customer Perceived Value to Customer Satisfaction

The results of this study indicate that Customer Perceived Value has a positive and significant influence on Customer Satisfaction. It can be shown through a Tstatistic value that is greater than 1.96, namely 2.958 and a path coefficient of 0.213 or 21.3%. The results of the path coefficient have a positive value but the relationship between the two variables can be more directly influential through intervening variables.

Customer Perceived Value is the value of a product or service that is in the mind of the customer. Customer Perceived Value of a person determines the price that can be received by someone to buy an item or service. In general, customers do not know the actual production costs of the goods/services they buy. They only have an internal feeling about how much value an item/service has for them. Therefore, to be able to sell at a higher price for the goods/services offered, producers carry out marketing strategies to create higher Customer Perceived Value for their products/services.

Customers will buy a product/service offered if the price to be paid is lower than the perceived value in their minds. Customers will become loyal customers if they consider the value delivered to be more than the perceived value in their minds. Customer perceived value is important because marketing professionals can use this idea to predict how consumers will perceive a product. When the perceived value of an item increases, a business or company can charge a higher price or sell more units, both of which result in higher profits. This means that marketing professionals try to increase the perceived value of goods and services by determining what their customers value most.

4. CONCLUSION

Overall, the conclusion above is that the variable Customer Perceived Value has a significant effect on Customer Satisfaction with Purchase Intention as an intervening variable. The Purchase Intention variable as an intervening variable has an important influence on strengthening the relationship between Customer Perceived Value and Customer Satisfaction for users or consumers of tour package operators in Bekasi.

Thus the image of a company or operator providing religious tour packages is very important to improve. Given that there is still a doubtful perspective on some providers of religious tour packages, based

on past events where there were reports of fraud and embezzlement of funds by prospective tourists. To maintain public trust, operators providing religious tourism should also register business legality so that it is expected to increase public trust.

5. ACKNOWLEDGE

This research is the result of research funded by Research and Innovation Program for Advanced Indonesia Batch III, Number 23/IV/KS/05/ 2023

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Use journal articles, books (if you have to).

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International Journal of Social Science and Business
Volume xx, Number xx, 2022, pp. xx-yy
P-ISSN: 2614-6533 E-ISSN: 2549-6409
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ARTICLE INFO

Article history:
Received March 19, 2021
Revised April 03, 2021
Accepted May 01, 2021
Available online May 25, 2021

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LITERATURE REVIEW

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Purchase Intention is the customer's perception and evaluation of how beneficial the relationship with the supplier is from the benefits and sacrifices given. Going deeper, Pearson et al (2012) identify two types of benefits, namely core benefits, which are core requirements in customer-supplier relationships, and add-on benefits, which are other attributes that do not have to exist, but add value to customer-supplier relationships. The development of Purchase Intention is considered as the center of the marketing concept and the source of competitive advantage (Lin and Sun, 2009). Kotler & Keller (2016) suggest starting from a value exploration process to get an understanding of what customers think, want, do, and worry about. After knowing this, the company can proceed with value development.

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According to Kotler (2016) customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing perceptions or impressions of performance below expectations, customers are dissatisfied. However, if performance exceeds expectations, the customer is highly satisfied and happy. If the perceived performance is below expectations, the customer will feel disappointed, if the performance meets customer expectations, the customer will feel satisfied, whereas if the performance exceeds expectations, the customer will feel very satisfied (Kisifla et al, 2016). This satisfaction will certainly be felt after the customer concerned consumes the product.

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Hypothesis

H1: Customer Perceived Value has a positive effect on Customer Satisfaction
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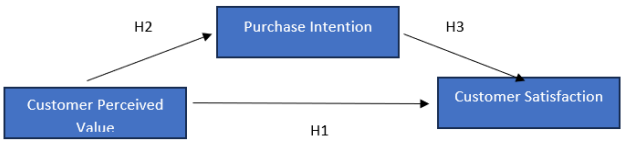

Figure 1. Research framework

2. METHODS

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3. RESULTS AND DISCUSSIONS

Results

Evaluasi Model Pengukuran (Outer Model)

Tabel 1. Internal Consitency Reliability

Variabel	Composite Reliability	Explanation
Customer Perceived Value	0,889	Realiable
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Customer Satisfaction	0,825	Realiable

Source : Processed datas, 2023

Table 1 can be explained that the variables Customer Perceived Value, Purchase Intention, and Customer Satisfaction have a composite reliability value above 0.70 so it can be concluded that all variables have a high level of internal consistency reliability, so they can proceed to the next process.

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Data processed on the validity test using convergent validity. At the convergent validity stage, it can be seen the validity of a latent variable. Measurements based on loading factor values > 0.70, and AVE > 0.50

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Tabel 2. Average Variance Extracted (AVE)

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Customer Satisfaction	0,637	Valid

Source : Processed datas, 2023

Table 2 can be explained that each variable has an AVE above 0.50 so that each variable is said to be valid or has convergent validity that is feasible to use for the next process.

Evaluasi Model Struktural (Inner Model)

Evaluasi Path Coefficient, Coefficient of Determination (R2) dan Prediction Relevance (Q2).

Tabel 3. Path Coefficient

Variabel	Path Coefficient
Customer Perceived Value -> Customer Satisfaction	0,213
Customer Perceived Value -> Purchase Intention	0,649
Purchase Intention -> Customer Satisfaction	0,869

Source : Processed datas, 2023

In table 3 it can be explained that the largest path coefficient value is shown from the effect of Purchase Intention on Customer Satisfaction of 0.869. As well as the effect of Customer Perceived Value on Purchase Intention of 0.649. Meanwhile, the effect of Customer Perceived Value on Customer Satisfaction is only 0.213. So it shows the influence of Customer Perceived Value through Purchase Intention as intervening on Customer Satisfaction has a greater influence than the direct influence of Customer Perceived Value on Customer Satisfaction. So it can be interpreted that the Purchase Intention variable is an intervening variable that strengthens the relationship between the Customer Perceived Value variable and the Customer Satisfaction variable.

Coefficient of Determination (R^2)

At this stage the coefficient of determinant is used to measure how much the endogenous variables are influenced by other variables. This measurement is based on the value of R^2. If the R^2 value is between 0.50 – 0.75 it is said to be moderate, if it is > 0.75 it is said to be strong. The results of research data processing are shown in table 4 below,

Tabel 4. Coeefficient of Determinant

Variabel	Path Coefficient
Customer Perceived Value	
Purchase Intention	0,611
Customer Satisfaction	0,826

Source : Processed datas, 2023

So it can be seen that the R^2 value for Customer Perceived Value affects the Purchase Intention variable by 6.11%, which can be interpreted as that Purchase Intention is influenced by Customer Perceived Value of 6.11% and the rest is influenced by factors outside the variable. Then the Customer Satisfaction variable which is influenced by Customer Perceived Value and Purchase Intention has a value of 82.6% and the rest is influenced by factors outside the two variables.

Goodness of Fit (GOF)

The goodness of fit (GOF) assessment of PLS is known from the Q^2 value. The Q^2 value has the same value as the Q-square in the regression analysis where it can be said that the higher the Q-Square value, the model shows good predictive relevance (> 0). Q^2 value as follows:

$$Q^2 = 1 - [(1-R_1^2)(1-R_2^2)]$$
$$= 1 - [(1-0.611)(1-0.826)]$$
$$= 1 - [(0.389)(0.114)]$$
$$= 1 - 0.068 = 0.932 \ (93{,}2\%)$$

The calculation results it is known that the Q2 value is 0.932 which can be interpreted that the magnitude of the diversity of the research data is 92.7% and 7.3% is influenced by other factors outside the variables.

Hypothesis testing

The effect of Customer Perceived Value on Purchase Intention is 0.649 with a T-statistic of 17.079. Thus it can be concluded that Customer Perceived Value has a significant influence on Purchase Intention. Meanwhile, the effect of Purchase Intention on Customer Satisfaction has a value of 0.869 with a T-statistic value of 14.483. Thus it can be concluded that Purchase Intention has a significant influence on Customer Satisfaction. The influence of Customer Perceived Value on Customer Satisfaction has a value of 0.213 with a T-statistic of 2.958. It can be concluded that Customer Perceived Value has a significant influence on Customer Satisfaction but if it is through Purchase Intention first it will become more significant.

Table 5. T-Statistic

	Original Sample (O)	Standard Deviation (STDAV)	T Statistics (IO/STDAVI)
Customer Perceived Value -> Customer Satisfaction	0,213	0,072	2,958
Customer Perceived Value -> Purchase Intention	0,649	0,038	17,079
Purchase Intention -> Customer Satisfaction	0,869	0,06	14,483

Source : Processed datas, 2023

Discussion

Customer Perceived Value to Customer Satisfaction

The results of this study indicate that Customer Perceived Value has a positive and significant influence on Customer Satisfaction. It can be shown through a Tstatistic value that is greater than 1.96, namely 2.958 and a path coefficient of 0.213 or 21.3%. The results of the path coefficient have a positive value but the relationship between the two variables can be more directly influential through intervening variables.

Customer Perceived Value is the value of a product or service that is in the mind of the customer. Customer Perceived Value of a person determines the price that can be received by someone to buy an item or service. In general, customers do not know the actual production costs of the goods/services they buy. They only have an internal feeling about how much value an item/service has for them. Therefore, to be able to sell at a higher price for the goods/services offered, producers carry out marketing strategies to create higher Customer Perceived Value for their products/services.

Customers will buy a product/service offered if the price to be paid is lower than the perceived value in their minds. Customers will become loyal customers if they consider the value delivered to be more than the perceived value in their minds. Customer perceived value is important because marketing professionals can use this idea to predict how consumers will perceive a product. When the perceived value of an item increases, a business or company can charge a higher price or sell more units, both of which result in higher profits. This means that marketing professionals try to increase the perceived value of goods and services by determining what their customers value most.

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4. CONCLUSION

Overall, the conclusion above is that the variable Customer Perceived Value has a significant effect on Customer Satisfaction with Purchase Intention as an intervening variable. The Purchase Intention variable as an intervening variable has an important influence on strengthening the relationship between

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Customer Perceived Value and Customer Satisfaction for users or consumers of tour package operators in Bekasi.

Thus the image of a company or operator providing religious tour packages is very important to improve. Given that there is still a doubtful perspective on some providers of religious tour packages, based on past events where there were reports of fraud and embezzlement of funds by prospective tourists. To maintain public trust, operators providing religious tourism should also register business legality so that it is expected to increase public trust.

5. ACKNOWLEDGE

This research is the result of research funded by Research and Innovation Program for Advanced Indonesia Batch III, Number 23/IV/KS/05/ 2023

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International Journal of Social Science and Business
Volume xx, Number xx, 2022, pp. xx-yy
P-ISSN: 2614-6533 E-ISSN: 2549-6409
Open Access: https://dx.doi.org/10.23887/ijssb.v6i1

THE EFFECT OF CUSTOMER PERCEPTION VALUE ON CUSTOMER SATISFACTION ON CONSUMERS OF RELIGIOUS TOUR PACKAGES IN BEKASI-WEST JAVA; PURCHASE INTENTION AS AN INTERVENING VARIABLE

Dhian Tyas Untari[1], Fata Nidaul Khasanah[1], Timorora Sandha Perdhana[1], Tulus Sukreni[1], Fakhrudin[2], Basuki Antariksa[2],Yanuar Farida Wismayanti[2]

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ARTICLE INFO

Article history:
Received March 19, 2021
Revised April 03, 2021
Accepted May 01, 2021
Available online May 25, 2021

Keywords:
Marketing, Religious tourism, Customer Perceived Value, Purchase Intention, Customer Satisfaction

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ABSTRACT

In the business concept of being a provider of religious tour packages, creating, improving and maintaining customer satisfaction is one of the most important things, considering that competition in the tour and travel business is getting tougher. One dimension that influences Customer Satisfaction is Customer Perceived Value. Creating, enhancing and maintaining Customer Perceived Value is the foundation for marketing, where companies try to provide better value than competitors. Based on this background, the research objective is to analyze the effect of Customer Perceived Value on Customer Satisfaction with Purchase Intention as an Interverning variable for consumers of religious tour packages in Bekasi. The research involved 300 tourists spread across the Greater Jakarta area. The criteria for determining respondents are those who have enjoyed religious tour packages provided by 10 religious tour package providers based in Bekasi (30 people each per religious tour package operator). This data analysis is based on data obtained from the results of the questionnaires distributed, then processed using statistical methods. Statistical testing on the path analysis model was carried out using the Partial Least Square (PLS) method. The results of the study show that Customer Perceived Value has a positive and significant influence on Customer Satisfaction, Customer Perceived Value has a positive and significant influence on Purchase Intention and Purchase Intention has a considerable influence on Customer Satisfaction.

1. INTRODUCTION

In some community groups, religious tourism is often used as a routine activity, this is done as a filler for the agenda of mandatory religious activities or routines that they follow. With the current high enough community complexity, religious tourism can also be used to preach in the modern era, in addition to adapting the concept of recreation (activities that are refreshing), religious tourism can also be developed as a medium for learning about the history of Islamic development and increasing knowledge, insight and increase gratitude to Allah SWT.

Religious tourism is carried out in order to take compassion or lessons from Allah's creation or the history of human civilization to open the heart so as to raise awareness that life in this world is not eternal (Fatimah, 2015). Tourism is essentially a journey to witness the signs of God's power, its implementation in tourism is related to the da'wah process by instilling belief in the existence of signs of God's greatness as evidence shown in the form of verses in the Qur'an (Ali et al., 2019).

The tourism sector is a sector that has the potential to be developed as a source of regional income (Untari, 2020), so programs for the development and utilization of regional tourism resources and potential are expected to contribute to economic development (Ali et al., 2019). Tourism is seen as an activity that

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has a multidimensional nature of the development process. The development of the tourism sector involves socio-cultural, economic and political aspects (Untari, 2019). Therefore, the development of the tourism sector is seen as a strategic asset to encourage development in certain areas that have tourism potential and provide benefits to many parties from government, society and the private sector (Comerio et al, 2018). This is because tourism is a sector that is considered profitable to be developed as one of the assets that is used as a promising source for the government and the community around tourist objects (Fadhli et al, 2019).

The development of Indonesian tourism has experienced ups and downs and is not always proportional to the times. This also applies to religious tourism in Indonesia. Many potential tourism objects are visited by both domestic and foreign tourists. Religious tourism is a potential market niche that has very specific market segments and targets (Untari, 2019). In this regard, the Government should strive to increase religious tourism objects by planning and carrying out a mature and effective strategy so that religious tourism can play an active role in increasing foreign exchange in Indonesia (Untari et al., 2017).

The development of religious tourism, various motives of tourists in carrying out religious tourism. Religious tourism in general review by Chotib is defined as religious tourism, which is a type of tourism product related to the religious side of humanity. Religious tourism is related to the intentions and goals of tourists in order to obtain blessings, compassion, tausiah and wisdom in their lives. But often also for specific purposes such as to obtain blessings, inner strength, firmness of faith and even abundant wealth (Tohiharan, 2018). Meanwhile, in a review of rituals, Chotib mentions the general form of religious tourism that is usually carried out by the community, namely pilgrimages to visit the graves of saints, scholars, sultans, warriors, ancestors, and families with the aim of praying and showing respect for them. This motivates the pilgrims to hope for blessings or good luck because the figures residing in the tomb are considered to have extraordinary prowess. Their belief is that the tomb can invite blessings for pilgrims who perform penance solemnly and sincerely.

Business concept as a provider of religious tour packages, creating, improving and maintaining customer satisfaction is one of the important things, considering that competition in the tour and travel business is getting tougher (Ho et al, 2014). One dimension that influences Customer Satisfaction is Customer Perceived Value. Creating, enhancing and maintaining Customer Perceived Value is the foundation for marketing, where companies try to provide better value than competitors. Therefore, companies providing religious tour packages are looking for various ways to offer more than Core Value, by providing Additional Value to satisfy customers (Pearson et al, 2012). Focusing on customer satisfaction in a marketing context, a customer orientation strategy is very important to know the value components that are effective in increasing customer satisfaction (Leninkumar, 2017). Based on this background, the research objective is to analyze the effect of Customer Perceived Value on Customer Satisfaction with Purchase Intention as an Interverning variable for consumers of religious tour packages in Bekasi.

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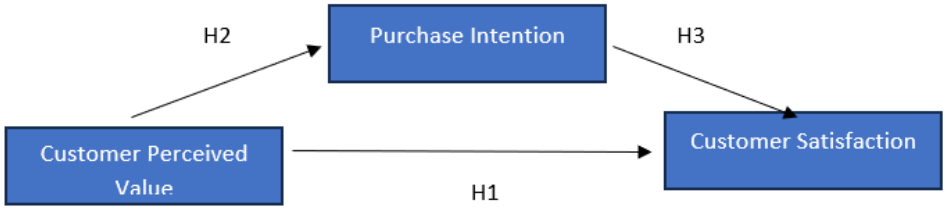

Figure 1. Research framework

2. METHODS

The sample in this study is part of the population which is expected to be able to represent the population in the study. The sampling technique in this study was a non-probability sampling technique. The research involved 300 tourists spread across the Bekasi City area. The criteria for determining respondents are those who have enjoyed religious tour packages provided by 10 religious tour package providers based in Bekasi (30 people each per religious tour package operator). This data analysis is based on data obtained from the results of the questionnaires distributed, then processed using statistical methods. Statistical testing on the path analysis model was carried out using the Partial Least Square (PLS) method.

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In table 3 it can be explained that the largest path coefficient value is shown from the effect of Purchase Intention on Customer Satisfaction of 0.869. As well as the effect of Customer Perceived Value on Purchase Intention of 0.649. Meanwhile, the effect of Customer Perceived Value on Customer Satisfaction is only 0.213. So it shows the influence of Customer Perceived Value through Purchase Intention as intervening on Customer Satisfaction has a greater influence than the direct influence of Customer Perceived Value on Customer Satisfaction. So it can be interpreted that the Purchase Intention variable is an intervening variable that strengthens the relationship between the Customer Perceived Value variable and the Customer Satisfaction variable.

Coefficient of Determination (R^2)

At this stage the coefficient of determinant is used to measure how much the endogenous variables are influenced by other variables. This measurement is based on the value of R^2. If the R^2 value is between 0.50 – 0.75 it is said to be moderate, if it is > 0.75 it is said to be strong. The results of research data processing are shown in table 4 below,

Tabel 4. Coeefficient of Determinant

Variabel	Path Coefficient
Customer Perceived Value	
Purchase Intention	0,611
Customer Satisfaction	0,826

Source : Processed datas, 2023

So it can be seen that the R^2 value for Customer Perceived Value affects the Purchase Intention variable by 6.11%, which can be interpreted as that Purchase Intention is influenced by Customer Perceived Value of 6.11% and the rest is influenced by factors outside the variable. Then the Customer Satisfaction variable which is influenced by Customer Perceived Value and Purchase Intention has a value of 82.6% and the rest is influenced by factors outside the two variables.

Goodness of Fit (GOF)

The goodness of fit (GOF) assessment of PLS is known from the Q^2 value. The Q^2 value has the same value as the Q-square in the regression analysis where it can be said that the higher the Q-Square value, the model shows good predictive relevance (> 0). Q^2 value as follows:

$Q^2 = 1 – [(1-R_1^2)(1- R_2^2)]$
$= 1 – [(1-0.611)(1-0.826)]$
$= 1 – [(0.389)(0.114)]$
$= 1- 0.068 = 0.932$ (93,2%)

The calculation results it is known that the Q2 value is 0.932 which can be interpreted that the magnitude of the diversity of the research data is 92.7% and 7.3% is influenced by other factors outside the variables.

Hypothesis testing

The effect of Customer Perceived Value on Purchase Intention is 0.649 with a T-statistic of 17.079. Thus it can be concluded that Customer Perceived Value has a significant influence on Purchase Intention. Meanwhile, the effect of Purchase Intention on Customer Satisfaction has a value of 0.869 with a T-statistic value of 14.483. Thus it can be concluded that Purchase Intention has a significant influence on Customer Satisfaction. The influence of Customer Perceived Value on Customer Satisfaction has a value of 0.213 with a T-statistic of 2.958. It can be concluded that Customer Perceived Value has a significant influence on Customer Satisfaction but if it is through Purchase Intention first it will become more significant.

Table 5. T-Statistic

	Original Sample (O)	Standard Deviation (STDAV)	T Statistics (IO/STDAVI)
Customer Perceived Value -> Customer Satisfaction	0,213	0,072	2,958
Customer Perceived Value -> Purchase Intention	0,649	0,038	17,079
Purchase Intention -> Customer Satisfaction	0,869	0,06	14,483

Source : Processed datas, 2023

Discussion

Customer Perceived Value to Customer Satisfaction

The results of this study indicate that Customer Perceived Value has a positive and significant influence on Customer Satisfaction. It can be shown through a Tstatistic value that is greater than 1.96, namely 2.958 and a path coefficient of 0.213 or 21.3%. The results of the path coefficient have a positive value but the relationship between the two variables can be more directly influential through intervening variables.

Customer Perceived Value is the value of a product or service that is in the mind of the customer. Customer Perceived Value of a person determines the price that can be received by someone to buy an item or service. In general, customers do not know the actual production costs of the goods/services they buy. They only have an internal feeling about how much value an item/service has for them. Therefore, to be able to sell at a higher price for the goods/services offered, producers carry out marketing strategies to

create higher Customer Perceived Value for their products/services (Anuraga et al, 2017)Customers will buy a product/service offered if the price to be paid is lower than the perceived value in their minds. Customers will become loyal customers if they consider the value delivered to be more than the perceived value in their minds. Customer perceived value is important because marketing professionals can use this idea to predict how consumers will perceive a product. When the perceived value of an item increases, a business or company can charge a higher price or sell more units, both of which result in higher profits. This means that marketing professionals try to increase the perceived value of goods and services by determining what their customers value most (Anuwichanont and Mechinda, 2016)

Customer Perceived Value of Purchase Intention

The results of this study indicate that Customer Perceived Value has a positive and significant influence on Purchase Intention. It can be shown through a T-statistic value that is greater than 1.96, namely 17.079 and a path coefficient of 0.649 or 74.9%. The results of the path coefficient have a positive value or close to number 1, which means that the relationship between the two variables has a strong influence.

Customers will buy a product/service offered if the price to be paid is smaller than the perceived value in their minds (Deyalage and Kulathunga, 2019). Customers will become loyal customers if they consider the value delivered to be more than the perceived value in their minds. Customers' perceived value is important because marketing professionals can use this idea to predict how consumers might perceive a product (Ganguly et al, 2010). When the perceived value of an item increases, a business or company may charge a higher price or sell more units, both of which result in higher profits (Iskamto, 2021). This means that marketing professionals try to increase the perceived value of goods and services by determining what their customers value most (Bernarto and Patricia, 2019) .

Purchase Intention to Customer Satisfaction

The results of this study indicate that Purchase Intention has a positive and significant impact on customer satisfaction. This is shown by the Tstatistic value which is greater than 1.96 which is 14.483 and the path coefficient is 0.869. The results of the path coefficient have a positive value or close to number 1, which means that the relationship between the two variables has a strong influence. This proves that Purchase Intention has a considerable influence on customer satisfaction (Aulia et al, 201; Bernarto, 2017 .

Purchase Intention is one of the elements in consumer behavior that involves planning consumers to buy products via the internet or taking steps before the actual purchase decision is taken (Duarte et al, 2018). If consumers choose to remain loyal because they are satisfied with the value and service they receive, they will most likely be satisfied (Guo et al, 2012).

4. CONCLUSIO

Overall, the conclusion above is that the variable Customer Perceived Value has a significant effect on Customer Satisfaction with Purchase Intention as an intervening variable. The Purchase Intention variable as an intervening variable has an important influence on strengthening the relationship between Customer Perceived Value and Customer Satisfaction for users or consumers of tour package operators in Bekasi.

Thus the image of a company or operator providing religious tour packages is very important to improve. Given that there is still a doubtful perspective on some providers of religious tour packages, based on past events where there were reports of fraud and embezzlement of funds by prospective tourists. To maintain public trust, operators providing religious tourism should also register business legality so that it is expected to increase public trust.

5. ACKNOWLEDGE

This research is the result of research funded by Research and Innovation Program for Advanced Indonesia Batch III, Number 23/IV/KS/05/ 2023

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